

KEY WORD : MASS MEDIA      CRISIS      CRASHES

AJCHARAPORN NA SONGKHLA, M.L. : THE CRISIS MANAGEMENT THROUGH MASS MEDIA IN THAI AIRWAY'S CRASHES. THESIS ADVISOR : ASST.PROF. KWANRUEN KITIWAT, 136 PP. ISBN 974-581-514-4

This research attempts to put into perspective how an effective dealing with the mass media can improve the situation of crisis caused by air crashes. The study cases are based on three events as happened to Thai Airways Co's aircraft. From the research, it is found that:

1. The crisis took place in different situation in terms of time, place, number and nationalities of casualties and injured people involved. These differences have great influence on the course of action which should be taken in dealing with the mass media at the time of crisis.
2. The structure of mass media and the competition in news presentation among various units of the mass media are the crucial factors in determining the nature of cooperation or control ones can obtain from them in disseminating information to alleviate the impact of crisis.
3. The key to the handling of mass media is by providing true and correct information on a continuous basis and sometimes in the persuasive manner.
4. Organising right activities and choosing appropriate mass media for attendance at the right time and situation can help reducing the public's panic arising from the crisis as well as consoling people who are affected.