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KITIPHONG THAICHAREON: ORGANIZATION POLICY AND NEWS REPORTING

PATTERNS OF THAI MEDIA ON WORLD WIDE WEB. THESIS ADVISOR : ASSOC.

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The Purpose of this qualitative research was to find out what mass media organizations think in term of policy concerning news reporting via the World Wide Web. It also aimed to analyse news reporting patterns of Thai media on the Internet as well as to study their present status and their future prospects. The data use in this study was obtained from in-depth interviews as well as the analysis of the content of the news and reporting patterns found on Thai media web sites.

The result of this study revealed that in term of policy, Thai media organizations currently place more importance on reporting news via the World Wide Web than before. They no longer used the Internet simply as a means to publicize the image of their organizations and the technological advances that have been made.

Everyone of them conducted studies to develop the use of the the World Wide Web as another channel medium for disseminating news and information. Also, experiment on how to generate income through the use of the Internet, especially the sale of advertisement space were performed.

It was also discovered that at present, most of the news reports and information on the Internet is taken from principal forms of media without rearranging the information to suit the presentation via the Internet. However, it is hope that in the future the patterns of news reports and the nature of information on the Internet would change in line with the unique characteristics of this new medium and users would be given more convenience. For example, the news report via the World Wide Web would be presented on a real time basis, that is, it would be reported immediately after the occurrence of the event.

In the future, it is very likely that Thai media organizations will develop the use of the World Wide Web as their principal means to disseminate information, and that the Internet will play an importance role in the news reporting and information industry. However, it is unlikely that change will not have immediate effects on the Thai media, at least for the next few years. This is because the success of this kind of news report depends a great deal on the widespread use of the Internet and the structure of the business regarding news report and information via the Internet itself as well as reputation of principal from of media.

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