

4085242728 : MAJOR MASS COMMUNICATION
KEY WORD: TV NEWS ANALYSTS / ACADEMICIANS

NOPAMAS PUTTHARAKSA : THE PROCESS OF BECOMING TV. NEWS ANALYSTS OF
ACADEMICIANS. THESIS ADVISOR : ASSO. PROF. JOOMPOL RODCUMDEE. 121 pp.
ISBN 974-332-539-5

The proposes of this qualitative research was to investigate the process of becoming TV news analysts of academicians. Seven academicians were purposively selected for depth interviews during October-December 1998.

The findings of this study was as follows :

There were 3 processes of becoming TV news analysts of academicians, 1) being a program director since the beginning 2) being a moderator first and then turn to be a program director 3) started from being a guest speaker and after that a moderator, finally a program director. The reasons of becoming TV news analysts were ; 1) academic service responsibility. 2) Mass communication organization policy ; need to create valuable program for TV audience. 3) good attitude for performing as a mass communicator, 4) being an expert, able to deeply analyze situations and trends in society.

Furthermore, factors effecting the academicians role as the news analysts were ;
1) Application of knowledge or theories to analyze news and current affairs. 2) Ability to communicate through mass media. 3) Having a supporting team for program production. 4) Understanding the principle of news coverage and presentation.

ภาควิชา.....การสื่อสารมวลชน

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