

ABSTRACT

RESEARCH PAPER : Opinions of the Daily's Newspaper Editors on Networks
Broadcasting of Radio Thailand

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The study has objectives to 1) to study opinions of the daily's newspaper editors on networks broadcasting of Radio Thailand, 2) to use results of the study in improving and implementing networks broadcasting.

Results of the study are as follows :

1. Styles of news reporting of Radio Thailand are too official, making it difficult for listeners to understand. Therefore, styles of language used in the broadcasting should be clear. In the meantime, qualities of sound used in the newsreels are not good enough. So, the quality of sound should be improved to be clearer. Special news should be improved to be more comprehensive so that Radio Thailand has more values.

2. Ways of news presentation : news speakers or reporters have still used strong language, tough and unnatural styles of reporting so listeners were unconvinced to follow and believe in the broadcast news. These incidents led to all wastes.

3. Values of news : lack of freshness and short of updated, outstanding and interesting information.

Recommendations are the followings :

1. Styles of news reporting : sound recording room and equipment should be improved to meet the standard so that quality of sound be improved and clearer. Personnels should take turn to work according to their shifts and they should enter trainings to increase their skills and knowledges.

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2. Ways of news presentation : sound used in broadcasting should be clear and voice should be natural particularly incident news. Moreover, contents of news should cover all points, short and comprehensive.

3. Values of news : it should be fresh and updated.