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in the Age of Disruptive Technology"*

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Faculty of Communication Arts
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FACULTY OF JOURNALISM
AND MASS COMMUNICATION
THAMMASAT UNIVERSITY



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Word of mouth and everyday resistance: Case study of online narratives in Thai street life

Visawat Punyawongsataporn

Abstract

The thesis explores everyday resistance in digitalised world which the capability of ordinary people to against the everyday domination of authority, or so-called structure, was extended by utilising word of mouth as communicative tool on digital platform. Despite study everyday forms of resistance or development of innovative technology separately, the thesis develops an alternative account of both resistance and communication technology to examine how agencies drive a social-level changes to their society in street life topics.

Following the framework of Michel de Certeau and James Scott, resistance is understood as the pattern of acts of individuals and collectives in a position of subordination against coercive and extractive practices fostered by authority. The evidence in Thai epic poem, Ramayana, indicate that ordinary people have been adopting word of mouth (such as rumour, gossip or folklore) to resist the oppression of Thai elite since ancient time. Nevertheless, in a digital era, Walter Ong stated that word of mouth (which he categorised as orality culture) has been changed its form and function to enhance an ability of men to resist superior whereas Joshua Meyrowitz conceptualised that emerging of electronic media change human sense towards physical place in three dimensions: group identity, socialisation as well as rank. The changing perceptions allows subodinate to mobilise digital citizens to support their movement and tackle problems which related to street life topics.

The objective of this qualitative research was to understand when communication technology changes, how ordinary people utilise word of mouth to resist everyday domination and lead to social-level reformation in Thai street life topics such as parking lot, footpath and traffic congestion. Samples were selected by adopting ‘success’ as criteria:

contribute social-level change, individual-level change and no significant change whereas data was analysed by utilising textual analysis method and was collected from traditional and digital media.

Keywords: word of mouth, everyday resistance, Thai street life.

Introduction:

Word of mouth and Thai society

Word of mouth is one form of communication which has existed parallelly with human civilisation. There are numerous evidences indicate that ancient Greek elites, existed in 1,200 B.C., give a high priority to word of mouth as Ossa, the goddess of gossip whom was created along with earth and heaven, and has a duty to publicise the victorious news to Greek community (Smith, 1893).

For Thai society, hearsay has been given a great important since ancient times as well because of a high context and collectivist idea has pressured Thais to learn much about their neighborhoods in a various unofficial way. Hearsay, then, allows communicators to exchange valuable information to each others without direct confrontation, thus they are freely to share both good topics: praise and admiration and bad topics: reproof and expostulation (Boonsi Prannasuk, 1984).

Nevertheless, the hearsay does not naively function as information exchanging tools yet, in Thai society, the agencies has adopted hearsay as a powerful communication tool to resist the oppression discourse from the structure.

Hearsay in ruling class perspective

From past to present, ruling class and commoners have wrested to signify the meaning of hearsay to Thai society. In an ancient time, Thai governing class stigmatised hearsay as bad habit and disruptive activities which is needed to be prohibited by elites. According to Thai proverb and idiom book, written by Bunsiri Suwanpech (1978), there are a plenty of teaching regarding word of mouth which actively reproduce the negative perception about speaking culture towards Thai folks. For instance, **anabas dead by its mouth (pra-mor-tay-por-pak)**; one would die because of his inappropriate speaking, **Listen with one ear but keep it with another ear (fung-hoo-wai-hoo)**; think before you speak and **ten speaking does not equal to one seeing (sib-pak-wa-mai-tow-tar-hen)**; seeing by yourself is more reliable than hearing from the others.

Suntornpoo (1787-1856), the talented poet in Chakri dynasty who can be considered as the representative of Thai elite, wrote 'Suphasit Sornying' or 'Teaching for Lady' to

educate Thai folk lady how to behave. Some teaching educates commoner women to conservative their speaking as following:

“When speak to someone
Bawling would scare them
Epithet also inappropriate
No one respect your speaking”

**Translated from ‘Suphasit Sornying’
by Suntornpoo (1787-1856)**

However, when elites have an intention to utilised hearsay, the stigmatised word of mouth was turned to be a holy or sacred word instead. The outstanding evidence is ‘Praluang’ literature which has written by King Rama VI (1880-1925) of Chakri dynasty. The synopsis is about ‘Praluang’, a nobleman of royal house and a monk, whom has a holy speaking to create whatever he said: from reviving the fish to stoning a man.

As mentioned above, the researcher concludes that from the elite’s point of view, utilising hearsay can be both benefit or disadvantage depend on who is the speaker. The elite speakers can control the negative side of word of mouth thus they would enjoy its benefit while commoners are incapable to control their speaking and would risk themselves by using word of mouth.

Nevertheless, as stated by Michel Foucault (1926-1984) in The history of sexuality that “where there is power, there is always resistance”, thus Thai commoners have eagerly resisted the suppressed power from the structure since the ancient time as well and struggled to defy the brand new definition to word of mouth communication: the weapon of the weak to oppose the power of structure.

Word of mouth: weapon of the weak

Even though the ruling class has an intention to stigmatise word of mouth as atrocious communication tool, but the researcher found that the commoners have parallelly encountered the actions in their own. As wrote in Thai Ramakian (1808), the royal literature

written by King Rama I the great of the Chakri dynasty, her majesty Seeda was forced to did a fatally Sati ritual (Firewalking ritual to prove one's innocent) by the commoners who had kept gossip about her propriety to be a queen of the kingdom. When the gossip had traveled from house to house and defamed the royal house, her majesty Seeda has no choice but to risk her life by walking on the fire passage in front of all commoner.

This literature is the best example to illustrate that even in the ancient time, Thai commoners has resisted against the governing class power by adopting word of mouth communication as their weapon. Spreading a rumour does not required commoners to reveal their true identities thus it keep them safe from the royal punishment of the ruling class.

However, it is noteworthy that even commoners were capable to force her majesty Seeda to do a fatally ritual in front of them, but the word of mouth communication in oral culture has limited power and incapable to put a pressure on a higher rank, such as Praram as the head of a kingdom.

Changing communication technology and resistance power of the weak.

According to Walter Ong (1982), the changing communication technology would shape the way how man 'gossip' to each others in various dimensions: the cycle of rumour, power, function, trustworthy, gossip literacy, proofing as well as social movement. Nirabon Likidprathan (2003) reflects this phenomenon in her paper that even communication technology was changed from time to time, face-to-face (oral culture) and literature (literacy culture) to press media (printed culture), yet hearsay is still has characteristics of unproven news, coloured story and criticising sense whereas Sirinee Dirakcharoen (2004) indicates that ones whom be target of rumouring are mostly dignitary and authority such as bureaucratic, movie stars or celebrities while the topic of rumouring is regarding personalism since Thais do not separate between public and private sphere.

To conclude, the changing communication technologies empower word of mouth communication in various dimensions and allow ordinary people to wield it as their resistant weapon to fight against the suppressing power of governing class.

Street life as the significant issue in modernised society.

One of the topics which keep disrupt Thai urban dwellers in everyday life are street life issues which including parking, footpath, traffic, road accident etc. Hotline 1555 (2018), the call centre which allows ordinary people to complain about their street life issues, reported that there are 66,000 petitions have been reported in 2018. The first ranked petition is traffic noise, 13,000 petitions and the second ranked is violation of public spaces, 11,000 petitions.

Such a topic was the battlefield for subordinate middle class to fight against the powerful structure via word of mouth communication. Michel De Certeau wrote *The Practice of Everyday Life* (1987) to emphasis that micro politics of ordinary people on everyday life basis help them to survive in chaotic and unfair society by enjoying the victory in a moment. While, James C. Scott stated in *Domination and art of resistance* (1992) about confrontations between the powerless and powerful which the powerless feign deference by creating a secret discourse behind the backs of the dominant and the powerful subtly assert their mastery by developing a private dialogue about practices and goals of their rule that cannot be openly avowed.

Word of mouth communication was utilised as essential tactic to resist the power of structure in street life issues. The ordinary people can gossiping, joking, spreading a rumour to disorganise the powerful structure. However, not just disruption but the advanced communication technologies in digitalised world allow the resistance discourse from the weak to go viral on the online platforms, such as Facebook, Instagram, Pantip.com, Line etc. and empower hearsay to stimulate social actions which perhaps lead to permanent changes, like legal amendment, in the future.

In conclusion, the research aims to explore the correlations between the developed word of mouth communication technology and everyday resistance which facilitate powerless agencies to encounter against the dominated discourse of powerful structure in digitalised world. In addition, to find out whether the digital word of mouth communication has a power to drive a social movement in Thai context.

Literature reviews:

The research aims to explore how changing communication technologies empower word of mouth communication and allow ordinary people to make changes to their street life in digitalised society. Thus, the researcher reviewed theories and concepts as following:

1. Rumour and Gossip Concept
2. Communication Technology Determinism Concept (Toronto School)
3. Everyday Resistance Concept
4. Digital Activist Concept
5. Forms of Capital Concept (Pierre Bourdieu)
6. Related Literatures

Methodology:

The research adopts qualitative research as primary method to explore how changing communication technologies empower word of mouth communication and allow ordinary people to make changes to their street life in digitalised society. This microscopic study would research through two case studies: 1. ‘Pratubrod’ or ‘Hammering aunt’ as the representative of highly successful social movement 2. Facebook page ‘Hey! Nee Mun Footpath Thailand’ or ‘Hey! This is the Thai Footpath’ as the representative of partly successful and unsuccessful social movement.

Textual analysis was adopted as a data-gathering process and researcher collects all meaningful videos, news, posts and comments which created by mainstream media and social media users as purposive sampling. In the case of data inadequate, in-depth interview process would be adopted as secondary research tool and key persons would be selected as interviewees.

Lastly, the researcher aims to divide the results into four parts: 1. Exploring how agencies deliver word of mouth in a various communication culture (oral culture, literacy culture, secondary orality culture as well as digital orality culture) to resist the discourse of the structure 2. Exploring the tactics of ordinary people to resist the discourse of the structure 3. Exploring how digital activists utilise word of

mouth communication to drive their campaign to success and 4. Exploring the capital which agencies are required to accumulate in order to achieve their resistance towards the discourse of the structure.

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Social Media and Relationship Marketing: The Perspectives of Thai Self-Published Authors

Jirah Krittayapong, Ph.D.*

Abstract

The purpose of this study is to gain an insight into Thai self-published authors' perspectives toward relationship marketing and how they use social media to achieve relationship marketing goals. Self-published authors or so-called "handmade book authors" are those who publish and sell their own books as a sole proprietor. Unlike those who sell their manuscripts to publishing houses, these individuals freely develop their own strategy in order to promote and sell their works as well as to retain the customers (or the "fans"). By conducting the in-depth interviews with 10 female self-published authors, the researcher discovers that these individuals consider the interpersonal relationships between them and their customers as a key to their success. To achieve this, they need to employ effective communication platforms, and social media, especially Facebook, is becoming an ideal tool for a continuing 2-way dialogue. In their views, engaging in dialogue with the readers through social media can effectively help them to retain customers. They can establish and maintain relationships with their fans by engaging in 2-way dialogue, and this is considered the most important part of relationship marketing strategy they adopt. Nonetheless, these individuals face the challenge as computer mediated communication limits the use of nonverbal cues and that may lead to misunderstanding between those who engage in a dialogue. In addition, "trust"—one of the most important goals of relationship

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marketing—may be difficult to achieve since both authors and readers can conceal their real identity in on-line contexts.

Keywords: Social media, Relationship marketing, Self-published authors

Introduction

Thailand book industry is still struggling with the issue of stagnancy after the emergence of digital technology that affects Thai people's reading behavior. Thai People are now familiar with digital reading and therefore with e-books. According to the research on reading behavior carried out by the Faculty of Economics at Chulalongkorn University in 2014, 41.4% of Thai citizens usually read three days a week (46 minutes each day on average). This figure shows an improvement from 2013. Nevertheless, it is essential to recognize that such reading happened mainly online (Trentacosti, 2015). As MGR Online reports, the sales volume and the popularity of book in Thailand had decreased 25% during the last five years, and that happened because of the coming of digital trend, which somehow led to the change of Thai reading behavior (MGR Online, 2018). Because of such challenge, many small publishing houses chose to cease their operations, while the rest have been struggling to find a balance between physical and e-book publishing. Not only do they make a decision about what kind of book to publish, but they also need to carefully think of which format is suitable for their target customers.

As Thai publishers is struggling with the challenge caused by digital trends, book authors need to adapt themselves to cope with such challenge as well. Because the growth of digital books slows down the profit margin of the print book industry, the authors who sell their manuscripts to publishing houses earn less and less amount of payment for copyright. Therefore, many of them decided to become self-published authors or so-called "handmade book authors"—those who publish and sell their own books as sole proprietors. Self-published authors do not sell copyright of their works to any publishing house, but, instead, they publish their books mostly in the form of "digital printing on demand" through the services of small- or medium-sized printing houses. Self-published authors usually sell their books as pre-orders. In addition to publishing their works in the physical book format, the self-published authors usually publish their works in the form of E-book as well. By publishing and selling their own works as a sole proprietor, the authors can independently manage their own profits. They will not be obligated by the publishers' contracts. They can choose to publish their works in any format they like and keep all the profits they have made. They can also create any content without concerning whether or

not their works would meet the publisher house standards and requirements. Accordingly, being a self-published author has become an option for those who love freedom and do not want to worry about the ups and downs of the print book industry.

