

The purpose of this study was to understand the content of television news that conferred status on persons, groups of persons, organizations and social institutes.

The scope of the study covered only local news broadcasted in Bangkok during July 1 - July 31, 1990 begining from 19.30 p.m. local news

The results of the study were as follow :

1. The content of television news constructed the reality from the information that had already been organized. The news content could be divided into 9 categories and each category conferred status differently.

2. The news organized according to its importance could be divided into 2 parts

- 2.1 The 19.30 news was mainly organized according to the importance of events in the news by emphasizing the situation news

- 2.2 The 20.00 news was organized according to the importance of persons. That was to organized from person who had the highest status to the one who had the lowest status respectively.

3. The content of television news that conferred the ascribed status increased, maintained and decreased the ascribed status of persons, groups of persons, organizations and social institutes.

4. The content of television news that conferred the achieved status conferred new status on persons, groups of persons, organizations and social institutes that differed from their status quo, conferred another status in addition to their status quo, maintained their status quo, either increased or decreased their status quo, or both.