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The purposes of the research are to identify news announcers' categories and differences, as well as the means of selecting those who work in television stations in Bangkok. It is also to analyze any accounts used for forming the rules for news announcers selection within each station from 1992 to 1999. In order to conduct this research, several theories including the mass communication political economy theory, the mass communication organization theory, concept of news announcers and the qualification of news announcers are conceptualized and employed as study framework.

The finding shows that news announcers can be categorized into 3 types ; 1) Anchor
2) Co-anchor or news presenter and 3) News Reporter.

It also shows that "anchor" is the type that exists the least whereas co-anchor or news presenter occurs in the most numbers followed by news reporter.

The research result indicates that there are 4 different ways in selecting news announcers in TV stations.

1. Job Advertising
2. Being Promoted
3. Recruiting professionals from outside the organization
4. Patronage

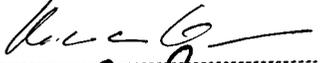
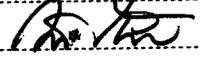
Furthermore, news announcers selection is depended upon 2 different major factors ; internal and external factors.

Internal factors, including TV station's and its owner's policies are the most influential factors' followed by technology. TV station's owner is found to be the main factor in determining the means for selecting news announcers interns of their roles and qualifications.

External factors, including politics, law and regulation, markets, audience's expectation, media criticism and professionalism are indirect factors brought into company's policies of selecting news announcers.

It is also found that TV stations' different structures are essential to news announcers selection process. Entertainment oriented stations will select good looking announcers. However, news stations will pay more attention to their professionalism in being news-oriented. And those are reasons why most TV station are interested in having co-anchors rather than news presenters and the other types.

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