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SRIPRAPAT SUTTISAWAN : SHAPING RADIO NEWS PROGRAMMES : A STUDY OF

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The purpose of this research is to study the format and the

presentation techniques of radio news programmes as well as the factor which determines the shaping of these programmes. The factor is divided into three groups including policy maker, producers or programme presenters, and sponsors. The researcher collected data from a number of documents, in-depth interviews and broadcasted radio news programmes.

Results indicate that radio news programmes today can be divided into formal and informal programmes. Formal programmes can further be divided into the integrated news broadcast and the hourly news in brief. Informal programmes includes news talk show, news narration and dramatized news narration.

The presentation technique of these programmes may be similar in term of titlemusic. However, they are different in terms of presenting style, sound effect, content and source. Besides, they also differ by the way they were evaluated. The formal news programmes are valued for their immediacy, prominence and consequence whereas informal news programmes are valued for their ability to attract human interest, proximity and oddity.

Result also show that the factors determining the format and the presentation technique of the radio news programmes such as government and organizational policies and the implementation policy of the radio station; including the producers or the programmes presenters. The sponsors play an indirect role in shaping the format and the presentation technique of the programme by determining the content to be presented in the news programmes.