

C050278 : MAJOR PUBLIC RELATIONS

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PITHYA PATHANATANYA : LOWER NORTHERN REGION JOURNALISTS' OPINION UPON
NEWSPAPER'S EXPECTED AND ACTUAL ROLE IN DEVELOPMENT NEWS COVERAGE

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The purpose of this research was to study the opinion of journalists in lower northern region in Thailand, regarding development news presentation and to compare expected and actual roles in development news presentation.

The results of the study were as follows:

1. The expected and actual roles of lower northern region journalists were significantly different. Lower northern region journalists' performed less than expected role.

2. Position, duration of experiences in journalist career and training in journalist profession were related to opinion of journalist in presentation community development news.

3. Local Journalists were highly aware of their social equality promotion role, democracy promotion role, social problem critic role and surveillance role.

4. Their most important problem was limitation in development news presentation due to lack of experience and training in this area.