

The objective of this research was to study the organizations and the factors concerning the foreign news production of five television stations in the central part by studying from documents, interviewing and analyzing the content of foreign news and its audience. The sample of the audience in this study were 112 executives who were studying in the special executive programs in the universities.

The result was that the foreign news organization was a subsidiary of the news organization in the television stations whose staff were foreign news editors, translators and rewriters. The production of the foreign news organization was only to select, to translate and to sequence the news transmitted from the foreign news agencies and there was no much difference in the foreign news content broadcast by each station

As for the audience, they could be divided into two groups according to their opinions about the need, the foreign news resource and the right in communication. One group mostly required that the economic foreign news, the twilight broadcasting time (6.00-9.00 P.M.) and the news value concerning the immediacy of foreign news should increase. The other mostly required that the foreign scientific and technological news, the afternoon broadcasting time (2.00-4.00 P.M.) and the news value concerning the unusualness of the events should decrease.

As for the improvement, the audience who required the need, the resource and the right in communication to increase suggested that the foreign sport news, the noon broadcasting time (12.00 A.M. - 2.00 P.M.) and the news value concerning clearness be improved. The audience who required the need, the resource and the right in communication to decrease suggested that the foreign royal news, the afternoon broadcasting time (2.00 - 4.00 P.M.) and the news value concerning the variety in news dimension be improved.