However, there is one thing that every author needs to take into consideration before they make a decision to be a self-published author. They need to make sure that even though they leave the publishers to become the independent authors, they still have numbers of fans and admirers who are willing to be their customers no matter what status they are. Therefore, relationships between the authors and their fans are something crucial. The authors need to have a good relationship with their fans in order to make sure that they will be their loyal customer. Since they have no support from the publishers as they once did, these “Lone Star” authors need to find the way to retain customers’ loyalty to make sure that they would make enough profits from their self-published books. Consequently, each of them needs to develop the marketing strategy that could effectively help him or her accomplish sales goals.

Research Objective

The purpose of this study is to gain an insight into Thai self-published authors’ perspectives toward relationship marketing and how they use social media to achieve relationship marketing goals. The researcher conducted the study with 10 female self-published authors whose works are particularly in romance and erotic genre. Many Thai authors who write romance and erotic novels choose to become self-published authors because these two genres have been regarded as restricted print media based on their major contents that usually revolve around sexuality. As such, the publishers are usually strict with the contents of romance and erotic novels they plan to publish. The authors who write novels in these two genre often struggle with the rules and requirements set by the publishers to the extent that they cannot create the works the way they want. In addition, several small- and medium-sized publishing houses who publish the novels in these two genres have ceased their operations in recent years. Accordingly, many romance and erotic novelists have no choice aside from becoming independent self-published authors.

Methods

In order to gain an understanding of the consumption behavior of Thai female consumers towards fitness clubs, the researcher used the in-depth interview as a primary method in collecting data. To be more specific, the researcher used the semi-structured approach to collect qualitative data in the narrative form through the open-ended interviews. Ten female participants were recruited to participate in this research through the purposive sampling method based on their status as self-published authors whose works are in romance and erotic genres in particular. The research participants need to have some of their works published by the publishing houses before becoming the self-published authors. As a self-published author, each of them need to publish their novels at least 3 in the physical book format in order to be qualified to participate in this study.

Results

The research results indicate that after becoming a self-published authors, each research participant needed to find the way to promote and sell her books with the limited resources she had. Without any support from the publishers, it was not easy for them to find new customers. However, each of these individuals is not newbie. Most of them have been the writers for more than five years. As such, they have numbers of fans and admirers who usually buy their books without concerning about whether or not those books are published by the publishing houses.

According to the research participants, their fans seem to prefer buying “handmade novels” rather than the traditional novels that are published by the publishing houses because sexual scenes in the handmade novels are large in numbers and also much more explicit comparing to those appeared in the books being published by publishing houses. As they gained much support from their fans, the research participants assured that they would be able to sell their new launched self-published books. And because those self-published books are pre-orders, the research participants know how many copies they need to print out before they hire the services of printing houses. Thus, they assure that they would not lose their profits when they become the self-published authors. By selling books as pre-orders, they can manage cost easily and are not afraid of going broke.

Generally, these individuals are trying hard to retain their loyal customers or their fans, because this group of admirers is the greatest source of their profits. Nonetheless, finding new customers is also important. As some research participants point out, they could not be so sure that their fans would stay with them forever. There are many novels available in the market, and their fans might turn away from them and become the admirers of other novelists. Also, novels are not cheap. A reader can admire 10 authors, but she may not have enough money to spend for the works of all 10 authors. Therefore, finding new customers to make sure that they can retain the profits, or, even better, making more profits, is considered something vital for the research participants. To do so, they need to take the concept of “marketing” into account, and do the marketing of their writing works based on “relationships” somehow becomes a key strategy all of these individuals have adopted.

According to the research participants, all of them consider the interpersonal relationships between them and their customers (the readers or the fans as they usually call) a key to their success, and “the connection” between them and their fans is regarded as necessity. After becoming a self-published author, each research participant developed her own strategy in order to promote and sell her works as well as to retain her fans. Using communication as a means of establishing and maintaining relationships is identified as a major strategy adopted by the participants of this study. These individuals usually engaged in 2-way dialogue with the readers, and social media became the major communication platform they typically use. Every research participant suggests Facebook as the main communication tool they use to communicate with the readers. Most participants have their own Fan Page, while those who do not have Facebook Fan Page use Facebook Group instead. The contents they usually post on Facebook Fan Page or in Face Book Group are about their books mostly. When they launch new books, they normally use Face book as an advertising medium to create awareness of those new books among readers. People who are interested in their new books can request more information or ask questions in comment boxes. But if the readers want to buy the books, they usually send message directly to the authors via Facebook inbox message or Messenger.

The research participants mention that although they use Facebook as an advertising medium, they need readers' responses as well to make sure that their new books are of their fans' interests. "Like" for them seems not to be enough. All research participants agree that they prefer comments in words. However, only some research participants mention that they were the ones who firstly started the conversations with the readers despite the fact that they recognized the importance of 2-way dialogue in establishing and maintaining relationships. Most of the research participants say that they only posted the stories about their new books or the on-line posters on Facebook, and then waited for the readers to start conversations in the form of comments in the comment boxes. If no one posted a comment, they usually leaved the comment boxes blank—not type anything in those boxes either. For the research participants who liked to be the ones who started the conversations with their readers, they usually typed something in the comment boxes followed their original posts and asked the readers to respond, or they might have created a new post that made the readers aware that they really needed their responses. For example, they may post something like "Let me know whether or not you like the cover of my new book." By doing so, the research participants discovered that they were able to gain the readers' attentions and received comments from the readers as they had expected.

Comments from the readers are considers the sign of readers' attentions toward their works and the research participants realize that if they ignore those comments, they might eventually lose their fans' loyalty. When the research participants saw comments appeared in the comment boxes, they usually responded to those comments as soon as possible. These individuals believe that if their fans or anyone who is interested in their books see their responses to all comments in the comment boxes, they will think that the authors are friendly and thus want to continue buying the books being written by those friendly authors. On the other hand, if the readers' comments are neglected by the authors, it is possible that the readers will eventually stop buying the books of those unfriendly authors.

In addition to using their private Facebook as an advertising medium, most research participants report that they also advertised their new launched self-published books in public Facebook Fan Page and Facebook Group created for people who are interested in

buying and selling novels in particular. When they advertised their books in those public space, the research participants also used the same strategy as they did in their personal Facebook Fan Page and Facebook Group. Responding to readers' comments is still as of importance. Some participants displayed the links of their private Facebook Fan Page or Facebook Group on the posts or the on-line posters being posted on the public Facebook Fan Page or Facebook Group so that the readers would be able to follow the links to the authors' private Facebook. They did so because it was easier and more convenient for them to manage conversations in their private Facebook.

The research results indicate that even though they had no new books being launched, the research participants tried to post something on Facebook to create "movement" on their Facebook Fan Page or Facebook Group. For example, they might have encouraged the readers to read their new unfinished novels being posted in public websites like Dek Dee (www.dekdee.com) or Read a Write (www.readawrite.com). Several research participants report that in addition to posting anything relates to their novels, they liked to share entertaining contents like TV series and movie reviews. Most of these individuals often shared the contents they had taken from public sources. Only few of them preferred to create their own contents. Typically, the research participants used Pen Gun Eang language in creating contents so that the readers would get a sense of friendship when they read any content displayed on the authors' Facebook.

All research participants agree that if they stop posting anything for some periods of time, the relationships between them and the fans might be broken. Some participants mention that they ever stopped posting something on Facebook when they had personal problems, and they noticed that it affected the sales of their new books thereafter. Some fans even stopped following the authors' Facebook Fan Page or leaved their Facebook Group. According to the research participants, their fans wanted to see "movements" on the authors' Facebook. As some research participants mention, stop posting anything means ignoring the fans. It can be considered a sign of the authors' lack of enthusiasm in selling their books. Consequently, the readers will not be enthusiastic to buy their books and turn to buy the books of the authors who show their enthusiasm in communicating with their fans instead.

According to the research results, only few research participants used other kinds of social media to connect with the readers. Few of them used Line to communicate with some particular fans whom they regarded as acquaintances. However, the matters on which they communicated usually related to the books they sell. None of the research participants report that they normally chit-chat with their fans through Line. Only few of them say that their fans greeted them through Line once in a while. Most research participants suggest that for them, except Facebook, social media like Line, Twitter, and Instagram are typically used for their “personal life.” They usually used those particular types of social media when they connected with their families and friends. Some research participants posted the pictures of their books on Instagram. However, their purpose was to update their peers about the significant story of their life, not to advertise their books. They also did not tweet anything relate to their books as a means of advertisement.

According to the research participants, Facebook was consider the best type of social media used for establishing and maintaining relationships with people who are interested in their novels, because they could easily manage all the contents on Facebook. Also there are a lot of functions on Facebook that the users can play with. If they want to communicate with anyone in private, they can do so via the function of Inbox Message or Messenger. They can customize message and pictures in their posts and set up the privacy of each post easily. Comparing to other types of social media, Facebook provides the research participants the most convenient way for communicating with their fans and people who are interested in their novels. Accordingly, Facebook is considered the most effective communication platform for the research participant in establishing and maintaining relationships with the readers. Nevertheless, they realize that computer mediated communication limits the use of nonverbal cues, and that may lead to misunderstanding between them and the readers when they both engage in a dialogue.

Although the research participant report that they normally used social media to connect with the readers, most research participants recognized the importance of face-to-face communication as well. As the research participant remark, face-to-face communication is better than online communication in terms of trust. Many people often conceal their real identity when using social media. Some research participant accept that they

intend to conceal their real identity as well when they use Facebook to communicate with the readers because being erotic novel writers somehow does not provide them a “good image.” As such, they prefer to display only pen names or pseudonyms on their Facebook Fan Page or Facebook Group. These individuals realized that some new customers may not have trusted them and hesitated to buy books from them since they did not know who these authors really are. Therefore, face-to-face communication might be useful in this case. But for the long term fan, who the authors really are is not an issue. Some research participants who appreciate face-to-face communication say that they love to meet with their fans in person so that they invested their own money to organize fan meeting parties once in a while.

Discussions

Typically, the concept of relationship marketing has been used to describe a marketing strategy adopted by medium or large organizations, the researcher argues, however, that this particular concept can be applied to the case of sole proprietors, freelancers, or anyone who do marketing based on interpersonal relationships between them and customers as well. In this recent study the concept of relationship marketing is used as a frame to gain an insight into Thai self-published authors’ perspectives toward relationship marketing and how they use social media to achieve relationship marketing goals. The research findings suggest that all research participants regard interpersonal relationships between them and their customers as a key to their success, and they use communication as a means of establishing and maintaining relationships with their fans as well as those who are interested in their novels. When using the concept of relationship marketing as a frame to analyze the data collected through the in-depth interviews, the researcher discovered that the goal of the research participants in developing and maintaining relationships between them and the readers is in line with Wilson’s notion of relationship marketing. According to Wilson (1995), relationship marketing is concerned with the development and maintenance of close, long-term, and mutually beneficial and satisfying relationships between individuals or organizations. Each participant of this study tried to be friendly with the readers. They recognized the importance of close and long-term relationships

between them and the readers. They believed that such relationships would affect the revenue they could earn from selling their books. As Halinen (1997) argues, management of interpersonal relationships is important for the development of a marketing relationship. Since the research participants recognized the importance of interpersonal relationships between them and readers, they tried to manage those by continuously engaging in 2-way dialogue with readers. All of them realize that if they lacked communications with readers, relationships between them and readers could be destroyed.

According to Hennig-Thurau and Hansen (2000), long-term relationships are often built on personal and social bonds. In the case of Thai self-published authors, we can see that these individuals really focused on social bonds as they tried to make friends and acquaint with the readers through their communications on social media. For most of them, if they had a chance, they would like to meet their fans in person, and that was the reason why some of them invested money in organizing the fan meeting parties. Wilson (1995) defines social bonds as “the degree of mutual personal friendship and liking shared by the buyer and seller” (p. 339). The way the research participants treated readers as acquaintances and tried to “Pen Gun Eang” when they communicate with readers illustrates the mutual personal friendship and liking they share with readers.

Cater (2008) states that social bonds, in fact, relate to openness of communication and trust in relationships. The participants of this study agree that openness for communication is a vital part in establishing and maintain relationships with their readers. Like Cater, many scholars argue that trust is one of the integral parts of social bonds (see; McCall, 1970; Perry et al., 2002; Thunman, 1992; Wilson and Mummalaneni, 1986). However, since the research participants typically used social media as a main communication platform when they engaged in 2-way dialogue with readers, trust can become an issue. Both authors and readers can conceal their real identity in on-line contexts. The new customers may be hesitated to pay money in advance for the pre-orders being sold by the authors whom they know by pen names or pseudonyms. But this issue happens only with their new customers. For long-term customers or the ones who identify themselves as their fans, the research participants do not have any problem with those individuals in terms of trust, since they have known one another for quite some time. According to

Morgan and Hunt (1994), trust exists if a customer believes a service provider to be reliable and to have a high degree of integrity (Also see Moorman, Zaltman & Deshpandé, 1992). The research participants mention that “time” is a major factor in establishing trust. The customers would recognize the authors’ reliability and integrity if they have followed the particular authors’ works and bought the self-published books from those authors for quite some time and have never been cheated by those authors. However, all of the research participants agree that meeting readers face to face is more effective than online communication if they want to enhance the relationships between them and readers and therefore establish trust.

Hennig-Thurau and Hansen (2000) suggest that relationship marketing is a strategic concept, and its implementation requires the informed use of powerful instruments. Communication is considered one of the powerful instruments used for implementing relationship marketing plan. As a matter of fact, communication is one among four classical marketing instruments (i.e. product and/or services, communication, pricing, and distribution). In this recent study, the interview data indicate that communication was used by the research participants as a means of establishing and maintain the relationship between them and the readers. The research participants actively engaged in 2-way dialogue with the readers—they not only talked but also listened to the readers’ responses. The way they did that is in accordance with the idea of Duncan and Moriarty (1998) who state that as well as talking to customers, the marketers also need to listen to what customers have to say in order to enact effective communications. Computer mediated communication is considered a powerful interactive communication tool for listening to customers. Interactive communication tools like internet chatrooms, email correspondence, and telephone hotlines can help increasing customer satisfaction (Vavra 1992). In the case of Thai published authors, these individuals used social media like Facebook, which is a type of interactive communication tool, to increase customer satisfaction by listening to them and responding to what they need.

