

## Abstract

The objectives of research of the parliamentary television station management for the public political participation were to study the policy, administration of parliamentary television station, the roles of television station toward people of knowledge understanding and the political participation including the problems and obstacles concerning television station management.

This research was conducted with qualitative research by analyzing the structure, administration and the roles of management of parliamentary television station. In addition, this research was conducted by interviewing the six groups of academicians comprised of sixteen persons such as politicians, parliamentary television station administering committees, parliamentary television station administrators and personnel, communication academicians, political science academicians and representatives from people section.

The study found that the parliamentary television station in present was administered by program producing committee, comprised of representatives from political section and bureaucratic section but no representatives from people section, who administered the parliamentary television station in bureaucratic manner under control of the office of the secretariat of House of Representatives. This committee provided the policy, the direction of administration, program plan and form of program, the budget coming from fiscal budget, not from business advertisement which took effects toward the parliamentary television station management. Such as policy, budget, flexibility of management, neutrality including the form and content of programs.

The recommendations of the improvement of the parliamentary television station management are following:

(1) Should add the proportion of representatives of people section of program producing committee in order to support the people political participation in administering the parliamentary television station.

(2) Should improve the plan and content of program interestingly and support the people political participation.

(3) Should expand the channels of presentation by creating the cable T.V. allies or linking the signal of parliamentary television station with other television stations.