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TOUNGORN JAMPASRI : IMAGE OF THAKSIN SHINAWATRA IN THAI NEWSPAPERS.

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The objectives of this research are : to study the image of Thaksin Shinawatra in Thai newspapers; to study the role of newspapers in the image presentation of Thaksin Shinawatra relating to the political development of the readers; and lastly, to study the factors influencing the information of the political image of Thaksin Shinawatra by political editors. This research used both content analysis and In-depth interview techniques. Four daily newspapers ; Thai Rath, Daily News, Kungtapturakid and Pujudkan, were analyzed.

The content analysis reveals that the image of Thaksin Shinawatra, as seen by the newspapers, are mostly neutral. The negative and positive views are minimal.

The four daily newspapers have the role of political development of the people. Their main activity is to be a free platform a variety opinions. The other activities are the role to bring problems into discussion; the role to activate more political acting and cooperation; and the role of broadening the knowledge base of readers.

Information about Thaksin Shinawatra is presented mostly by Thai Rath. Most presentation was in the critics columns. The other means were gossip columns, articles/reports, and editorials. The information was related mostly to politics. While other information was related to economics, society and culture, and mass media. The political information revealed that the newspapers presented him mostly as a politician.

Newspapers used words or phrases which indicate the characteristics of Thaksin Shinawatra, mostly behavioural characteristics. The contents suggested improvement rather than appreciation. Suggestion often aim at his speaking behaviour.

Words, nicknames, pronouns which used to call him instead of his name widely in the newspapers. These words, nicknames and pronouns reflected the conclusion of the attitude toward the action and characteristics of Thaksin Shinawatra. The mass media can communicate to readers clearly about the image of Thaksin Shinawatra.

The results of the research by In-depth interview revealed that The factors in presentation of Thaksin Shinawatra by newswriters influently consist by internal factors and external factors. Internal factors can be divided into 1. background of Thaksin Shinawatra. 2. characteristics of Thaksin Shinawatra. External factors can be divided into 1. new party 2. policy of THAIRAKTHAI party. The policy of presenting the image information of Thaksin Sinawatra by the mass media are : 1. The facts that and important to Thai society 2. it is the critics for improvement, not to be in the otherside or to destroy, and in the frame of ethics 3. present alternative opinions to the people 4. information must be confirmed and evident.

Department Public Relations

Field of study Development Communication

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Student's signature TOUNGORN...

Advisor's signature *Ubolwan*

Co-advisor's signature.....