Nowadays social media have become a powerful tool in enhancing customer engagement. As Sachi (2012) points out, social media improve the ability to connect with customers as well as non-customers and richness of the interactions with them, increasing

the likelihood of satisfying customers and therefore turning them into fans. The research participants recognized the ability of social media in helping them establish relationships with the readers who may not have been their current customers. Through their Pen Gum Eang conversations on social media, they usually succeeded in turning those non-customers to be their new transactional customers and then fans. They also regularly used social media to maintain relationships between them and their long-term customers or their fans. Inevitably, they realized that lack of communications with those fans could damage their interpersonal relationships. According to Mangold and Faulds (2009), consumers feel more engaged with products and organizations when they are able to submit feedback. The research participants realized that as they tried to engage in 2-way dialogue with the readers, they provided an opportunity for the readers to give them feedback about their novels. As such, the readers would feel more engaged with them and their products and thus became their loyal customers.

Conclusion

All in all, social media has become an effective communication platform for the research participants as they tried to establish and maintain relationships between them and the readers—either the prospects or the fans. The research participants considered the interpersonal relationships between them and the readers as a key to their success. Engaging in 2-way dialogue with the readers through social media can effectively help them to retain loyal customers as well as to find the new ones. The way they established and maintained relationships with the readers through communications is considered the most important part of relationship marketing strategy they have adopted. Nonetheless, these individuals face the challenge as computer mediated communication limits the use of nonverbal cues and that may lead to misunderstanding between those who engage in a dialogue. In addition, “trust”—one of the most important goals of relationship marketing—may be difficult to achieve since both author and reader can conceal their real identity in on-line contexts. As such, they recognize the importance of face-to-face communication which is more effective in establishing trust. Nonetheless, many of them still preferred computer mediated communication rather than face-to-face communication because it

provided them a much greater flexibility and convenience. Also, for those who preferred to conceal their real identity, face-to-face communication was not an option despite the fact that they recognized how effective it is in establishing and maintaining relationships.

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Discourses of Teen Mom and Media Representing Teen Mom in Thailand

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Abstract

This study is qualitative research. The objectives are to study about discourses of teen mom in Thailand and to study about media representing about teen mom in Thailand. Theory of discourse is used to be base of the analysis in this study. The findings indicate that in Thailand, there are 3 discourses of teen mom which are based on socio-cultural changes in each era in Thailand. The 1st discourse represents that “Teen Mom is Normal”, the 2nd discourse represents that “Teen Mom is Wrong”, and the 3rd discourse represents that “Teen Mom is Not Always Wrong”. For the media representing about teen mom in Thailand, there are 14 representatives for the 1st discourse which all of them are traditional media. There are 13 representatives for the 2nd discourse which most of them are traditional media, but a few of them are new media. There are 14 representatives for the 3rd discourse which they are in both traditional media and new media. In the past, only powerful institutes were potent in media production and propagation through traditional media. Though, at the present, ordinary people have more opportunities for media production and sharing through new media.

Keywords: teen mom, Thailand, discourse, media

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Discourses of Teen Mom and Media Representing Teen Mom in Thailand

Introduction

According to Reuters news in 2013 headlining that “Thailand struggles to curb high teen pregnancy rate” which said that “In fact, even though the overall birthrate is dropping, teen births are on the rise. Out of every 1,000 live births, 54 are from teen mothers aged 15-19, higher than in the United States and ten times higher than Singapore’s teen pregnancy rate” (Amy Sawitta Lefevre, 2013), in 2017, this problem is still increased as quoted in the news that “The Ministry of Public Health is working with other ministry to reduce teen pregnancy, following statistics that Thais under the age of 20 had given birth to around 94,000 children last year” (Benjamin Rujopakorn, 2018). Adolescent pregnancy has been considered as one of the social problems that Thai people especially, Thailand’s state agencies concern that the effective outcomes from plenty of launched policies and resolutions are required as soon as possible.

By the way, UNICEF’s synthesis report 2015 of situation analysis of adolescent pregnancy in Thailand (UNICEF, 2015) said that “Of particular note in light of this study’s findings, the literature review revealed research highlighting the role stigmatization plays in adolescent pregnancy and parenthood.” According to above mentioned quote, stigmatization is one of the factors destroying the rest of teen moms’ lives. The researcher is one of the teen mom’s daughter who has been investigated the life of teen mom for the whole life. This is the issue of teen mom at the present and in the past are also important issues to be concerned of. Then, the researcher would like to understand how does the stigmatization of teen mom come? The researcher has an assumption that stigmatization may be caused by the collective discourses in society, then the researcher would like study in media about teen mom in Thailand to understand about the power of message senders about teen mom which are constructed in teen mom discourses.

Michel Foucault defined the “discourse” as “ways of constituting knowledge, together with the social practices, forms of subjectivity and power relations which inhere in such knowledges and relations between them. Discourses are more than ways of thinking and producing meaning. They constitute the ‘nature’ of the body, unconscious and conscious

mind and emotional life of the subjects they seek to govern (Weedon, 1987: 108)". Diamond and Quinby (1988: 185) said that for Michel Foucault discourse is "a form of power that circulates in the social field and can attach to strategies of domination as well as those of resistance". The definition of discourse led the questions for researcher to find teen mom discourses in each era and media about teen mom in Thailand.

The objectives of this article are to study about discourses of teen mom in Thailand and to study about media representing about teen mom in Thailand. Theory of discourse is used to be base of the analysis in this study.

Method

This study is qualitative research by content analysis for teen mom discourses in each era through documents and fiction media in Thailand which teen mom character appears in the media or there are mentions about teen mom for 40 items.

Results

According to historical study from content analysis through documents, in Thailand, there are 3 discourses of teen mom which are based on socio-cultural changes in each era in Thailand. The 1st discourse represents that "Teen Mom is Normal", the 2nd discourse represents that "Teen Mom is Wrong", and the 3rd discourse represents that "Teen Mom is Not Always Wrong".

In the 1st era of "Teen Mom is Normal", it was the agricultural era which constructed the meaning of teen mom as normal issue. Most of the female in reproductive age were in the role of new members production to be family's labors. As it said in the book "The Village Life in Modern Thailand" (deYoung, 1963: 60-62 referred from Witayanee Wichaiya, 2013: 17) that the Northern part of Thailand in 1950s, villagers marry young since there were 16 years old for the purpose of labor productivity to the family and social mechanism. In consequences, adolescent pregnancy is the natural action at that time.

The turning point between the 1st era of "Teen Mom is Normal" and the 2nd era of "Teen Mom is Wrong" was the period in the reign of King Rama IV which Pattarat Pan-

prasit (2011) said that in the age of King Rama IV, there were changes and creativities in notions, cultures and traditions in Thailand under the attempt of “modernization” to be developed equally as the western countries.

In the 2nd era of “Teen Mom is Wrong”, it was the industrial era which constructed the meaning of teen mom as wrong action from the social norm. Even female was in reproductive age, but if she had not finished the educational standard which had been set by the society, if she was pregnant, she was wrong. Witayanee Wichaiya (2013: 2) said that adolescent pregnancy has been connected into macro level as the key indicator of the destruction and dysfunction of family institution, including with the way of destroying Thai nation’s beautiful culture. As these attitudes since the past to present, being teen mom has been considered as breaking the social rules.

In the 3rd era of “Teen Mom is Not Always Wrong”, it is the information era which constructs the meaning of teen mom as not always wrong issue. Female in reproductive age is able to be pregnant even she has not finished the social norm’s educational standard. Thanawadee Tajeen (2005) said that at the present, women are well educated, talented and play key roles in social, economic, and political issues which lead to developed, accepted, and protected in many fields for women’s rights. All human including with women have rights over their bodies, rights in social space creation, showing their power, and communication that they do not accept molestation to women and violence should be terminated. These are the reasons that teen mom is not always wrong at the present.

The period of recent decades is the turning point between the 2nd era of “Teen Mom is Wrong” and the 3rd era of “Teen Mom is Not Always Wrong” which there are more movements of feminism and social equality in Thailand. Adolescent pregnancy was defined, administered, and controlled differently in each era (Witayanee Wichaiya, 2013: 1).

In addition, the researcher studied in Thai fiction media which teen mom character appears in the media or there are mentions about teen mom for 40 items sorted by time as follows;

- Short story of “Nang Tad/Mrs.Slaughter” (n.d.)
- Literature of “Khun Chang-Khun Phaen/The Warlords” (1600)

- ☐ Novel of “Baan Sai Thong/The Golden Sand Mansion” by K. Surangkanang (1956)
- ☐ Novel of “Dao Pra Sook/Venus” by K. Aksarapan (1961)
- ☐ Novel of “Podjaman Sawangwong (Full Name)” by K. Surangkanang (1967)
- ☐ Music Video of “Seer Sao Mua Yu Mor Sor/Losing Virginity in Secondary Education” of Poompuang Duangjun (1981)
- ☐ Novel of “Gua Ja Roo Deang Sa/The Innocent” by Botan (1985)
- ☐ Novel of “Na Tang Ban Raek/The First Window” by Kritsana Asokesin (1986)
- ☐ Film of “Gua Ja Roo Deang Sa/The Innocent” by Botan (1987)
- ☐ Novel of “Kue Hatta Krong Pipob/The Hands Ruling the World” by Namob (1993)
- ☐ Novel of “Mong Good Dok Som/Orange Flowers Crown” by Taitao Sujaritkoon (1995)
- ☐ TV Drama of “Kue Hatta Krong Pipob/The Hands Ruling the World” (1995) Channel 7
- ☐ TV Drama of “Mong Good Dok Som/Orange Flowers Crown” (1996) Channel 7
- ☐ TV Drama of “Na Tang Ban Raek/The First Window” (2001) Channel iTV
- ☐ Film of “Boobpa Rahtree/Rahtree Revenge” (2003)
- ☐ TV Commercial of “My Girl” (2006) Thai Life Insurance
- ☐ TV Drama of “Nang Tad/Mrs.Slaughter” (2008) Channel 7
- ☐ TV Drama of “Mong Good Dok Som/Orange Flowers Crown” (2010) Channel 3
- ☐ Film of “Rak Jud Nak: Tom Hang/Heavy Love: Tom Hang” (2011)
- ☐ TV Commercial of “Goodbye: Stop Teen Mom” (2011) Department of Social Development and Welfare, Ministry of Social Development and Human Security
- ☐ TV Drama of “Kue Hatta Krong Pipob/The Hands Ruling the World” (2013) Channel 7
- ☐ Film of “Fak Wai Nai Guy Ter/The Swimmers” (2014)
- ☐ Short Film of “Present Perfect” (2014) by Mono Music
- ☐ Viral Clip of “My Beautiful Woman: Jane’s Secret” (2014) Wacoal Thailand
- ☐ TV Drama of “Baan Sai Thong/The Golden Sand Mansion” (2015) Channel 7
- ☐ TV Program of “Rang Shut Jud Tem/Fully Strong and Clear” (2015) on 10 July 2017 Channel Bright TV
- ☐ TV Drama of “Nang Tad/Mrs.Slaughter” (2016) Channel 3
- ☐ Music Video of “Mai Deang Sa/Innocent” (2016) of Big Ass

☐TV Program of “Leg Aud Gum/Numbers Show Sin” (2016) on 22 December 2016
Channel Work Point

☐Cable TV Drama of “Daddy Jum Pen/Speedy Scandal” (2017) Channel GMM
☐Film of “15+ IQ Krachoot/15+ Gushing IQ” (2017)
☐Cartoon of “Khun Mae Wai Sai/Teen Mom” (2017)
☐Line TV Drama of “Khun Mae Wai Sai/Teen Mom” (2017)
☐TV Program of “Tee Ded Loog Nee/Debtor’s Good Strategy” (2017) on 20 November 2017 Channel 3

☐TV Program of “Kao Wan Sook/Friday’s News” (2018) on 12 January 2018 Channel One

☐E-Novel of “Sherbet Soda: We’re soul mates.” (2018)
☐TV Series of “Rue Do Kan Hang Rak/Season of Love” (2018) Channel ThaiPBS
☐TV Program of “Nayobuy by Prachachon/Policy by People” (2018) on 12 March 2018 Channel ThaiPBS

☐TV Program of “Nayobuy by Prachachon/Policy by People” (2018) on 26 March 2018 Channel ThaiPBS

☐TV Program of “Samunchon Kontammada/Commoner, Ordinary People” (2018) on 05 October 2018 Channel ThaiPBS

addition, “trust”—one of the most important goals of relationship

40 of fiction media mentioned above can be divided as the representatives of 3 discourses of teen mom as follows;

