

YUTHIKA AREEKUL : AN ANALYSIS OF THE POLITICAL DISCUSSION
PROGRAM "SONTHANA PHANHA BAN MUANG. THESIS ADVISOR : ASSO. PROF.
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The objectives of this thesis were : to understand the roles and functions of Sonthana Phanha Ban Muang program and how the elite groups manipulated this program in order to get some interests and justify their performance.

Results in the present study showed that although this program had developed to be more colourful and reasonable format and presenting methods by using neutral symbols for every group of people. But it did not give anything to the people in comparison to the benefits that the owner achieved. This program did not present the details of the truth or did not help the political development of the people. Most of the programs were concern with the propaganda the work and the good image of the government. The functions of the Sonthana Phanha Ban-Muang, therefore, composed of giving the government information, persuasion, propaganda and social control for legitimation of the government.

However, considering the communication process of the program as a whole, it could be seen that the military was a group which got the most benefit by presenting the neutralizing and non-political image, praised and esteemed national institute. In addition, the military also showed the right of the owner of the media in using to support or discredit the government at any time as they needed. At the same time, the government did not get any advantage because of the unefficient and limited framework and content of the programs.