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KEY WORD : NEWS SERVICE/THAI NEWS AGENCY

SIRIWAN PIMJUN : AN ANALYSIS OF NEWS SERVICE OF THE THAI NEWS AGENCY
: VIEWPOINTS FROM JOURNALISTS WHO USE IT. THESIS ADVISOR : ASSO.PROF.
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The purpose of this study is to analyze the features of services rendered by the Thai News Agency (TNA) in comparison to the expectation of journalists towards those services. The finding in this study can also be used as guidelines for improvement of TNA's operation to suit with the needs of its consumers by means of marketing devices.

This study has been conducted in form of qualitative research. Top executives of TNA as well as users of TNA's services have contributed their point-of-views in depth interviews. The results of which are to provide answers concerning administration and operation of TNA effecting quality of released news, news services, and pricing of TNA's news bulletin.

As for viewpoints of journalists, it has been concluded that news released from TNA does not meet satisfactory standard with regards to quality of the news. This is due to TNA's administration which follows rules and regulations of government organization. Influence of higher authorities in the government and politicians also spreads over and becomes limitation to operation freedom of TNA. Consequently, news from TNA tend to support government activities and some specific power groups. Moreover, the quality of the news is insufficient with regards to probing insideness of the events. News of TNA is also found to be late due to releasing processes. Cost of the news is, however, acceptable at present but may cause withdrawal of subscriptions in the future if services remain unimproved. The consumers as a whole may incline to continue using services of TNA.