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WARAPORN SUBRUNGRUENG : WORKING PROCEDURE OF EDITORIAL TEAMWORK OF ENGLISH DAILY NEWSPAPERS

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The research on "Working Procedure of Editorial Teamwork of English Daily Newspapers" is a study of the editorials of 3 English daily newspapers, namely, The Bangkok Post, The Nation and Business Day. The methodology of this research includes depth interview of editorial teamwork and content analysis.

The findings of the research are as follows. All 3 English daily newspapers share similar and different policies in presenting their editorials. As far as the similarities are concerned, they all seek to present in-depth news and information with an insertion of specific opinions that emphasize the standpoint of the newspapers towards the issues being covered. The aim is to ensure that the readers are aware of the direction and overall trend in news presentation of the newspapers as well as to stimulate certain action in the audience. It should be noted, however, that all 3 newspapers do not present editorials for entertainment purposes.

The difference among all 3 newspapers lies in their origins which make the organizational policies differ to a significant degree.

As far as the working procedure of editorial teamwork of English daily newspapers, not much difference can be found in terms of editorial staff meeting, criteria for news selection, allocation of writers, data collection, presentation of editorial content in general, volume and frequency of editorial, type of objective and format of editorial, including titling, summary and publishing.

ภาควิชา.....	ลายมือชื่อผู้ผลิต.....
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