

TABLE OF CONTENTS

	Page
LIST OF TABLES	iii
LIST OF FIGURES	vi
CHAPTER I INTRODUCTION	1
Problem Statement	2
Objectives	2
Expected Results	3
Scope of the Study	3
Definitions of terms	5
CHAPTER II REVIEW OF LITERATURE	6
Mekong River	6
Mekong Rapids Blasting Project	7
Mass Media in Greater Mekong Subregion	9
Mass Media in Thailand	9
Mass Media in Laos	12
Mass Media in Myanmar	14
Mass Media in China	17
Mass Media in Vietnam	21
Mass Media in Cambodia	24
Related Theories and Concept	27
Agenda Setting	27
Public Sphere Concept	30
Social Responsibility Theory	31
Related Research	32
Conceptual Framework	41

TABLE OF CONTENTS (CONTINUED)

	Page
CHAPTER III RESEARCH METHODOLOGY	42
Population	42
Sampling Technique	42
Research Instrument	44
Data Collection	44
Data Analysis	44
CHAPTER IV RESEARCH FINDINGS	45
Background information of Respondents	46
Media Organisational Structure	59
Access to Information on Mekong Rapids Blasting Project	66
News Content Analysis	69
CHAPTER V CONCLUSIONS AND RECOMMENDATIONS	77
Conclusions	77
Recommendations	80
Recommendations for Further Research	81
REFERENCES	82
APPENDICES	87
BIOGRAPHICAL DATA	118

LIST OF TABLES

Table		Page
1	List of respondents and their background information	46
2	Number of news articles published per year during 2002-2004	72
3	Number of news articles published per month during 2002-2004	73
4	Number of news articles divided by news agency	75

LIST OF FIGURES

Figure		Page
1	Geographical flow of Mekong River which is started from Tibetan Plateau in China through Vietnam where it enters the South China Sea	4
2	Mekong Rapids Blasting section of 361km between Simao in Southern China and Luang Prabang, northern Laos	4
3	Agenda Setting	29
4	Conceptual Framework showing Variables Under This Study	41
5	Chinese National Geography	54
6	Laos National TV	54
7	Vientiane Times	55
8	Laos News Agency	55
9	Nation (TV) Channel	56
10	Thai News Agency-TNA	56
11	Vietnam News Agency	57
12	Radio Voice of Vietnam	57

LIST OF FIGURES (CONTINUED)

Figure		Page
13	Southern China Weekend	58
14	Organisational Structure of Mass Communications of Thailand where houses Channel 9 and Thai News Agency	60
15	Organisational structure of Vientiane Times	61
16	Organisational structure of Chinese National Geography Magazine	61
17	Organisational structure of Nation Multimedia Group where houses the Nation TV	62
18	Organisational structure of Vietnam News Agency	63
19	Organisational structure of Radio Voice of Vietnam	64
20	Media Reports on Mekong Rapids Blasting during 2002-2004	72
21	Media Report on Mekong Rapids Blasting, Seasonal, 2002-2004	74
22	Media Reports on Mekong Rapids Blasting, Monthly, 2002-2004	74
23	Media Reports on Mekong Rapids Blasting, by Agency, 2002-2004	76
24	Formation of media agenda on Mekong Rapids Blasting Stories	79