

ABSTRACT

Title of Research Paper : Thai Newspaper's Expected Role and Actual Role of Matichon Newspaper on Society
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The three major objectives of the study were 1) to compare Thai Newspaper's expected role and/actual role of Matichon newspaper, 2) to identify the factors influencing the subject's opinion about its role on society, and 3) to find out the reader's satisfaction with its news presentation.

The data were collected from five groups of people : politicians, businesspeople, government officials/state enterprise employees, non-government development organizations/democratic organizations, and university students. The total sample was 250. The findings were briefly stated as follows :

1. **Characteristics the sample.** Most of the subjects were male. Their ages ranged from 41 to 50. They held a Bachelor's degree. The majority were single. Their monthly income was more than 50,000 baht. They read two newspapers a day and read Matichon Newspaper one or two days a week.

2. **Thai newspaper's Expected role and Matichon's actual role.** The sample group was found to have a "higher" opinion on Thai Newspaper's expected role than on actual role of Matichon. When individual aspects of the role were considered, it was found that the subjects had a "higher" opinion on the expected role of Thai newspaper in communicating intellectual and socio-psychological messages than on actual role of Matichon in both aspects. That is, the subjects expected more from the newspaper than it actually performed.

3. **Influential factors.** The factors found to influence the samples' opinion on expected role of Thai newspaper's were income, occupation, and satisfaction with the news presentation at the 0.05 level of significance. On the other hand, age, education, marital status, income, occupation and satisfaction with the news

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presentation were found to significantly influence their opinion on the actual role of Matichon at the 0.05 level.

4. **Satisfaction with news presentation.** The overall satisfaction with the news presentation of Matichon Newspaper was found to be at a rather high level. When types of news were considered separately, the subjects were found to be satisfied with political and economic news at a rather high level. However, their satisfaction with news on education, public health, society, natural resources, environment, and entertainment was found to be at a moderate level.

5. **Recommendations.** The Management of Matichon Newspaper and related people should give priority to their role of the newspaper in presenting and disseminating news and information, changing people's opinions or making people adopt a certain attitude, educating people, and creating unity in the society. To enable people to have a better understanding of any issues, the newspaper must identify the problem, find facts to present to public. It must reflect people's opinion and make people adopt good common social values, such as unity, honesty and sacrifice.

6. **Instruction of Communication Arts and Mass Communication at university.** Students should be taught about the problems of those in mass communication. The curriculum and learning approaches should focus on teaching students to know how to make academic and professional analyses and criticism so that they will not blindly follow their ideology.

7. **The management of Matichon Newspaper and that of another newspaper.** Should hold a seminar to exchange opinions among people in this field once in while so that they can learn the scholars' views and expectations and the scholars will have a good understanding of the press profession, including the problems and obstacles.