Discourse	Year	Fiction Media	Trad	New
“Teen Mom is Normal” (14 out of 40 items) All Traditional Media	n.d.	□Short story of “Nang Tad/Mrs.Slaughter”	✓	
	1600	□Literature of “Khun Chang-Khun Phaen/The Warlords”	✓	
	1956	□Novel of “Baan Sai Thong/The Golden Sand Mansion”	✓	
	1961	□Novel of “Dao Pra Sook/Venus”	✓	
	1967	□Novel of “ Podjaman Sawangwong (Full Name) ”	✓	
	1993	□Novel of “Kue Hatta Krong Pipob/The Hands Ruling the World”	✓	
	1995	□Novel of “Mong Good Dok Som/Orange Flowers Crown”	✓	
	1995	□TV Drama of “Kue Hatta Krong Pipob/The Hands Ruling the World”	✓	
	1996	□TV Drama of “Mong Good Dok Som/Orange Flowers Crown”	✓	
	2008	□TV Drama of “Nang Tad/Mrs.Slaughter”	✓	
	2010	□TV Drama of “Mong Good Dok Som/Orange Flowers Crown”	✓	
	2013	□TV Drama of “Kue Hatta Krong Pipob/The Hands Ruling the World”	✓	
	2015	□TV Drama of “Baan Sai Thong/The Golden Sand Mansion”	✓	
	2016	□TV Drama of “Nang Tad/Mrs.Slaughter”	✓	
“Teen Mom is Wrong” (13 out of 40 items) Mostly Traditional Media and A Few New Media	1961	□Novel of “Dao Pra Sook/Venus”	✓	
	1981	□Music Video of “Seer Sao Mua Yu Mor Sor /Losing Virginity in Secondary Education”	✓	
	1985	□Novel of “ Gua Ja Roo Deang Sa /The Innocent”	✓	
	1986	□Novel of “Na Tang Ban Raek /The First Window”	✓	
	1987	□Film of “ Gua Ja Roo Deang Sa /The Innocent”	✓	
	2001	□TV Drama of “Na Tang Ban Raek /The First Window”	✓	
	2003	□Film of “ Boobpa Rahtree/Rahtree Revenge”	✓	

	2011	<input type="checkbox"/> Film of “ Rak Jud Nak : Tom Hang/Heavy Love: Tom Hang”	✓	
	2011	<input type="checkbox"/> TV Commercial of “Goodbye: Stop Teen Mom”	✓	
	2014	<input type="checkbox"/> Film of “ Fak Wai Nai Guy Ter /The Swimmers”	✓	
	2015	<input type="checkbox"/> TV Program of “Rang Shut Jud Tem/Fully Strong and Clear”	✓	
	2016	<input type="checkbox"/> Music Video of “ Mai Deang Sa /Innocent”	✓	✓
	2016	<input type="checkbox"/> TV Program of “ Leg Aud Gum /Numbers Show Sin”	✓	

Discourse	Year	Fiction Media	Trad	New
“Teen Mom is Not Always Wrong” (14 out of 40 items) Both Traditional Media and New Media	2006	<input type="checkbox"/> TV Commercial Film of “My Girl”	✓	
	2014	<input type="checkbox"/> Short Film of “Present Perfect”		✓
	2014	<input type="checkbox"/> Viral Clip of “My Beautiful Woman: Jane’s Secret”		✓
	2017	<input type="checkbox"/> Cable TV Drama of “ Daddy Jum Pen /Speedy Scandal”		✓
	2017	<input type="checkbox"/> Film of “15+ IQ Krachoot /15+ Gushing IQ”	✓	
	2017	<input type="checkbox"/> Cartoon of “ Khun Mae Wai Sai /Teen Mom”		✓
	2017	<input type="checkbox"/> Line TV Drama of “ Khun Mae Wai Sai /Teen Mom”		✓
	2017	<input type="checkbox"/> TV Program of “ Tee Ded Loog Nee /Debtor’s Good Strategy”	✓	
	2018	<input type="checkbox"/> TV Program of “Kao Wan Sook/Friday’s News”	✓	
	2018	<input type="checkbox"/> E-Novel of “Sherbet Soda: We’re soul mates.”		✓
	2018	<input type="checkbox"/> TV Series of “ Rue Do Kan Hang Rak /Season of Love”	✓	
	2018	<input type="checkbox"/> TV Program of “ Navobuy by Prachachon /Policy by People” (1)	✓	
	2018	<input type="checkbox"/> TV Program of “ Navobuy by Prachachon /Policy by People” (2)	✓	
	2018	<input type="checkbox"/> TV Program of “ Samunchon Kontammada /Commoner, Ordinary People”	✓	

For this article, traditional media means the fiction media that the first broadcasting was only through traditional media such as printing, television or film theatre. New media means the fiction media that the first broadcasting was only through new media such as internet or social media, or the first broadcasting was both through traditional media and new media at the same time.

For the fiction media representing 1st discourse (“Teen Mom is Normal”) are 14 out of 40 items and they are all traditional media. The fiction media representing 2nd discourse (“Teen Mom is Wrong”) are 13 out of 40 items and they mostly are traditional media and a few or only 1 item is new media. And the fiction media representing 3rd discourse (“Teen Mom is Not Always Wrong”) are 14 out of 40 items which 8 of them are traditional media and 6 of them are new media.

The total amount of fiction media in the table is 41 items because there is 1 fiction media which the representatives of 2 discourses which is Novel of “Dao Pra Sook/Venus” (1961) representing both 1st discourse (“Teen Mom is Normal”) and 2nd discourse (“Teen Mom is Wrong”)

The increasing amount of new media indicates the development of communication technology, the changing of sender or media producer’s power and receiver or audience’s media exposure. It shows that in the past or the period of 1st discourse, only powerful institutes or adult voices were potent in media production and propagation through traditional media and all of audience’s media exposure was traditional media. Afterwards, in the period of 2nd discourse, powerful institutes or adult voices were still potent in media production and propagation through traditional media. Nevertheless, at the present, in the period of 3rd discourse, ordinary people or teen voices have more opportunities for media production and distribution or sharing through new media or social media like e-novel of “Sherbet Soda: We’re soul mates” which the writer or producer is an ordinary people. And audience’s media exposure is in both traditional media and new media.

By the way, Vanessa Rodriguez said at the present traditional media and new media are still different in many issues such;

1) Cost New media is less expensive. Only fraction of the traditional media price is needed to reach the same number of people (or more) and the required amount of audience will be reached.

2) Accuracy Traditional media uses a cannon to fire it's message hoping to hit anyone that will listen, read, watch, etc. New media has the ability to target with laser precision.

3) Trust New media uses content to cultivate trust over time. Traditional media forces an opinion on the audience in hopes that it will take if repeated frequently enough.

4) Feedback New media is a two-way street or two-way communication which traditional media is only one-way communication.

As the message sender or receiver in the era of information and combination of traditional media and new media, we should be aware of the nature, strengths and weaknesses of each kind of media and adjust them on our daily life in order to be well in media literacy and know how to use new media potentially.

Towards Communication 5.0: Media, Communication & People in the Age of Disruptive Technology, the technology is not always be in the negative perspective. In this article, the technology is the helper of common people to be able to disseminate their powerless voices to more powerful in public through new media production and distribution at the present. Teen's voices are more expressed in public and concerned in the age of new media. Most of the new generation who were born in the age of technology are mostly "digital natives" who are deeply understand and know how to create and use new media such as e-novels, online dramas, series, shows, films. In the future, there will be more new media which the traditional media will be decreased but not totally disappeared as long as there are still older people in above generations who are not digital native in this world.

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Potential Development of Visual Communication for Migrant Workers and Ethnic Groups Rights Leader in the age of Disruptive Innovation

Dr. Rattaphol Phrommas*

Abstract

The fundamental and essential right which Thai should receive from the government is the right to receive safe and high quality health care. However, for migrant workers and indigenous groups, the access to this right is lessened even for some who enjoy equal rights as a Thai citizen; moreover, the problems from transportation and access to a medical center, and misunderstanding regarding wellness of oneself or family, as well as difficulty in communication in order to receive treatment and advisory from medical personal have extended much of the health and wellness issue.

Nevertheless, in this disruptive technology age, the birth of new ways to communicate especially online social media possess potential to be used as an important medium for producing media for volunteer leaders and medical personals to develop the abilities to produce media that promotes access to healthcare service, treatment, campaign, disease prevention, and rehabilitation to ethnic and indigenous groups and migrant populace. Additionally, the media would be able to be broadcasted to the whole targeted community as well as to be publicly communicated in a form of creative media for the other group of population to understand and form positive attitude toward migrant populace.

Keywords : Visual Communication, The age of disruptive technology, migrant workers, Ethnic Groups

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1. Introduction

One of the basic rights which Thais receive from the government is the right to receive safe and high quality healthcare. The right is intended for citizens to benefit equally and to protect the rights of children, women, disableds, and livelihood of elderlies. However, migrant workers and indigenous groups are not as prioritized even though some are eligible to receive equal treatment as other Thai citizen; Moreover, problems in transportation and access to a medical center, misunderstanding regarding wellness of oneself and family, and essentially, communication during contacting medical center to receive treatment or advisory from medical service provider or medical personal have greatly extended health and wellness issues.

At present, Thai society is going through the disruptive technology age which is an age where innovations brought change the society by allowing the mass to easily access products or services as a result from modern technology. These innovations created new channels for communication, especially the online social media which is a contributing factor for equal access of information. The author, as a part of a project that advocates the strategic development of health and wellness for ethnic minorities and indigenous groups and migrant populace through communication who has the main responsibility to develop a curriculum for visual communication potential development, aims to apply the innovation as an essential tool for visual communication knowledge and skill development for migrant workers and indigenous groups rights leaders to improve the ability to produce media that encourages receiving health service, treatment, disease prevention, and rehabilitation among migrant workers and ethnic groups. In addition, the produced media should be able to be broadcasted to the targeted community as well as publicly communicated in a form of creative media to other Thai populace to understand and form positive attitude toward migrant populace.

2. Objectives

To study and create a procedure for developing a curriculum for visual communication potential development for migrant workers' and indigenous groups' rights leader

3. Research Methodology

This research studies a procedure for curriculum development according to the main project's objective and the participants' need. The method is as follows.

3.1 For the development of the curriculum for visual communication potential development for migrant workers and ethnic groups rights leader, the author gathered knowledge from the potential development for leaders to improve efficiency of persuading target group to improve health which is a part of health and wellness communication research by Scheirer M.A. et al. (2017, pp. 12-43) along with studying the techniques for persuasive communication written by Brian D.B. and Jerusha B.D. (2016, pp. 484-502). Both of the mentioned research and procedure were used for the development of the ability to produce appropriate content to communicate through online social media with the emphasis on still image, caption writing, and motion image. Furthermore, result from a research by Kirati Kachentawa and Patchanee Cheyjunya (2017, pp. 13-28) was also studied that the imagery would inform the public of the benefit from migrant workers and indigenous tribes and decrease negativity toward the target peoples.

3.2 The first workshop which is a pilot project was held with 25 participants. A survey that included interview and group discussion with the right leaders was conducted during the workshop to learn intention, objective, type of activity, procedure for organizing, and how would the participants use the obtained communication skill. The interviews and discussion were analyzed using explanatory method.

3.3 After the workshop, the curriculum was assessed using CIPP model which included the assessment of context, import factor, process, and final product. The workshop was assessed using performance record, satisfactory survey form, and descriptive statistic which was frequency, percent, and median.

4. Results

4.1 The analytic result of the context for the development of the curriculum for visual communication potential development for migrant workers and indigenous groups' rights leader is as follows

4.1.1 The analytic result of expectation and need of the curriculum shows that most of the participant require practice session more than theory lecture and aim to produce content for online social media using the equipment available to most migrant workers and tribesmen which is smartphone. All of 25 participants own such devices and, essentially, have an internet access through cellular network, access to Thailand's tele-vised media, radio, as well as television programs from the originated country through cable TV and social network. Five of the participants who own digital single-lens reflex camera possess some basic technique for producing media though lack the skill to convey the content. Every participant is able to access the internet conveniently as a result of disruptive innovation age which every cellular network provider races to extend their service with competitive price and service program which lets user access online social network for free and allows every participant to open multiple social network accounts such as Facebook, Line, Instagram, and Twitter. However, most participants do not know how to exploit these social networks to benefit the health awareness communication which is their responsibility; these social networks are used mostly for contact and staying connected with family and friends.

4.1.2 The curriculum design should proceed according to the following objectives which are 1) to develop the potential of local leaders by providing knowledge and skill for media production and communication through online media, and 2) to produce an educational media for the target groups and deduction of negative attitude from the society and broadcast to migrant and indigenous populace and others through online and mainstream media by organizing a workshop with 30 percent lecture and 70 percent practical session which includes media production planning, caption and script writing, production or shooting, and still and motion image editing; the pilot workshop was scheduled for three days period. The author has designed the curriculum that provides skills for producing still and motion image using smartphone as well as planned for editing training

using free applications on smart device. For the workshop activity, most participants are well informed and experienced with health and wellness awareness induction but the lack communication skill which shows that the participants only need the media production training to achieve the objective of the project which is to communicate health and wellness awareness.

4.2 The assessment of the curriculum using descriptive statistics and discussion that provided opinion and suggestion for improvement for future workshop is as follows: for the contextual consistency assessment, the participants are satisfied with contemporaneity of the content, the workshop, and the consistency of being able to apply the knowledge for practical use (median =5.80, 82.9 percent); for the import factors, the assessment found that the participant are satisfied with the lecturer, the media used, and other resources used during the workshop (median=5.71, 81.6 percent); for the process, it is found that lecturer and participants proceeded with the workshop within the determined time period with high satisfactory rate (median=5.80, 82.9 percent); and finally, for the final product which taken the number of produced media into account, the participants were able to use smartphone to produce four completed videos that three of which are considered qualified, made 75 percent of the expected result with high satisfactory rate from the participants. (median=5.85, 83.6 percent)

5. Summary and Discussion

This research aims study and create a procedure for developing a curriculum for visual communication potential development for migrant workers and indigenous groups' rights leader through action procedure maybe summarized as follows

5.1 The issues which should be emphasis in potential development for health and wellness awareness communication during the age of disruptive innovation are campaign planning, public relation, development of interpersonal communication, development of video media production skill which is used incorporated with description and lecture for target group which is consistent with Scheirer M.A. et al.'s research (2017, pp.12-43) which mentions a procedure for health and wellness promotion communication that aims develop ability for communication and cooperation between community leaders

and spiritual leaders to continuously promote health and wellness awareness for the betterment of the community.

