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JIDARAT DAENGDEJ : NEWSPAPER AGENDA SETTING AND UTILIZATION OF ECONOMIC NEWS DURING JULY TO SEPTEMBER 1999 ECONOMIC CRISIS. THESIS ADVISOR : ASSOC. PROF. SATIEN CHEYPRATUP, Ph.D. 168 pp. ISBN 974-334-601-5

The purpose of the study was to investigate the consistency of economic agendas set by general daily newspapers and business daily newspapers. The study also explored whether the general daily newspapers and business daily newspapers set the economic agendas for public. Besides, the study was aimed to analyze readers' personal attributes and exposure behavior to economic news, as well as to find out the correlation between media exposure, utilization and gratification of newspapers' information.

The following research methodologies were employed : 1). Content analysis of newspapers published during July 1 to September 30, 1999. Frequency, space and degree of importance of news articles were units of enumeration used. 2). Survey research on media exposure, utilization and gratification by readers of general and business dailies. 3). Depth interview of the persons whose economic activities were related to media exposure, utilization and gratification.

The findings showed that :

- 1). Economic agendas of the general daily newspapers and of the business daily newspapers were not significantly correlated.
- 2). Economic agendas of the general daily newspapers and of readers of general daily newspapers were not significantly correlated.
- 3). Economic agendas of the business daily newspapers and of readers of business daily newspapers were not significantly correlated.
- 4). The correlation between the economic agendas of the business daily newspapers and of readers of business daily newspapers were not significantly different from the correlation between the economic agendas of the general daily newspapers and of readers of general daily newspapers.
- 5). Different personal attributes such as ages, career and monthly incomes led to significant difference in economic information exposure at 0.05 level.
- 6). The correlation between media exposure and utilization of economic information was significant at 0.05 level.
- 7). Exposure to and utilization of economic information in newspapers were significantly related to gratification at 0.05 level.
- 8). Readers of general dailies and of business dailies were not different from one another in terms of utilization of economic information. However, readers of business dailies were less gratified with economic information than readers of general dailies at 0.05 level.

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