

Banyen Maenpuen 2013: Role of Newspaper Journalist on Presenting News of Natural Resource and Environment. Master of Science (Forest Resource and Environmental Administration), Major Field: Forest Resource and Environmental Administration, Faculty of Forestry. Thesis Advisor: Assistant Professor Kitichai Rattana, Ph.D. 115 pages.

This study to the importance of the natural resources and environment of the newspaper coverage. The role of media in delivering news and factor affecting the presentation of news. The study was a qualitative research using content analysis Content analysis. Environmental News from the fifth edition of the newspaper include Thairath Dailynews Khaosod Komchadluek and Matichon from one year between March 2552 - February 2553. Operators depth interviews from 10 Journalists and 9 experts and 392 officers of 10 departments within Ministry of Natuaral Resource and Environment by testing the hypothesis using the t-test using the statistical F-test. Statistical significance was set at 0.05.

The results showed that all five papers were presented on the news of Natural Resources and Environment 1,825 the total was 1,270 presents news newspaper. Matichon most presentations. Most of the news coverage of forest and wildlife. The direction of the news is mostly negative news. This makes it a problem that threatens the environment rather than development. Presented at a time when most of the events that affect the environment directly. At least is presented at other events such as political interest. Journalist for the problem of presenting the news in a variety of issues, including agency has no policy of presenting the news. Access to information can be difficult and unclear. Most experts believe the newspaper's coverage of the presentation. Journalists also have knowledge of environmental issues is not enough. And lack of awareness and commitment to delivering news

That a group of people were interested in the news with a bachelor's degree or equivalent level, Over the working period 5-10 years with salary 15,000 to 20,000 THB No idea where to move it because it was a challenging task and requires a high Adhere to the faithful, honestly and with integrity, ethical duties as assigned. Conducted in conservation, environmental protection and natural resources of the country had been considered, honor society. The top of the newspaper. Received from the environment, environmental news to news, weather / dust as possible. Why do news environment as part of the mission and the work assigned by the supervisor. The frequency of large events. And other publications. Subscription to the magazine Leaflets/ posters and newsletters about the environment are published.

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Student's signature

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Thesis Advisor's signature