5.2 The production of video media using smartphone and available free applications is appropriate for its low cost, fast, convenient, easy to learn in a limited amount of time, and is able to be virtually instantly broadcasted through online social media which is in consistent with Kirati Kachentawa and Patchanee Cheyjunya's research (2017, pp. 13-28) which mentions the factors that would affect health and wellness of community which are alteration of the idea on health communication, production of health and wellness promotional media for multiple channels, and development of potential for communication procedure that would inform the public of any project such as TV news.

5.3 Description and script writing, ideally, should communicate the content with a simple, easy to understand narrative. Description should not be lengthy and the language should be in informal, daily use level. For video media, script should be compact and able to communicate and be understood by audience within three to five minutes. Additional subtitle for different languages maybe used in case of wider broadcasting or communicating through alternative channels to reach more targets through cooperation with organizations which involves with health service. This topic is in consistent with Parichat Satapitanon et al.'s procedure to promote health (2003, pp. 15) which mentions that in order to efficiently promote health and wellness awareness campaign through mass media, cooperation with leaders and other media publisher allies is required. In addition, indirect effect which this form of campaign may has is that the other peoples maybe informed of the situation and form more positive attitude toward migrant populace.

6. Suggestion

After the workshop, the research team conducted an after action research that maybe used to improve future project by inviting the participants and others who were involved review, reflect ,and suggest further requirement, along with interviewing heads of other related projects to plan and develop a curriculum for the next workshop. It is found that media production using digital single-lens reflex camera or camcorder, graphic integration, and computer programs which are used in the media industry workshop should

be included for the participants are able to develop motion media in professional level. For an efficient development of communication skill which is used to promote health and wellness workshop, target group analysis, campaign plan, communicative activity, media production, assessment, and improvement should be included in the content for participants. Lastly, regarding the management and organization of workshop, it is found that workshop should be held in a closed venue such as homestay, resort, or any location in proximity with medical staffs and target group leaders to maximize the workshop's efficiency, allowing the participants to brainstorm and create the work in full potential and be able to test the work's performance with local target groups.

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Digital Vote-canvassing Network and the 2019 General Election in Thailand

Mukda Pratheepwatanawong (Ph.D)*

Extended Abstract

The use of social networking sites (SNSs) have been a significant part of political communication and election campaigning in Thailand. Regardless of political figures being new or veteran, the content of communication and the way they manage their social networking page could determine the amount and type of attention they gain from their followers and mainstream media. With the upcoming and long-awaited 2019 General Election in Thailand, Facebook will play an increasingly dominant role on individual candidate's campaign with the attempt to use their own Facebook to develop digital vote-canvassing network, communicate their policies and influence voters' decision-making. With the use of "political public relations" as a conceptual framework, this paper sets out to determine the challenging characteristics of digital vote-canvassing network in the 2019 General Election in Thailand, looking from Thai political figures' and their public relations personnel's perspective. The theme of analysis include, relationship management between candidates and followers on Facebook, image management of candidates' on Facebook and content management between candidates' Facebook page and mainstream media. This paper argues that political public relations work on Facebook during the 2019 General Election campaign in Thailand is transforming from being centralize to decentralize. Digital vote-canvassing network in the 2019 General Election in Thailand constitute of candidates competing to gain followers' attention to develop their relationship, which have been structured to build a closer relationship with their followers, while followers play a crucial role in responding to candidate's image, which determines the way candidates

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will be perceived during the election campaign. This implies that it has now been more challenging to compete in Thai election, not only because of the challenging political issues but because of the communication technology available to challenge political public relations work.

This is an ongoing research and this research is a development of the author's previously published book chapter titled "Uses of Social Networking Sites as a Development of Political Communication and Election Campaigns in Thailand", which discusses on media management as part of political public relations by looking at the relationship of content between candidate's social networking pages and campaign on the old media during the 2013 Bangkok Gubernatorial Election campaign (Mukda Pratheepwatanawong, 2018b). This book chapter was published from author's Ph.D research titled " ' As if it was something spoken by a friend': Political Public Relations and Digital Vote-canvassing Networks via Facebook during the 2013 Bangkok Gubernatorial Election Campaign" (Mukda Pratheepwatanawong, 2017).

Keywords: Digital Vote-canvassing Network, political public relations, social networking sites, 2019 General Election

Background knowledge and literature review

McNair (2011) defines ‘political public relations’ from a political communication perspective as ‘the means and methods, by which political parties, at times of the election and in the intervals between them, with the help of their political consultants, seek to manage the media in such ways as to maximise favourable coverage and to minimise that which is damaging to the organisations’ interest’ (p.122) and the four activities include media management, image management, internal communications and information management. This research will focus mainly on “media management” based on how candidates of the election and political party manage their campaign content on the new media and old media to maximize their coverage and positive image during the election campaign. The analysis of media management in this research will be done in the context of digital vote-canvassing network.

Digital vote-canvassing network, is a term coined in the researcher’s Ph.D thesis, conceptualized in the context of studying political public relations on Facebook during the 2013 Bangkok Gubernatorial Election campaign. A digital vote-canvassing network is a network connecting Facebook users based on Facebook algorithms and the interaction on a candidate’s status updates e.g. followers might click the “Like” tab, share or comment on the post. Digital vote-canvassing network is developed from traditional vote-canvassing systems in Thai political culture and two-step flow communication, whereby the interaction on content on a candidate’s network on can extend the reach of the content to more and more followers who are connected to candidate’s social network in one way or another. The political public relations personnel who are responsible in managing campaign content on candidate’s Facebook page acts as core digital vote-canvasser as he or she transmits campaign messages on the candidate’s Facebook page on behalf of the candidate. Followers of the candidates are also digital vote-canvassers as they are able to spread campaign content to their friends, which make campaign messages reach as many Facebook users as possible. With social networking sites embedded in our every life and becoming a significant part of political communication and election campaign in Thailand, digital vote-canvassing network is significant for all candidates of an election, regardless whether they are new candidates and veterans, party-based candidate or

independent candidate. Having a social networking page like Facebook enable candidates to form and develop their own network of followers, who are of diverse background and might be supportive or critical about the candidate (Mukda Pratheepwatanawong, 2018a).

Although political information on television remains to be the main source of political communication in Thailand (Nalinee and Brown, 2006; Pimonpan and Pirongrong, 2013), contemporary Thai politics have faced with challenging political discussion and political movement that have social networking sites as a fundamental communication platform to develop deliberative democracy (Carthew, 2010). With regards to the impact of internet and new social media in Asia, Abbott (2013) mentions that the internet provides a new space for demonstration and has proven to be a “boon” for the organization of demonstration and the dissemination of information to the demonstrators (p.587). With specific reference to Thailand, McCargo (2017) argues that the use of social media in Thailand promotes “partisan political stances” as each political movement in Thailand invoked its own competition notion of the people. Political communication on social media development the online public sphere and empowered Thai citizens and deepen political engagement. However, social media is also a platform of political communication that leads to social division and violence (p.4138). In addition, Schaffar (2016) analyses that the establishment and development of political networks on Facebook in Thailand has played a crucial role in the process of political radicalization (p.215).

With a population of slightly over 60 million people, there are 46 million registered Facebook users across the country, with Bangkok having the most users. Reducing digital divide in ASEAN is one of the point agreed by the e-ASEAN Framework Agreement, signed by ASEAN leaders on 24 November 2000 (Nguyen, 2013). In terms of access to information communication technology, a certain number of Thais have access to smart phones, computer devices and internet, while others still face a barrier of entry. According to Van Dijk (2006) “digital divide” or the inequality to access information communication technology have several causes e.g. the lack of motivation to use online technology, lack of financial resources to buy a computer and internet access, lack of operational skills, information skills or strategic skills and lack of opportunity, obligation, time or effort to use digital technology (pp.179-183). As a result of such digital divide, online content on the

internet is not consumed by all of the Thai population as not all Thais have access to the internet although the most recent Household Survey on Information and Communication Technology (ICT) conducted by National Statistical Office (NSO) revealed that digital divide in Thailand has reduced from 2008 to 2012, with Bangkok having the highest percentage access to ICT compared to other regions in Thailand (“Executive Summary,” 2013).

In Thailand, the Thai government has been perceiving ICT skills to be fundamental for Thailand economic growth and have implemented policies to integrate the learning of ICT into Thai people’s daily lifestyle, education and services. In addition to how the Thai government try to digitalize education and services in Thailand, the national economic model of Thailand 4.0 is a significant one to increase the country’s economic growth, increase income for Thai people and bringing Thai people out from middle income trapped. An empirical study of internet cafes in Bangkok, conducted by Hirata (2013), acknowledges that for people who live in Bangkok and cannot afford to buy computers or do not have operation skills and information skills to use computers or the internet, the availability of internet cafes offers services and assists customers to communicate on ICT, which reduces the digital divide (pp.287-289). The widespread availability of digital cafes means that the digital divide is partly overcome.

Thailand is a country deeply polarized in political views and Thai people still consume most of political news from traditional media or old media. Not every Thai people can afford buy smart phones or computers for communication. In addition, the operational skills and knowledge required to use smart phones and computers is still too demanding for Thai people who do not necessary have to use smart phones or computers as part of them work or daily life. As a result, there is a gap between Thai people who have and do not have access to digital media. As for Thai people who have access to digital media, digital media act as alternative source and additional source of political information for them, while for Thai people who do not have access to digital media, political news from old media remains significant for them to know about ongoing political issues, with a choice of different channels.

The upcoming 2019 General Election will be a fundamental election for the Thais as the country went through coup d’etat in 2014 that freezes social movement, political

activities and voting rights of the Thai citizens. As the local and international community await for the election, political party and candidates of the election have started to set policies and election campaign strategies. As voting is mandatory in Thailand and there is expectation to have high voter turnout after the end of the coup d'état, the election campaign will be an intense and fundamental period of time for candidates to introduce themselves and their campaign to voters of the election and contest for political power. In other words, election campaign is an opportunity for voters of the election to get to know more about the candidate and their campaign, in order for voters to decide on who or which campaign they will vote for. Therefore, the strategies and the type of medium that candidates use to for their campaign can have impact on the image that they attempt to construct and the message that they intend to communicate. Furthermore, the constant delivering of campaign message can lead to voters engaging with candidate's campaign, which can establish and develop the relationship between the candidates and voters of the election.

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The Impact Of New Media Paradigms On Digital Activism And The Battle Of #FakeNews

Sascha H. Funk*

Social media has been classified as something new for a long period of time. By now, however, it should not be considered ‘new’ but ‘normal’ as it is in the DNA of every digital native to use social media. This leads to a shift of traditional media paradigms which can be witness when it comes to digital activism which, once it reaches a mass following, often times gets labeled as ‘fake news’. This research will focus on determining how and if social media is used effectively in regards to not only raise awareness but create long lasting digital activism and how ‘fake news’ has become a problem that needs to be addressed and debunked.

The internet has radically transformed communication. More than ever before does successful communication depend on the ‘right’ utilization of digital media, powered by the world wide web. Disruptive technologies play an important part in said communication however only if those technologies are used to their full extent and if their medium specific features are being exploited as resourceful as possible. Is this the case, their impact on the way we communicate will be immense.

Such impact can be widely seen when it comes to digital activism and the way minorities communicate in an age where hashtag activism meets slacktivism. Digital media has become the go-to media to mobilize crowds and gain attention. With this in mind the term ‘fake news’ has been used quite frequently to dismiss digitally spread information that goes against one’s beliefs. Therefore it is of utmost interest to understand how disruptive technologies influence the way activists and minorities communicate using digital media and how ‘fake news’ can be understood or debunked as such.

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The research methodologies used in this research are based on current case studies as well as numerous pieces of previous academic research regarding the role of social media in digital activism, the emergence of ‘Fake News’ and the impact of new media on society and its influence on opinion shaping. The evidence found suggests that the way media is being consumed and understood changed drastically over the past years with the so called ‘digital natives’ displaying the biggest behavioral change. With this in mind it global players in every area of interest, such as politics or business, seemed to have gotten into mix and tried to influence public opinion via big data analytics companies such as the now infamous Cambridge Analytica.

Besides the stories that hit the headlines (i.e. “Trump - Russia election meddling”, ‘Brexit vote’) there have also been cases in other parts of the world where social media has been shown to hold huge power over complete societies (i.e. “Rohingya genocide in Myanmar”) and was used to spread hate speech not only by ‘vocal minorities’ but even by branches of governments. Combining the power that a government holds with the power social media evidently gives to the ‘common people’ - at least they believe that social media empowers them - this has become an important tool to steer and control people all over the world. Directly as well as indirectly via third parties.

Lastly it was also discovered that not all is bleak though and that digital natives, often mistakenly called ‘millennials’, do use new media for the ‘greater good’. Campaigns all across the world have been fueled by digital activism (i.e. “Black Lives Matter”, “Umbrella Revolution”, etc.) and even reached mainstream recognition. Often times such campaigns, aiming to criticize the current leadership, have been labeled as ‘fake news’ by opposing parties in order to undermine the credibility of online born activism. The term ‘fake news’ was mostly made famous by Donald J. Trump, the concept however has been around for a much longer time and has been used in Asia for a much longer time with the goal of discrediting ‘enemies of the state’.

With all the evidence found and cases analyzed one can confidently make the case that the shift towards new media paradigms has already been completed and even though the likes of social media platforms are still heralded as ‘new media’ they have, by now, become the norm when it comes to shaping opinions and influencing larger audiences.

It seems like an arms race has shaped up to accompany us and future generations through the jungle of real vs. ‘fake news’ and only an increasing digital media literacy can help ensure civilizations to not fall victim to campaigns targeted merely on creating chaos and disruption.

