

4137730 SHES/M : MAJOR : ETHICAL STUDIES ; M.A. (ETHICAL STUDIES)

KEY WORDS : CRISIS / ETHICS / THE FOURTH ESTATE / JOURNALISTS

KALLAYANEE MOKKHAVES : THE ETHICAL CRISIS OF " THE FOURTH ESTATE " IN THAILAND THESIS ADVISORS : WARIYA CHINWANNO, M.A., Ph.D., WIPADA AUNGSUMALIN, M.A., NIRAN PANTHARAKIT, M.A., BOONLERT KACHAYUDHADEJ, B.A. 262 p. ISBN 974-664-824-1

This thesis reports the results of a study in which the ethical crisis of " The Fourth Estate, " an organization of the journalist profession, in Thailand was analysed. The study was conducted as part of a qualitative research involving the code of ethics for journalists. This thesis draws on an excerpt of the data collected from the document research and the field research.

This qualitative study focuses on the following main objectives : to analyse the causes and problems of the Thai journalists' ethical crisis, to compare the readers' opinions with those of the journalists' on the ethical crisis issues, and to find out and propose some strict measures to solve the ethical crisis viewed by both groups. The data were collected from 10 senior journalists and 100 readers by means of indepth interview and questionnaire respectively.

The results of the analysis revealed the following issues : the journalists regard their own code of ethics at a higher level in comparison with the readers' appraisal because the journalists' views are more positive than the readers'. However, the readers have greater ethical expectations than the journalists.

The recommendations from this research are that their professional organizations must strictly control their members. Regulations and measures must be practical in usage in order to develop their members' self-awareness of their duties and responsibility.