

## C850370 : MAJOR JOURNALISM  
KEY WORD:

COUNTER - CHECK / DAILY NEWSPAPERS

ORANUT WANITTHAWEEWAT : THE PROCESS OF COUNTER - CHECK AMONG  
THAI DAILY NEWSPAPERS FROM THE YEAR 1994 TO 1996. THESIS ADVISOR :  
PROF SUKANYA SUDBANTHAD. 202 PP. ISBN 974-635-569-4.

The main objective of this research was to understand the role and the process of counter-check among Thai daily newspapers during the past 3 years (1994-1996). There were apparently several cases of counter-check among them in this period. Another objective was to understand the reasons why some newspapers did the counter-check and why others did not.

The findings were that the main focus of these counter-check was on the inaccurate and wrongful news reporting. It was found that many newspapers checked would simply correct their mistakes and changed their news angles accordingly, then, the counter-check process stopped.

It was found that the newspapers that performed the counter-check process, namely Khao-Sod, Matichons, Krungthep Dhurakij, did it because they believed that it was part of their responsibilities as newspapers. However, it was not one of their mains policies. Those papers that did not counter-check said it was the responsibilities of the people/readers, not the newspaper, to do the counter-check. In additions, there was a finding the smaller newspaper avoided the counter-check because it may affect their business.

ภาควิชา.....วารสารสนเทศ.....

สาขาวิชา.....การหนังสือพิมพ์.....

ปีการศึกษา.....2539.....

ลายมือชื่อนิสิต.....*อรานุต วนิตถาวะเวท*.....

ลายมือชื่ออาจารย์ที่ปรึกษา.....*สุกัญญา สดับานธาด*.....

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