SHORT BIOGRAPHY

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Augmented Reality For Art History Appreciation Based On Field Theory Framework

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ABSTRACT

Thai historical sites have long been recognized as World Heritage Sites. But little has been done to promote appreciation of these sites. Authorities are reluctant to invest in newer more expensive technology because they are unsure of its adoption. The scope of this study would be students studying art history using Field Theory (Lewin, 1951). With no previous research applying this theory to AR adoption, guidelines for promoting AR adoption in historical sites among students and authorities managing the sites would be developed as its major contribution. This exploratory qualitative research uses in-depth interviews for data collection from students registered in a university art history class, who were shown the Si Satchanalai World Heritage Site application demo and also visited the site. Preliminary results show that students are interested in AR application because 3D reconstruction can help in visualization. In addition respondents do not want long information but prefer to have links for more details. This would help them learn better, which corresponds to unfreezing stage or perceived usefulness. Respondents do not worry about adopting technology and downloading applications on their phones since they are confident in their tech-savvy and the performance of their personal mobile devices, which corresponds to moving stage or perceived ease of use. Respondents believe adoption depends on its ability to create group learning and sharing experience corresponding with refreezing or social norm. The proposed guideline would be based on development of

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content that can be used on all mobile operating systems and has group learning and reinforcement component. In addition respondents explained that lecturers should be involved in supporting the use of the AR application as a supplement to the learning, which is in line with the Field Theory requiring some intervention in adoption of behaviors. Future quantitative studies can incorporate the Technology Acceptance Model.

Keywords: Augmented reality, art history appreciation, field theory framework, technology adoption

INTRODUCTION

Si Satchanalai and Sukhothai World Heritage Sites are significant in the study of Thai arts and history because it marks the mixing of influence from Khmer, Lanka, Bagan, and Lanna to form the unique blend of style that is defined as Thai. Based on historical records Si Satchanalai was built about half a century before Sukhothai, which is commonly referred to as the first Thai civilization. As a result Si Satchanalai inspired many of the architectural elements, layout of temples, and design of the Buddha images found in Sukhothai. Thus, the study of the site is an important foundation lesson necessary for the understanding of the development of the unique Thai art forms. However, today Si Satchanalai lies in ruins. Therefore to restore it the benefit of proper education, technology such as augmented reality (AR) can be used to enhance the learning experience.

AR today is quickly becoming a tool that is used to enhance the experience in many fields including education (Yuen, Yaoyuneyong, Johnson, 2011; Kaufman, 2003). The newer phone models today already incorporate the tools crucial for using AR applications. These include cameras, GPS technology, accelerometer, and digital compass (magnetometer) (Jung, Chung, & Leue, 2015). As a result it is the goal of this study to understand how AR can be adopted to enhance the learning experience in art history classes by using the case study of Si Satchanalai World Heritage Site. In order to improve the adoption of AR in art education, the Field Theory proposed by Lewin (1951) is used as the theoretical framework for analysis.

LITERATURE REVIEW

Lewin's Field Theory is applied in this research because it offers a suitable guideline for analyzing the change process (Lee, 2006). The underlying assumption is that change occurs in three stages namely unfreezing, moving, and refreezing. Lewin (1947) explained that change is a process that swings from perception to action and it is inclusive of the interaction between individuals and groups. It is a circular causal process wherein the individual seeks the necessary motivation or facts for change driving actual that eventually changes the situation. Therefore, unfreezing is the motivation and fact finding for change while the moving enables the individual to make the change, and finally refreezing is the stage where change is maintained (Lee, 2006).

RESEARCH METHODOLOGY

The qualitative research methodology was selected for this research utilizing in-depth-interviews using a semi-structured question guide similar to the work of Lee (2006). The 15 respondents were drawn from students taking an art history class at the university level. As part of the course students were required to attend a session at the Si Satchanalai site and were shown a demo of the AR application. This is in line with the suggestion (Reeves, Harrington, & Oliver, 2005) explaining that educational research should focus on ways to improve the learning environments until the pedagogical outcome is achieved.

RESEARCH FINDINGS

The research showed that students once on the site tried to search for more information on their own (33.33%). However, only 13.3% tried to use the existing QR codes on the site providing additional information. This is because the few who did find that the content was very similar to the power point used by the instructor so they found it rather useless.

When presented with the AR demo 86.7% of the respondents said that it would help them to better understand the content regarding the design and architectural elements of the site. About 73.3% also said that if they were given the AR during the site visit they would have appreciated it very much. Students reported that they were not very motivated to learn about history on site because there were many limitations such as being too far from the instructor making it hard to listen to. However, technology was not an issue because respondents downloaded applications and used it on their phones regularly.

CONCLUSIONS AND RECOMMENDATIONS

Through the use of the Field Theory Framework, it is found that the teacher is the necessary intervention needed to ensure the adoption of AR element in the learning experience. Based on the findings in the study and the framework of analysis the adoption can be classified in three stages. First is having the teacher play an active role in motivating and showing the students the type of content available on the AR application to encourage

students to try it (unfreezing). The second stage (moving) is where the teacher promotes positive behaviors such as downloading the application and playing the quiz online to assess the learning outcomes of students. The third and final stage is the refreezing stage wherein the teacher must provide additional learning support and providing more in-depth information so that students would adopt the use of AR to enhance their learning.

One limitation of the study lies in its exploratory nature, therefore to better explain the phenomenon, future research may consider using quantitative research. In addition the dimensions from Technology Acceptance Model, which is widely used in quantitative studies explaining adoption can be incorporated to create an improved frame of analysis.

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New Media Communication Strategies for Molum in the Northeast of Thailand

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Abstract

The objective of this article is to analyse the ‘New Media Communication Strategies’ for Molum in the Northeast of Thailand. The data was transcribed via the three popular performances of Molum videos Prathom Bantheongsilapa band, Rabiab Watasilapa band and Rungtiwa Amnuey Silpa band. The article employs primary and secondary data from a website entitled: www.esanguide.com by Youtube as well as adopting Robert E. Longacre’s approach to help analyze a time could influence the receivers’ behaviors and attitudes.

Thai language is regularly used for expressing people’s thoughts about culture and Thai wisdom for more than 700 years. Evidence was acquired throughout literature since the King Ram Khamhaeng the Great period. This literature serves as a social record as well as a cultural heritage of Thai wisdom and tradition. It is thus a foundation for the country’s development and its civilization (Sirindhorn Maha Chakri Her Royal Highness Princess, 1986, p.440). The results of the study were : The Molum bands use a New Media for the audiences both Thai and International people to understand the way of life, The audiences can communicate with their friends to all over the world at the same times they attend the Molum by using the Smartphone to take pictures sent to someone who like Molum or use Facebook Live .

Keywords: New Media , Communication Strategies, Molum in the Northeast of Thailand

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Introduction

Molum or Isan (Northeast Thailand) folk performance is well-known as a symbol of Isan heritage. This folk performance has been deep-rooted for many decades in the Northeast. Molum is about the folk singing performance narrated by the verse of song composing of words, rhyming with different styles of singing from the beginning of performance to the end of performance (Itsaradee Dolphen, 2559: 58)

It is a dramatic word created by Isan local people's wisdom that was developed step by step until it became powerful and well known as a symbol of enjoying and happiness of Isan (Jitsupang Treeoat, Rommanee Leprasertsuk, and Wantana Panboot: 2015 p.166). There were three types of Molum performance: 1) Molum Nithan is the original of molum performance in Isan. As it is called molum nithan (Thai means to tell and nithan means folktales), it is based on the telling of folktales, 2) Molum Luang originated from the molum nithan. In the pattern of molum luang, the male and female singers have to act out the main characters in the folktales. Molum luang consists of performers that represent every character in the story, with costumes for each performer, and music ensemble accompaniment. In the bands, the main characters will tell the whole story all night long. The performance takes place when the host of a festival or ceremony wants to hire them as part of the celebration, and

3) Mo Lum Phoen is similar to mo lum luang. It tells stories in verse but in rapid verse-singing tunes. Most of the stories in their modern performances are contemporary stories. The music in fast tunes that encourage the audience to dance along. Nowadays, molum phoen is transformed to molum xing, (the word xing is derived from the fast speed of car racing) which combines the singing of modern Thai song and Isan music. Folktales are rarely performed in this style. (Prasong Saihong: 2003 p.88-91). Nowadays Isan people can see the Molum performance from the northeast of Thailand by 84 bands in a new media.

Molum in the Northeast of Thailand.

Singing Style or Isan Folk Operatic Style (Mo Lum), Mo Lum performance is an operatic style of storytelling. In the past, the context of molum performance was the telling of folktales or the addressing of other issues in society by molum, or the singer, in poignant verses. Nowadays, folktales and clever verses are no longer used in such performance. Instead, this style of performance uses contemporary stories that can easily catch the interest of the audience. They might use stories from the front pages of the newspapers such as the story of a jealous mother-in-law and a tricky daughter-in-law. Moreover, the structure of molum performance has also completely changed. In the folk opera performance nowadays, actors or actresses no longer tell the story in verse. The performance is still called molum because the actors and actresses use the folk operatic tunes to sing out the story, which is not necessarily in verse, and alternate this singing with modern popular songs. Molum was the highest development of story telling in northeast Thailand in the past. (Prasong Saihong: 2003 p.85-86). The performance would consist of majestic storytelling in verse style, The molum troupes would tell folktales about princes, princesses, kings, queens, and monsters, accompanied by graceful Isan dance, beautiful khaen music is a mouth organ of Lao and Isan origin whose pipes, which are usually made of bamboo, are connected with small, hollowed-out hardwood reservoir into which air is blown, and marvelous singing of each performer all night long.



Fig. 1 khaen music is Isan mouth organ.

The Meaning of Molum

Lam literally means “sing.” Contextually, the meaning of lam includes the singing and telling of folktales in verse. The person who performs by singing folktales is called molum หมอลำ ; mo in Isan dialect means a specialist, an expert or a person who has a particular skill. For instance, the medicine man will be called mo ya หมอยา (ya means medicine), a fortuneteller- mo du หมอดู (du means to see) and a spirit healer-mo phi หมอผี (phii means ghosts or spirit). Molum in this context means a person who has a particular performance skill includes the singing of folktales, dance, and khaen music. (Prasong Saihong:2003 p.87). In the years 2018 the molum band still keeps continue for the way of Isan life and Thai people with the international world.



Fig. 2 Prathom Bantheongsilapa band.

The Molum Performances

Performances of all genres take place at night, beginning at about 9.00 p.m. and lasting until nearly 5.00 a.m. or slightly later. Band and singers are hired for a variety of occasion, both by private individuals and organizations sponsoring events. A temple fair or Red Cross fair in the northeast almost always includes entertainments, formerly molum glawn(หมอลำกลอน) for sure, now molum moo

(หมอลำหมู่) became the theatrical genres and tending to supplant lum glawn(ลำกลอน). Having two or three bands performing simultaneously is not uncommon either. Bands

and singers may also be hired to entertain neighbors and friends after an important event in someone's life, such as ordination , or a merit marking held in a home. Whoever the sponsor, watching the molum is normally free to all, except at the fairs where a general admission to the grounds might be charged.

(Terry E. Miller and Jarernchai Chonpairot , The Musical Traditions of northeast Thailand: p.14) The show of Molum will begin with Perwong (เป็ดวง) or the first show of dancers. And then luk thung(ลูกทุ่ง) performance that shows the singers and dancers in Isan songs. After that, the comedian will show with the funny joke and sometime they play the dirty joke. The next one is a lumruenglirklong (ลำเรื่องตลกสอน) or storytelling with special rhythmic and melodious music that well known as the best part of the show. And the last is Toeyla (เต้ยลา) that all dancers and actors come in front of stage and sing a song together . (Jitsupang Treeoat, Rommanee Leoprasertsuk, and Wantana Panboot: 2015 p.166) . The Molum in the northeast Thailand has been used folktales performance; including: Pha Daeng Nang Ai, Tao Sawat, Thao Phii Noi, Tao Chan Saut, Tao Ten Don, Thao Nokkrajog, Nang Thaeng on, Champa Sii Ton, and so on. (Prasong Saihong:2003 p.67).Now the molum band uses both folktales and the present way of people's lives.

The Audiences of Molum

The molum audiences can be classified into three main groups as follow: the audiences who just attend and watch the show for a relaxing day, the audience who enjoy and participate in the show for entertainment, and the audiences who annoy other people and disturb the show rather than attending for enjoyment. (Jitsupang Treeoat, Rommanee Leoprasertsuk, and Wantana Panboot: 2015 p.160).Now the most of the audiences of molum they can go to see the live shows or by the new media.The people have to come to select the best place about 2 or 3 hours before the show starts because they want to watch the show clearly and enjoy it as well. The old generation mostly comes with a mat that they bring from home. They lay it on the ground sit and wait. In case that the show takes too long to start, some people lay down and sleep for long waiting.



Fig. 3 Rungtiwa Amnuey Silpa band.

The Development of New Media.

Before the development of new social media the media used are: camera photography , tape recorder V.D.O. and Vedeo tape (C.L.Barnhart and Jess Stein:1961 The American College Dictionary p172,1238,)

- 1) Camera: the device in which the picture to be televise is formed before it is changed in to electrical impulses.
- 2) Tape recorder : apparatus for recording sounds on magnetic tape and afterwards reproducing them.
- 3) V.D.O. :relating to recording for broadcasting of photographic images
- 4) . Vedeo tape: make recording of,by use of magnetic tape suitable for records of television picture and sound.

