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PUANGPET CHERDCHANPIPAT : ATTITUDES OF DAILY  
JOURNALISTS TOWARDS THE NUCLEAR POWER PLANT PROJECT. THESIS  
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The purpose of this study is to investigate the attitude of daily journalists towards the nuclear power plant project. The study design was survey research. The sample of this study consisted of 223 Thai daily journalists and English daily journalists in Bangkok. The data collection tool of the study was anonymous questionnaire. The data was analysis by SPSS/PC.<sup>+</sup> The statistics used in the study were percentage, standard deviation, mode, analysis of variance and multiple classification analysis.

The finding of this study shows that most of the daily journalists (78.1%) opposed the nuclear power plant because of its effect on the environment. The results also demonstrate that most journalists knew about the overall concept of nuclear power plant at median level and knew details of nuclear power plant and its effect at low level. Moreover the factors affecting the attitude toward nuclear power plant statistically significantly were the education level and income of journalists.

The suggestions of this study are that the responsible organization for the nuclear power plant project should disseminate the information to the public in more detail and more frequently through several media. The information should cover all aspects of nuclear power plant benefits and effects. Furthermore, the responsible organization should conduct training or seminar program for daily journalist to improve understanding, to increase knowledge, to share experience and ideas and to set up guidelines for the development of correct attitude and knowledge of nuclear power plant with the daily journalists.