

GRIT THONGLERT : GRIEVANCES THROUGH MASS MEDIA DURING THE GOVERNMENT'S TRANSITIONAL PERIOD FROM GENERAL CHATICHAI CHOONHAVAN TO MR. ANAND PUNYARACHUN (NOVEMBER 1990 - MAY 1991). THESIS ADVISOR: ASSO.PROF. SIRICHAIRIRIKAYA, Ph.D. 210 PP. ISBN 974-579-929-7

The objective of this research is to understand the procedure and the role of mass media in presenting people's grievances and to understand the impacts of the presentation. The methodology of this research is the qualitative method and the theoretical frameworks are based on Libertarian theory, Social responsibility theory, Exit-voice theory, Agenda setting, Social control, and the dependency model of mass media effects. The results of this research are as follows:

The mass media play an important role as the media between the grievors and the organization concerned. Nevertheless, such a role cannot play independently; moreover, not all the grievances are presented. This is partly due to the complicated procedure. Besides, the mass communicators themselves also take into their consideration the impacts and certain limitations from internal and external contexts of the mass media organization. The study found that political context in that period actually affected newspaper in the selection of people's grievances.

The results of grivances through mass media are quite obvious, resulting in the awareness of the organizations concerned and the solutions to the existing problems. This clearly shows the effectiveness of mass media as the mechanism of social control and at the same time illustrates the audience dependencies on mass media.