New media are forms of media that are native to computers, computational and relying on computers for redistribution. Some examples of new media are telephones, computers, virtual worlds, single media, website games, human-computer interface, computer animation and interactive computer installations. Wikipedia. (2018).There are the sites such as Facebook,Twitter, and Pinterest, and video sites such as You Tube and Vimeo means that people now have capacity to create messages and images that can be seen by hage numbers of people. The fact that most smartphones have decent-resolution cameras and video-taking capabilities has made everyone with a smartphone a potential

photo journalist, and sometimes these photos and video uploads go “viral,” which means huge numbers of people see them. (Arthur Asa Berger: 2016 p.30) Facebook is another type of New Media, belonging to the category of social media model, in which most users are also participants. Another type of New Media is Twitter which also belongs to the social media category, through which users interact with one another and make announcements to which the public receive. Both Facebook and Twitter have risen in usage in recent years and have become an online resource for acquiring information. Wikipedia. (2018). The important sources we can use: Google Scholar, which lists articles and books on a wide range of topics, google, the most widely used search engine, Bing, Microsoft’s search engine, Wikipedia. At the end of Wikipedia articles, you’ll generally find links to the articles and books used by the writer (s) of the Wikipedia article. (Arthur Asa Berger: 2016 p.37). The new media is the most important for Isan people they take smartphones with them to attend the performance in the village and somewhere else.

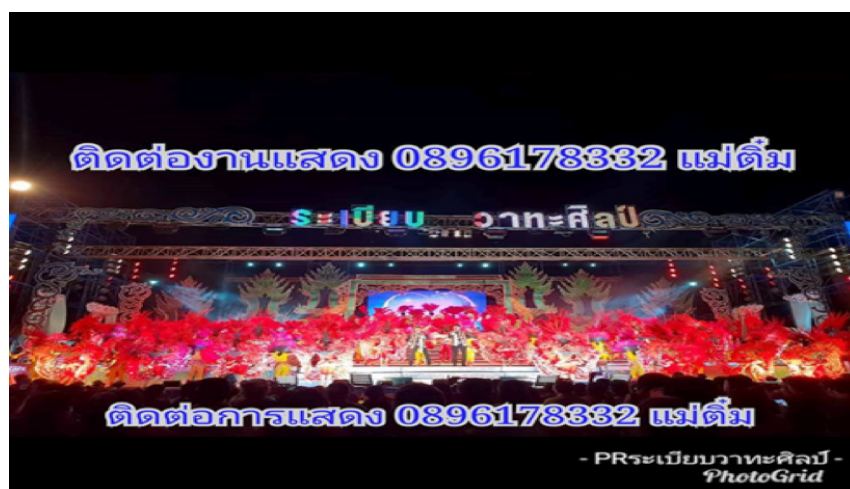


Fig. 4 Rabiab Watasilapa band.

New Media Communication Strategies for Molum.

There are 84 Molum bands in Thailand. The researcher used only 3 molum band that use LCD (Liquid crystal display). They are the Prathom Bantheongsilapa band, Rabiab Watasilapa band and Rungtiwa Amnuey Silpa band. These 3 are 3 in 84 Molum bands in the north-east of Thailand. The owner would like to use the new media which is a big monitor

or LED on the stage during a performance.(Interview with Nipaluk Sumitsak and Pakdee Ponlum,13 December 2018) In the old days, Molum was performed on the ground which is totally different from the present days. Molum performance right now play on a modern stage. The stage is 6 feet high with approximately 20 meters long and 8.5 meters wide. The stage of each molum band will be decorated with Isan and Thai traditional painting and arts. All sponsors of each molum band will be presented and decorated as part of the stage .(Itsarate Dolphen:2016 p.303) . This article employs primary and secondary data from a website entitled: www.esanguide.com by Youtube as well as adopting Robert E. Longacre's approach to help analyze a time could influence the receivers' behaviors and attitudes of audiences of Molum can proposes that any narrative discourse has plot as the notional structure. According to Robert E. Longacre (1990). The notional structure feature of climactic narrative discourse include the following: Exposition,Inciting Moment,Developing Coflict,Climax,Denouement, Final Suspense, and Conclusion. The molum band still use them during the performance shows on stage to sent a message to the audiences of Molum. (Interview with Nuang Rungtiwa, and Nipaluk Sumitsak and Pakdee Ponlum13 December 2018), the new media is a LCD. The New Media can shows the the molum band on the stage during the shows and can make a good thing for the audiences can take a picture or use smartphones for live on facebook during the performances show on the stage to someone, it mean new media is so important in the present times and in the future for good way communicate between molum band and audiences.

Conclusion

Within the New Media Communication Strategies for Molum in the Northeast of Thailand. The molum band uses only some bang during the shows because of the expensive LED about 1-2 million baht. But it is not a big problem for molum band and the audiences. Some of them can use only small smartphones for live on facebook during the performance sent it to anyone in Thailand or oversea by facebook live on the some times.

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Magazine collapse on the Age of Digital Disruption in Thailand

Tip-anong Jintawijit*

Abstract

This article was drawn on an interesting about the direction of the magazine in Thailand. After the magazine shut down in the last 2-3 years (2016 - 2018), which has been affecting the print media industry in Thailand, including newspapers, magazines and books. The most magazine is much affected in the publications. In 2016, The magazine are over 50 years closed down, Bangkok Weekly (First published in 1956), and Sakul Thai (First published in 1954). In 2017, Krua (24 years) KoosangKoosom (38 years) and Kwanruen (49 years) were closed down. In 2018, Starpics Magazine has 52 years would be shut down as well.

It cannot be denied that the magazine divestment is the result of the consumer behavior changing and the rising of new media users. News and Entertainment news are consumed by digital media rather than print media as magazines. The result is finally close the magazines's publishing. Because of the costs of production could not be handle and the revenue from advertising was declined. Some magazine have to adapt themselves to online platform while some still produce in form of publication. The adaptation of magazines are established in many ways that are making to be a collection , to be the free copy and to be the special publications , magazine due to fans firmly support. Moreover, the niche magazine that offers the special story which cannot be read from the other media is needed. Besides, the habit of some reader is familiar with the print media. Nevertheless, the decrease of reader is the cause of magazine divestment as the leaf in autumn, might be the sign of magazine collapse truly.

KeyWord: Magazine / Print Media / Digital Disruption

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Introduction

In September 2018, I entered to a large bookstore as usual and found out that no more magazines left. The area was replaced by a sweet children's book, storybooks and coloring books. The shelves was empty and the only thing left is the label said that 'This area used to a hundred magazine shelves in the bookstore.' This is a shocking and sad story for readers and the publishing industry.

Last year, many magazines that have been in Thailand for decades, gradually closed, such as Koosang Koosom, Deechan, Sakul Thai, Bangkok Weekly, etc. Because of the changing habit of readers that use the phone to receive news and impact their sales. This phenomenon has affected to all types of publications, whether it is a newspaper or book, but magazines are one of the most severely affected to journalistic publications, some of them are closed. Also magazine doesn't move the internet live area. Finally we still don't what the future of Thai magazines will be like.

1. Background of the magazine in Thailand.

1.1 The meaning of the word "magazine"

Mali Boonsiripan (2013) defines the word 'magazine' as journalistic media that focus on the diversity of content within the same volume and editorial concept for the purpose of the author that considering the needs and taste of the main target. The feature of magazines is to offer a wide variety of content and main content reflects the purpose of the magazine.

The classification of magazines depends on the criteria set out to suitable and facilitate for the study of characteristics of the magazine according to the purpose of the magazine. For example classified by readers, content, time of sale, area or radius of sale, etc. In general, category of magazine is based on two main things: general magazine and specialized magazine. They can also be subdivided into content that focused on reader's interest such as women's magazines, children's magazines, art and culture magazines, IT magazines, car magazines, medical journals, law journals, etc. There are a number of targeted readers who share one particular interest in the same circle.

In summary, content of magazines are intended to offer content that is in the interest of large groups and the sales are high because the scope of distribution is not widely specific. While the specific content of the magazine. It will penetrate the target audience with a clear interest in one particular content because they need to use the deep information for real usage so the content for this and sales are limited.

1.2 Thai magazine in the past

The first “magazine” of the reign of King Rama V was Child’s lesson (Darunovat), which was published only for a period between 1974-1975 but the longer period of magazine and considered to be important in the journalist industry is called ‘The Magical Wisdom’ (Wachirayarn viset) by Kor-Sor-RorKularb in The Royal Library (1886-1894). This journal is similar to the “magazine” in the present such as there are definite issues that published to the reader, it’s not just news reporting. While some private companies that have the resources want to present their information to the public are more likely to release their own magazines such as ‘Type of Siam Magazine’ (Siam Prapate) (1897-1899) emphasized on the historical aspect and the important people in the past or ‘Tulviphak Pojjanakij’ (1900-1906) and ‘Siri Pojjanaphak’ (beginning in 1908) which introduced modern concepts such as improving the administration of the country and parliament.

One thing that is not evident in early magazines is the “ads” page, probably because most magazines receive funds from owners and subscriptions. That is why early magazines has a short period. From the information above, the magazine in Thailand was born in the reign of King Rama V and during the reign of King Rama VI to the reign of King Rama IX, many magazines are happened and ending also. It was the beginning of the magazine before entering the era of glory in 1947 and the recovery from World War 2.

2. Prosperity of Magazines

After the recovery of World War II, it was a glorious period of the magazine. From the collection of Thai magazines in the past. By dividing the era of magazines into 7 decades (Saran Thongpan, 2018) as follows.

2.1 1947-1956

After World War 2 ended in 1945, the country gradually recovered its publication. During the war, there was a severe shortage of paper, and so much dependence on rough paper produced locally. But after that printed paper is back to standard. Specialized magazines such as men's, women's and children's magazines have been produced.

The famous publication of this era is the township (Chow Krung) magazine, the owner is 'Siamrath publication' (MR Kukrit Pramoj) that has a number of articles, such as short stories, criticism, and comics. It is a gathering of writers in this era.

2.2 1957-1966

Throughout this decade. Thai society is in an atmosphere of military dictatorship and state government. That comes with the "development" ideology and the National Economic and Social Development Plan. The official magazine called themselves "journals" such as Silpakorn by Fine Arts Department.

On the other hand, the "development era" also comes with the promotion of tourism as a major source of income for the country. Another major publication of the bureaucracy originated in this era is called. "Booklet" (August, 1960) of the Tourism Authority of Thailand (Aor-Sor-Tor Booklet). Thai society is also connected with Western society through various entertainment media, including music, movies and cartoons. So it is the origin of the I.S. Song Hits The Guitar Magazine and Starpics Magazines about the "western movie". The magazine is influential among intellectuals and students in this decade is called 'Social Science Review magazine' that provokes criticism of the military dictatorship and led to the uprising over the military government in the following decade.

2.3 1967-1976

The prominent men's magazine is 'Bangkok Reader' or 'BR Magazine' (2514) but many people have insisted that the man name 'Burin Wongsa-nguan' is influenced by the West side of men's magazine. Both content and formatting including the publication of "art"

series that models are wearing less clothes. At the same time, it seems that there still a channel for women and housewives target groups. So there are the new edition of magazine such as 'Home's Morale' (Kwan Ruen) (1968) and 'Noble Lady (Kul- stree)' (1970), as well as monthly magazines for working women 'Charming woman' (La-la-na) (1973).

The magazine that has prominent feature in the literature is 'Thai Blue Sky Weekly' (Fah Muang Thai, Arjin Panjapan) (April 1969) because it focuses on short stories and novels. This is the most important point for many magazines that open area for all famous novelists to begin with a serial novels. The previous monthly magazines that focuses on documentaries, short stories, humor and comics is 'Tuay Toon' (1971).

2.4 1977-1986

Thai society has become more modern. The magazine was born in this decade had a variety of styles to meet the tastes of people. The name of magazines are straightforward, such as medical journals called 'Rural Doctor' (Mhor Chow Baan, May 1979). SE-ED'education company also originated same type of magazines called 'The Skills of Science And Technology' (August 1978). The next year the new journal came out name 'the 4th Dimension' (September 1979). In December, 1985, the two magazines were merged using the name 'Know Around' (Roo rob tua). After that the new rival has happen 'The Journey Trip' (Dern Tang Tong Tiew) (January 1981). The following year, it was transformed into a 'Mate Travel' (Puen Dern Tang) (January 1982) follow by 'Travel around the world' (Tiew Rob Lok) (1984). Literary magazines such as 'World of Book' (Loke Nang Sue), Duangkamol Publishing, (October 1977) and 'Book's Street' (Thanon Nang Sue) (1983) by Suchart Sawadsri. Home magazines such as 'Décor Magazine' (Tok Tang) (June 1978). 'Housewives' (Maeban) (October 1977) by Polsri Kachacheewa. Teen Magazine, such as 'You and Me' (Ter Kab Chan, 1983). Women and Fashion such as 'Me' (Di Chan) Magazine' (June 1975), 'Slender' (Prieu) Magazine' (November 1981) For Amarin Company sent 'Glaming' (Preaw) Magazine' (September 1979) and still have teen magazine also called 'Preaw Weekly' (February 1983). Also there was a baby magazine called 'Mother And Child' (October 1977), 'Loving Baby' (RukLuk, 1992) and BR Group Magazine called 'Children's World' (Loke Khong Dek) (June 1978)

Documentary magazine named ‘Sarakadee’ (February 1985) presents quality articles and photos focusing on nature and environment, science and technology, historical and culture by Sujit Wongtade. In this magazine try to present new issues in the way of argument and review main ideas in form of arts and culture, history and archeology.

