

## ABSTRACT

**Title of Research Paper** : View and Behavior of the Media in Presenting News of the 2001  
Thailand's MP Election with Emphasis on the Canvasser System

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The objectives of this research are to 1. study the mass media's attitudes affecting their conducts of news presentation on the election vote campaign under the 'vote canvasser' system, 2. study the actual conducts of the mass media and the consequences of their news presentation on the election vote campaign under the 'vote canvasser' system, 3. study the obstacles encountered by the mass media in covering and presenting the news about the election vote campaign under the 'vote canvasser' system.

This study is the qualitative research by means of in-depth interview. The in-depth interview is employed with 15 key-informants, covering the contents relevant to all three objectives.

The result of the study shows that all key-informants view that 'election vote canvassers' are essential to MP candidates. They can relieve political parties' and politicians' burden, as well as develop democracy. Additionally, it is impossible for MP candidates to go out canvassing for votes by themselves without the help of 'vote canvassers'. None of key-informants want vote canvassers' existence in the Thai society.

As for the mass media's conducts of news presentation in the case of election vote campaign under the 'vote canvasser' system, the findings show that the mass media report as usual all facts in order to cover all important issues, but sometimes select some parts of facts to be presented, find out additional information prior to their reports in case of crucial issues that might harm the reputation of persons in the news, and will not report the news stories if the information they receive seems to be inaccurate. The mass media expect their news presentation on the case of vote canvassers' conducts to educate, ignite, and pressure people and authorities

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concerned, but not to direct their audience. The mass media simply play the roles they should do which are 'doing role', 'leading role' and 'pressing and convincing role'.

According to the mass media's opinion regarding the obstacles in news coverage and presentation, the news reporters have difficulties in examining facts and tend to be used by campaigners as a tool to support them in the election competition. Some reporters are influenced by some MP candidates and some are not knowledgeable about the election law .

Consequently, the mass media's news coverage and presentation do not result in any changes in dealing with the vote canvassers, which needs to be improved.