

## ABSTRACT

**Title of Research Paper** : Conflict Management in Selecting the Selection Committee  
for the National Television and Broadcasting Affairs

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**Degree** : Master of Arts (Social Development)

**Year** : 2001

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The three main objectives of the study are 1. To reveal the sample's attitude toward the structure, the process and the oversight of the Selection Committee for the National Television and Broadcasting Affairs. 2. To identify the conflicts of the Selection Committee. 3. To find out the conflict management in the process of the committee selection.

The key-informants are 15 people involving in the conflicts of the professional association. In-depth interviews were used to collect the data from them. Then the basic data were logically analyzed, using the descriptive statistics, i.e., frequency, percentage and mean.

It was found that the representatives of the professional association considered that the structure, the process and the oversight of the Selection Committee for the National Television and Broadcasting Affairs were necessary to allocate the frequencies and to oversee the radio and television frequencies. However, the process of selecting the committee members and the qualifications specified by the professional association were not appropriate. There should be an autonomous organization to carry out such functions as stated in the Constitution, which aims to reform the media. With regard to the process of selecting the committee members, it was found that conflicts arose in determining the qualifications and selection procedures because of the poor management on the part of the professional association itself. Besides, the law did not clearly define the term a "professional association". In addition, some capitalists and interest groups were found to interfere in the selection of the Selection Committee for the National Television and Broadcasting Affairs.

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The Printed Media Association and its alliance had a different opinion on the arising conflicts from the Radio and Television Professionals Association, with regard to the representatives of the professional associations. Furthermore, the announcement of the Permanent Secretary Office of the Prime Minister's Office concerning the qualifications of professional associations was vague, causing the capitalist groups or the interest groups to use their influence to back up their own people to become the selection committee members.

Several methods were used to deal with the conflicts within the professional associations. These were, for example, negotiation, written debates, holding demonstrations and non-cooperation, depending on what integrated method was employed to manage the conflicts to achieve their own objectives and their organizations.

Based on the findings, it is recommended that the law be reviewed by clearly defining the qualifications of the professional association. The process and all the steps to select the Selection Committee should be transparent and can be inspected. In addition, the related information should be widely publicized.