

KEY WORDS : CLARIFICATION/THE ROYAL THAI POLICE/MASS MEDIA

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THE ROYAL THAI POLICE THROUGH MASS MEDIA BETWEEN 1990-1991. THESIS
ADVISOR : ASSO.PROF.JOOMPOL RODCUMDEE, 167 PP. ISBN 974-581-665-5

The objective of this study is to examine the tactics employed by the Royal Thai Police Department to clarify the scandalous police activities between 1990-1991. The scandals discussed in this study were the police incident in Supan Buri, the disgraceful appointments of high-ranking officers in 1990 when Pol. Gen. Sawaeng Thirasawat was the Police-Director-General, and the disappearance of the jewelry smuggled from Saudi Arabia in 1991 when Pol. Gen. Sawat Amornwiwat was in charge of the department. The study focuses also on the way mass media presented the news and the level of trust they had towards the Police Department's attempt at clearing up the scandals.

The study reveals that in clarifying the scandals, the Police Department aimed at minimizing conflicts rather than presenting facts to the public. Besides, the Department has never used appropriate PR tactics to alleviate the problems. Because of these factors, together with the slow responses to the scandals, and the lack of communication within the organization to form consistent campaigns, the mass media and the public tended to be confused and to distrust the Police Department's efforts. In addition, the study found that the poor image of the Police Department and the political situation at that time also made the scandal remedy less effective.

Another inhibiting factor was the Police Department's inability to use mass media to support its public relations, not even its forty-four radio stations all over the country. As a result, the Police Department failed to restore its reputation during the years under study.