

C650421 : MAJOR MASS MEDIA COMMUNICATION

KEY WORD: PROCESS OF MASS MEDIA NEWS PRESENTATION/PHRA YANTRA

CHANCHIRA PHAESUWAN : PROCESS OF MASS MEDIA NEWS PRESENTATION
IN CASE OF PHRA YANTRA. THESIS ADVISOR :

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The purpose of this study is to evaluate process of mass media news presentation in case of Phra Yantra according to qualitative standards. News stories from newspapers and television were collected for this purpose during the period of January - March 1995, and eleven news editors were interviewed as well. The result of this study are as follows:

The mass media were concerned with Phra Yantra in the light of their responsibility to inform the public of the actual events which occurred and motivated by the high "news value" and public interest in this case. Nonetheless, each news bureau would select stories base on its particular news policies as well. They were also aware that information in this matter must has enough value to be interested and which affect many people. Small items of interest or even descriptions of the general atmosphere would be related as news.

Newspapers utilized a diversity of methods to sustain interest and arouse feeling regarding this story, such as headlines, catchwords, abbreviations, and symbols. In some cases, the news writer would strive to influence the perceptions of the reader by expressions of positive or negative connotation. Because of the great general interest this story generated, most of the newspapers would present a chronology or events accompanied, by scenarios and documents, such as picture, photocopied of credit card slips, graphic diagram which would reinforce the impression of objectivity in media coverage.

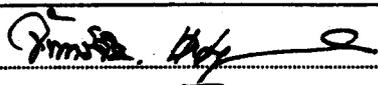
On Television, the description would tend to be summary and official - sounding, with differences noticeable in the pace of tone of the announcer. The other hand, presented its information straightforward, by means of editing, chronologies of important events, and profiles of major figures involved.

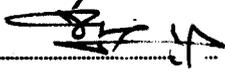
Besides, there are many external and internal factors involved in each news bureau regarding various news presentation methods, such as competitive conditions, religion, news value, law, ethics, equipment, personnel and time limit.

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