

KEY WORDS : HEADLINES/NEWSPAPER/RADIO/TELEVISION

KRUEWAN CHUTCHAKUL : THE ANALYSIS OF NEWS HEADLINES' PRESENTATION
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The purpose of this study is to examine the procedure of news headlines' presentation of newspaper, radio and television the qualitative method was employed, the data collection was based on the depth interview.

The result of this study indicated that the editor of page 1 news, the editor of everyday radio news and the editor of everyday television news selected the news that had already been screened and gave them priority. Although the editors selected the news headlines, they did not use their own judgment. Actually the organization of the society had some constraints upon the decision of the selection. The worth of the news was dictated by the stated constraints. The internal constraints include the policy of the owner of the media and the colleagues. The external constraints include political system, the control of laws and culture supply.

In addition, the editors created the denotation and connotation of the news headlines in order to attract the receivers. Besides the major duties of the mass communication as stated, the newspaper has a major role in marketing, the radio has a major role in giving information for better government image, and the television has the mixed roles, marketing and informing.