

THAWINAN KONGKRAN : THE MASS MEDIA PROTRAYALS OF MISS THAILAND  
1964-1988. THESIS ADVISOR : ASSO. PROF. SIRICHAIR SIRIKAYA, Ph.D.  
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This research is aiming first at finding the factors playing significant roles in forming the images of Miss Thailand, second presenting the conceived images and last studying the methods used by Mass Media to create the said image, during the period of 1964-1988.

Methods used in this research is by interviewing members of the 3 following groups: winners of the Title Miss Thailand, participants in the contests and journalists, and analyzing data collected from printed media, namely 794 articles from Thai Rat and others.

From the research, 5 important factors can be said mainly as contributors to the forming of Miss Thailand's images: they are the organizers of the contests, the sponsors, the contestants themselves, the social context and the mass media.

The image of Miss Thailand during the period said Towards Miss Universe title (1964-1972), was a light mixture between beauty and stage talent, but in the lates period of "Business Task " (1984-1988) she is a beautiful girl with personality, human relations plus talent and business, the new woman.

This image owes more or less its creation to the mass media, who supply us with informations of 3 different characters news reporting, entertainment reporting and articles and editorial aiming at influencing directly public choices.