

Thesis Title An Analysis of The Coverage of Poplotion
Matters on the Television Evening News.
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ABSTRACT

This research study was conducted with the purpose to analyze the content of population matters broadcasted during the 8:00 p.m. domestic news programs of 5 television stations, namely, Channel 3 (Mass Media Organization of Thailand) Channel 5 (Rogal Thai Army T.V.), Channel 7 (Royal Thai Army T.V.), Channel 9 (Mass Media Organization of Thailand), and Channel 11 (Public Relation Department). Data were collected during February, B.E. 2532 to July 31, B.E. 2532. The content analysis was performed on amount of time, frequency, comparison of nature and scope of population matters. Data were collected through content analysis tables. Statistical procedures for data analysis included percentage calculation and frequency counts for the amount of time allocated to population matters. Analysis results were presented with tables and description.

Findings were listed as follows:

1. Of the 5 stations being studied, only 2 stations broadcasted all categories of population matters. They were Channel 5 (Royal Thai Army T.V.) and Channel 9 (Mass Media Organization of Thailand). The other 3 stations namely, Channel 3,

Channel 7, and Channel 11 broadcasted not all categories of population Matters.

2. When broadcasting times on population matters of the 5 stations were compared, Channel 9 was found to broadcast the highest amount of time, totaling 3.40 percent of all domestic time of the station, and 29.60 percent of all population Matters time; while Channel 7 devoted the lowest amount of time, only 1.36 percent of total domestic news time and 11.86 percent of total population news time.

3. Considering categories of population matters, Channel 5 and Channel 9 covered the highest amount of time on consequence of population change, and the lowest amount of time on population change. Channel 3, Channel 7, and Channel 11 covered the highest amount of time on factors affecting population change, while contents on population change were not available. Moreover, Channel 7 lacked contents on population situation.

4. As for frequency of population matters, it was found that altogether the 5 stations broadcasted population news 1392 times with Channel 9 being the most frequent coverage which amounted to 27.94 percent of the total frequency, while Channel 7 broadcasted the fewest times, only 12.72 percent of the total frequency. Considering frequency of each category, it was found that 34.50 percent of the total frequency was on consequence of population change, 33.90 percent on factors affecting population change, 29.81 percent on population policy, 1.65 percent on population situation, and 0.14 percent on population change.