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PRANOM LEEPHAN : PROCESS OF SELECTION AND PRESENTATION OF
INTERNATIONAL ENVIRONMENT NEWS OF THAI TELEVISION STATIONS.

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This study has concentrated on Thai TV coverage of international environmental news stories. Television channels 3, 5, 7, 9, 11, and ITV environmental subject coverage, content of story characteristics and factors influencing the process are addressed. Content analysis, the technique of the study, aims at a quantitative classification of subjects covered by the Thai television. The period for the study covers May through August of 1999. The study also surveys international environmental news coverage, by frequency of stories, during 1998 by sampling Channel 5 and international agency Reuters. Influential factors were determined through in-depth interviews of TV editors and news translators. Data analysis was determined by frequency and percentage.

Results of the study shows that

1. Out of 6 categories of selected broadcasting international news, environment coverage was 3rd and 4th on the list in terms of quantity of stories. Research comparisons of international news coverage of 1991 show an increase and wider variety of coverage by Thai television.

2. Of 5 categories selected for broadcasting of international environmental news natural disasters was tops with wildlife issues coming in second followed by chemical accidents, environmental activities and spoiling of natural resources respectively. The increased coverage of environmental organization activities and chemical disasters show the direct of Thai TV.

3. Two potential factors affecting the selection and presentation process of international environmental news are internal TV channel choices and external forces. Internal factors are the stations ideals and policies, time of story presentation, daily editor inputs, senior editors, and translation of the news. External factors include international new agency coverage, decisions, and stance on issues. Situational awareness of national issues compared with world problems and coverage by other competing channel influence the selection process.

ภาควิชา.....การสื่อสารมวลชน.....ลายมือชื่อ..... *นางสาว นสพ. ปรานอม เลื่อนพาน*
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