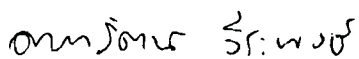


Dararat Weerapong 2007: A Qualitative Analysis of Mass Media Response to the Mekong Rapids Blasting Project and Factors Influencing in the Greater Mekong Region. Master of Science (Development Communication), Major Field: Development Communication, Department of Agriculture Extension and Communication. Thesis Advisor: Associate Professor Kamolrat Intaratat, Ph.D. 118 pages.

This study examined the mass media responses to the Mekong Rapids Blasting Project and factors influencing. The media agenda theory was used in this study. The data collected through seminar, focus group interview and news content analysis gathered during January 2002-December 2004. Respondents were 16 journalists from Thailand, China, Laos, Vietnam, Cambodia and Myanmar.

It's found that the media agenda can be set by both top-down and bottom-up influences. In this case, it has been more of a bottom-up process. The voice of local groups in Chiang Khong with supports from national and international NGOs, academic institutions, and importantly the senators and the media enhance local agenda into national and regional agenda.

Even if there is a lot of information available nowadays, the journalists still feel that they lack of information "needed". Lots of information available is not useful and out of date. They are still struggling to find "accurate" information from "accountable and credible" sources. Language is a key barrier for accessing to information. Most of the information available on the on Mekong is in English (both in documentation and resource persons or issue experts), and there are only a limited number of journalists who are sufficiently competent in English access it. Encouragingly, there are some organisations investing in building the capacity of journalists considered key players in sustainable development. More capacity building efforts should be provided on a regular basis and also in the national level.



Student's signature



Thesis Advisor's signature

