

Krisnkhavee Chandrathakhantra 2013: The Approach to Ethical Content Regulations of Satellite Television Media in Thailand. Master of Arts (Communication Arts and Information), Major Field: Communication Arts and Information, Department of Communication Arts and Information Science. Thesis Advisor: Miss Sarantorn Sasitanakornkaew, Ph.D. 230 pages.

The study of ethical guidelines governing the content of television broadcasting in the country. Qualitative research and quantitative research. The objective is to aim for the right to regulate the content of television broadcasting in the ethics of government. Sector and the public sector. And a survey of public opinion on the ethics of public television broadcasting in Thailand in Bangkok. To know the opinion of people in Bangkok on the ethical problems of Satellite TV in Thailand.

The results showed that There are three key mechanisms that regulate the balance of power between the government has a legal mechanism. The operator. There is an ethical code of the engine. And public sectors. Mechanisms to protect the rights of the public and media literacy. And the right to regulate content on the ethics of television broadcasting in Thailand has a total of 12 issues for lots of people in Bangkok to an ethics of media calls scenery of the satellite in Thailand by demographics found. Gender differences are not significantly different at the scenery or the issues of media ethics in the satellite age, education, income and occupation are different. There are different opinions on the ethical problems of Satellite TV in Thailand Statistically significant at the 0.001 level.

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Student's signature

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Thesis Advisor's signature