

Niphawan Kaewrakmuk 2006: A Study of the Opinions and Suggestions of the Press to
“Thaksin Shinawatra” Government’s Policies: Analysed from the Daily Newspapers
Editorials. Master of Arts (Political Science), Major Field: Political Science, Department
of Political Science and Public Administration. Thesis Advisor: Associate Professor
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The purpose of this research was to study the opinions and suggestions of the press to
“Thaksin Shinawatra” government ’s policies: by analysing the daily newspapers editorials.

Samples were 763 articles from Matichon, Thai Rath and Krungthep Thurakit
newspapers from Febuary 15, 2001 to Febuary 2, 2006. Data were analysed by content analysis
method and percentage.

The results found out that 61.8% of the opinions of the press was negative, while 31.9%
was neutral, and 7.3% was positive. For suggestions, 66% of the editorials asked for revision and
improvement, 19.2% provided supporting and 14.8% opposed directly. The aspects of the
government’ policies which the newspaper emphasized were in the following order: 48.9% was
on social aspect, 24.4% was on economic aspect, 21.1% was on political aspect, 3.4% on
international affairs, and 2.2% on masscommunication.

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