

Abstract

The study on “Social Responsibility of Journalist of Siam Sport Daily Newspaper” is made to explore the level of knowledge of social responsibility concept and the level of social responsibility practice of journalists. The survey research was used for examining and questionnaires were used for data collecting. Sample of the study were 100 Siam Sport daily newspaper’s journalists who working from 5 a.m. to 2 p.m. The data analyzed by SPSS with statistics of percentage, mean, and standard deviation, t-test and F-test with statistic value of 0.05. The results are as follows:

Most of samples were male, 21-30 years old, bachelor degree, less than 5 years of working experience, and more than 20,001 bath of salary. The sample had high level of social responsibility knowledge in all three main parts. For the meaning of social responsibility, the sample knew that public announcements should be the truth, at a highest level. The areas of social responsibility, they also had high level of knowledge in the issue of journalist should be leader for news presenting in order to solve social problems. The last part, social responsibility approach, was also in high level, especially, journalist must foresee the social with possible problems expectation apart from social problems accuracy. It found that the sample had the high level of practice in three parts. For the aspect of giving the true data, the sample agreed in not distorting news in order to take any benefit for themselves and allies. They also agreed in high level of circumspect news making in the issue of journalist should beware presenting news which possible affect nation security. The sample agreed in high level in the aspect of personal right injustice especially in the issue of journalist should keep the informed sources as a secret.

The analysis of variant explores the differences between personnel data that no different observation on both the level of knowledge of social responsibility concept and the level of social responsibility practice.

The suggestions from the study propose that journalists should have ethical spirit by presenting only the truths and making news with circumspection. They must present news with no personal rights infringement and ethical abiding disciplinary.