

## Abstract

A study of “Social Responsibilities of Daily Newspapers in Thailand through Their Headlines” was the analysis of the headlines of four best-seller daily newspapers in Thailand based on the quantity, in the period of January to December 2008. Texts and photographs of the headlines were studied and analyzed through the consistency of publication and principle of social responsibilities based on both optimistic and pessimistic issues. Four newspapers, as the studied variations, consisted of 96 issues included Thairath, Daily News, Khao Sod, and Khom Chad Luek, which were published in every the 1<sup>st</sup> and the 15<sup>th</sup> of each month. The result of this study were as following ;

Texts and photographs of the headlines consisted of 68 optimistic news including 27 texts and 41 photographs separated to 13 categories, while the 70 pessimistic news contained 38 texts and 32 photographs which were discriminated to 6 categories.

For the consistency of publication and the principle of social responsibilities through the headlines, It was found that those four newspapers contributed the news based on the consistency of publication and principle of social responsibilities as well as the ethical and disciplinary of publication for newspaper and mass media. The optimistic news published in 13 categories included 1) the good role model for society, 2) building up country the reputations, 3) promoting tourism, 4) promoting Sciences and Technology, 5) promoting health and medical issues, 6) conserving nature and promoting environment, 7) the kindness for the others, 8) promoting the teenager disciplinary, 9) promoting love among family members, 10) protecting narcotic drugs and gambling, 11) promoting culture and tradition 12) kindness to animals, and 13) promoting Buddhism. It was found 6 categories of pessimistic news consisted of 1) insulting the mentioned persons, 2) representing the rudeness and porn, 3) representing the violence, 4) no respect of individual right, 5) representing wrong believes, and 6) leading to cleavage.

This research suggested that the editors, head and reporters should have got knowledge and understanding in the principle of social responsibilities, while the executives and producers must focusing on the social impact instead of only the benefit in term of business issues. Newspaper organizations should provided staffs the knowledge and the

consciousness of social responsibilities before recruitment, or held the seminar of contributing those knowledge continuously. The supervising organizations should be formed by the collaboration of government, private and public section for strong and serious reviewing of newspaper publication.