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KEY WORD: RADIO THAILAND/EXTERNAL SERVICE/STATE PUBLIC RELATIONS

UPRAKORN SETABHRAHMANA : EXTERNAL SERVICE OF RADIO THAILAND AND ITS
ROLE IN THE STATE PUBLIC RELATIONS (1938-1992). THESIS ADVISOR:
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The research is aimed at studying the proceeding of Radio Thailand, External Service, including its role to reflect the government's policy.

The qualitative method was used in this research in order to collect data from various documents as well as indepth interviewing.

The outcome of the study are: 1. The External Service of Radio Thailand began in 1938, starting broadcast only English and French. Radio Thailand External Service at present broadcasts in 12 languages namely English, French, German, Laos, Mandarin, Vietnamese, Khmer, Malay, Japanese, Burmese, Indonesia and Thai. 2. Periodically, The External Service of Radio Thailand could not reflect much of government's policy. For example, during World War Two, the External Service broadcasted in neutral way while the Internal Service took side with Japan. However, after World War Two (1946-1973), one of the government's policy which is against the communism has emerged clearly in its works. After the violent events in October 14, 1973 and October 6, 1976, the External Service of Radio Thailand has reflected the government's policy in both aspects: National Development policy and International Relation: policy, such as the cooperative in trade and politics without regime limitation. Apart from Art and Cultural programmes, the External Service of Radio Thailand, presented news and features as information service in order to create the good image of Thailand and better understanding among the international communities.