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INTERVIEW

MONTINEE YONGVIKUL : SELECTION PROCESS AND CONTENT
ANALYSIS OF SMALL AND MEDIUM ENTERPRISE OF DAILY
NEWSPAPERS.

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The research on “ Selection Process and Content Analysis of SME News of Daily Newspaper” is a study of 4 types of newspapers, namely, the popular newspaper: Thai Rath, the quality newspaper: Matichon, the business newspaper: Manager Daily (Phu Chat Karn Rai Wan), and the English newspaper: The Bangkok Post. A total of 1,408 newspapers circulating from 1 July 1998 to 30 June 1999 are used in this study. It is found that each type of newspaper present SME news differently in terms of frequency, content, format, positioning, and sources. The presentation of SME news in Manager Daily, which is a business newspaper, differs from 3 other newspapers in terms of frequency, content, format, positioning, and sources. The popular newspaper, the quality newspaper and the English newspaper do not differ in the presentation of SME news.

In interviewing the editors-in-chief of all 4 newspapers in order to examine the selection process of SME news, it is found that the internal factors play an important part in the selection process, the determination of content, format, positioning and sources of SME news of Manager Daily. As for Thai Rath, Matichon, and the Bangkok Post, the external factors are important in determining the volume of frequency, content and sources.

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