2.5 1987-1996

Magazines in this period often name the English language, such as ‘Image’ (1988), ‘Trendy Man’(September 1992), ‘Generation’ (October 1989), ‘Decade’ (March 1991), ‘The Earth 2000’ (July 1993), TV Pool (2533), Art Record in Thailand (January 1994), Life & Decor (September 1991), Collection & House (2532), art4d (1995), City Life Magazine (March 1994) with concept “The aesthetic of the lives of young people in the city.” And ‘Life & Family’ (April 1996), which is the next sequence of Loving Babies (Ruk Luk) Magazine, advise mom to deal with teens. ‘Season Magazine’ (November 1987), magazine about art criticism especially in the music and movie industry of Mr. Tiwa Sarajuta, which developed awards for Thai artists called ‘Season Award’. ‘Gem mix with Diamond’ (Ploy Kam Petch) Magazine’ is considered one of the most important symbols in women / fashion’s magazines that focusing on the publication of fashion and fiction by giving priority to the quality of paper, fashion photos and the layout that illustrated by skilled Thai artist. ‘The Kitchen’ (Krua), magazine of food culture, a subsidiary of the Sunshine (Sangdad) Corporation, has grown from being cooking books and released in 1994.

This decade is also considered to be a thriving era of magazines for teens who emphasize knowledge and entertainment such as ‘Children’s Park’ (SuanDek, March 1989), ‘Dinosaur journal (Dinosarn)’ (August 1990) and ‘Children’s House’ (Baan Dek, December 1990). Unfortunately, most of the work is done only for a short period of time.

When Thai economy is growing rapidly, there are many magazines that buying from the famous western magazines to make in Thai version. Started in 1994, Elle, the French women’s magazine of the Bangkok Post, Penthouse magazine and Esquire, men’s magazine from USA (October 1995). Another magazine which has its origins in the same period of time that has distinctly different approach: the Reader’s Digest, which features English-language articles, knowledges, and jokes. (April 2539)

2.6 1997-2006

With the growth of the Thai economy. In the first half of 1997, there was still purchase the western magazine to make in Thai version. Post International Media in the Bangkok Post group purchase magazine from Australia name 'Cleo' (March 2007) and Deechan magazine group release Cosmopolitan (April 1997).

However, in the second half of 1997, the crisis "Tom Yum Kung" severely affected the Thai economy. As in the publishing industry, Amarin Printing Company decided to closed Trendy Man and Life & Decor magazine. In Bunluesarn Group also decided to closed the children's magazine, while the other must reduce several more copies more than half. Also the manager of Sakul Thai must reduce the copies from two hundred thousand copies to only eight thousand copies a week.

Until the end of 1997, the overall situation of the magazine seemed bright. The report of SE-EDUCATION public company limited said that in 2004 there were 92 newly published magazines released and 96 more magazines released in 2005. Among the interesting ones are life magazine named 'People (KorKhon)' (November 2005) that continued from the TV show "People Searcher (KhonKhonKhon)" of Tvburapha official.

2.7 2007-2016

In the first half of the decade The situation still seems to continue as usual. The magazine focused on the interests of the subgroup. Such as GM Group, which opened up the magazine to cover the interests of "customers" until this decade, there are dozens of affiliated magazines. For example GM (1985) GM Car and GM Watch (1995) GM 2000 (1997) Mother & Care and Woman Plus (2005) 247 (free magazine 2007) GM Biz (2009) Golf Vacation (2013) and GM Travel (2005).

The purchase of foreign magazines in this decade has more seen in many varieties. The Post Group has purchase license of teen's science-fiction magazine named "Science Illustrated" since 2008. In addition, the Thai edition of Men's Magazine name 'PLAYBOY' (April 2012) and GQ (September 2014) were released also. When "bike" is in the interest this group also purchase 'Cycling Plus British', bicycle magazine, (June 2556).

By the end of the decade, the "online media" was increasingly intense that affected to "advertising", which has been showering the magazine industry for decades, change

the direction to “new media” or “social media.” Thus becoming the “downside” of the magazine rapidly. Early warning is the closing of Reader’s Digest in January 2014, after that other language versions gradually shut down. Followed by the final edition of ‘People’ magazine in March 2014.

In August 2015, GMM Grammy Public Company Limited decided to sell the magazine. - all six affiliates, both Thai and foreign magazines, that were Image, In magazine, Madame Figaro, Maxim, Her World, and Attitude to C True Co., Ltd, Mr. Tutsapol Beareawell - Chief Executive Officer of Thai AirAsia.

But that may only be a respite, because in just two years between 2015-2016, many Thai magazines have to leave the reader forever. The most affected group was the Fashion / Women magazines such as Image, Ploygampetch, Prew, Cosmopolitan, InStyle, SCawaii! etc.

Also Sakul Thai, women magazine that older than 60 years of Aksorn Sapon Limited published the last edition volume in late October 2016 (final volume, No. 3237, October 31, 2016). After ‘Thai Women Magazine’, affiliated magazine, is closed in 2015. ‘Bangkok Weekly’, the oldest men’s magazine that left in the market has also ended in the same period. Including science magazines in SE-ED group name ‘UpDATE’, with a history of more than 30 years.

3. The Magazine in the Blind Age

The phrase “No party has never stopped.” probably the best match for the closing of the magazine today. Some magazines are in the Thai publishing industry for more than 50 years, it can compare to a big guy with a stable life for more than half a century, made a commitment of magazine readers cut off dramatically. Not only readers, but employees in print organizations that must cease the role of the whole life. All of them are caused by digital disruption.

Magazine closed (Year)	Name of Magazine	The first time publish (year)
2015	Priew	1981
2016	Candy	2004
	Volume	2004
	Image	1987
	Cosmopolitan	1996
	Bangkok Weekly	1956
	Seventeen	2002
	Sakul Thai	1954
	WHO	2008
	I Like	2001
	Ploygampetch	1992
2017	MARIE CLAIRE	2004
	Krua	1993
	FILMAX	2007
	Kwan Ruen	2008

Table1 List of closed magazines in the year 2015 - 2017.

(Reference: <http://tonkit360.com/16074>)

Based on website data (tonkit360.com.) in the year 2017, the magazine closed in 2015 - 2017. In the year 2016 magazine closed down the most. (See Table 1). Followed by the closing of the 'Starpics Magazine' in April of 2018, for a total of 52 years. Bussaba Tejasrisutee, Editor-in-Chief of Starpics Magazine (Thairath Online, 2018) said that "The reason for deciding to retire as a Starpics monthly magazine is the same as other magazines. That is the change of the media industry today and the behavior of the reader. However, we did

not think to stop everything. Just isn't tied to a monthly magazine only and there are plans to make a special book or magazine if the situation and the response has to be suitable."

In the following month, after Starpics Magazine closed on May 17 2018, Amarin Printing and publishing public company limited sent a letter to Secret magazine member that magazine has adapted the presentation in online format and open more social media channels to consistent with current reader behavior and that maketo stop the production of the magazine. This will take effect from July onwards. While Secrets magazine will be available in June 2018 (The Standard, 2018).

From the above information, some magazines have readers' base from print edition, choose to end the paper-making magazine and turn into an online magazine via the social media channels. But that means magazine will lose revenue from the sale of each volume of magazine. The next target is to observation how the earning will receive via online magazine and the quality and sustainable as equal as paper magazines?

4. Online Magazine

Digital disruption is a condition in which the role technology-related businesses that made up new businesses, products and services that change the way we live today. Causing a negative impact on existing businesses called "disruption" in the old business that not adapt to the digital world especially in print media business. In the past, reading magazines brought new knowledge but when 3 components is coming that are 1) Website 2) Facebook 3) Smartphone are becoming a media online, so everyone can be a media. Read the content that interested in from their own mobile. No more money to buy magazines and make the end of the magazine began to slowly crawl.

According to digitalmarketingwow.com (2017), the online media has responded more than magazines with these reasons 1. Select content to be consumed. 2. Receive information faster. 3. No Cost. It shows that everyone uses smartphones to get information faster and no need to spend on buying a magazine. Everyone can also choose to access the content that interested in. Therefore many members discontinue the magazine that used to register except for if magazine has an exotic content and cannot be read online.

When a magazine is affected by sales and make some magazines discontinue production in the form of a paper-based and then trial to make it online.(make a website / create a facebook fanpage). Because of the publication, it requires two parts: from the magazine buyers and revenue from advertising sales. So making online magazine visitors an important factor in getting sponsors to buy ads for the magazine. Based on the information above, found that many magazines began to build websites or have an account in social media, but only just a public relations channel to sell magazines but there is no good content on the site or how to write articles, it is still attached to the original writing. As written in the magazine, no keywords are used to make a top search, no traffic to the site and flip the earnings model is unsuccessfully. Therefore, it is not possible to sell ads in online publications.

From the study and data collection of Dharmayuth Janthip and Duanglarb Pieamyusuk in topic of The Development and Trends of the Magazine in the Information Technology Age(2012) found that The trend of digital magazines in Thailand is increasing and have more interesting features by using a strategy of animation in a magazine includes both video and audio. The most importantly is the behavior of consumers who are consuming information through the device However current readers of Thai magazines are more interested in reading magazines in paper-based form. Only a few are interested in reading digital magazines and download rare magazine or magazines with strategies and new features only. Integrated with the network, internet is not very complete. As a result, digital magazine sales have increased slowly. Therefore digital magazine cannot be a competitor to paper-based format. This will strengthen the magazine as a well-known publication and help create a modern image for the magazine. However, if the magazine has been developed into a complete digital magazine format and Thailand has a true full speed internet network with businesses have developed electronic devices that support digital media. Therefore digital magazines are getting more and more popular.

In the section on Digital Trend Analysis in Thailand (Tanaporn Limrungsukko, 2007) found that digital magazines today are just one way to access magazines and help to build image name for the magazine only. Because digital marketing is still under-developed and readers are more popular reading paper-based magazines. However, digital

magazines are likely to grow in the future. The new generation of consumers grow with the social environment that read more information from the computer screen with more complete communication network. But not as expected, in today's online magazine is still not a popular issue.

In the year 2018, the magazine was one of the publications affected by digital disruption, due to the nature of the magazine, which responded to readers. In particular, the specific group or entertainment. Unlike newspaper that responds to news or books that are long period than magazines and do not fall into the age. As a result, in the past year, many magazines have shut down. In addition to the behavior of consumers who choose to use smartphones in everyday life. It cannot be denied that people reading online instead of reading magazines. The role of the magazine is out of focus and information that readers want to find can be served by search engines like Google or another way via internet.

From the above, The magazine escaped from the print edition to the online edition is not a bright route. The ads that come to buy online magazine space will select sites or social media with high visitors. The magazine that escaped from the publishing industry must face with the new challenge is how to make more visitors and can sell ads. It does not count on made a content that matches the reading habits in online media. they must have fast respond ,popular, and concise stories. Because there is a difference space and behavior of online publications.

5. The adaptation of the magazine.

From the above mentioned, since the beginning of the magazine to the prosperity and into the Blind Age until the adaptation of the publication into the online era. Magazines try to find the right place for existence and struggling amid the state of digital communication including the behavior of consumers that seeking new things to respond through personal communication tools such as smartphones. The current magazine must adapt to the age and behavior of the reader as follows.

5.1 Making people feel like to buy for collecting

Documentary magazine is a niche magazine that has been on the panel for 32 years. Suwat Asawachaichan, Managing Editor, sees that Sarakadee magazine as niche is not enough for today's world. Nowadays, it is necessary to adapt the presentation style such as 'reduce the length' of writing, change the design of the book "see more - read less" concept and increase the "photos", which is a strength for this magazine. He also said that "The modern world has more and more niche. Each group has its own influencer. People do not cling to any medias. So this is a challenge that everyone will have to fight to get their earning for themselves." Suwat believes that if the magazine is beautiful enough especially the use of photos that reflecting the story of people or culture, which is the strength of the documentary. It is believed that people want to buy because of the power of photos (the matter, 2018)

5.2 Making a magazine in free format

Nowadays, magazines are available in free form. It can be read and picked at the coffee shop or BTS. The content of free magazines will be consistent with the ads or maybe a topic that the owner wants and the most of them will print the entire color. Pakorn Pongvarapa (2018), the owner of GM magazine said that free magazine can make more people to read more the magazine put up for sale. However, making free magazines is not easy because it need to make people interest to pick. The Group that will read free magazine is a new generation and in Thailand there are popular free magazines that are 'BK 247' and 'A Day Bullentin'.

5.3 Making a magazine in special edition

At the end of 2017, in the midst of the ongoing shutdown of the magazine, Tomorn Sukpreecha and Roundfinger, famous writer and columnist, are launching a new magazine called "MAD ABOUT", a fundraising event for people interested in 1,200 baht each, which will be released every three months (the momentum, 2017). 'A Day Magazine', Vongthanon Chainarongsing – The first editor and owner, started the magazine by asking for funds from members. In year 2000, the shares were sold for 1,000 Baht each for 4 months until the initial capital of 1 million Baht. (a day magazine, 2017).

From an interview in the matter (2017), Tomorn Sukpreecha – The editor of MAD ABOUT Magazine, said that "Modern magazines that will happen in the future. It will not be the same magazine in terms of content and duty. When it first started, it might act as an informer or creators of something in society but this duty is already replaced by social media and make everything easy. So sometimes they need to slow down and magazine can help in another way".

However, Mr. Tomorn and Roundfinger must have courage in making the magazine the trend of the magazine is flow down but the way to make a magazine from both of them is still not qualify the meaning standard of this word.

In the section of Pakorn Pongvararapa (2018), the owner of the magazine as GM, discussing the situation of the magazine will be stopped publishing in next 2-3 years. GM's magazines will only produce a few extra books a month, or make a book for the organization especially the government or private sector. For this situation, both 'MAD ABOUT' and 'GM' are finding another way to save the magazine's breath, which still retains the original style of the magazine.

5.4 Using the Readers' Base to Advance

Siwapak Cheerwanalee, executive editor from A Day Magazine said that "The advantage of A Day Magazine is readers' base who read the magazine for a long time. This group is diverse, worker or student. This is what it takes to develop or what to do more for example design something or make an event is started by using the readers' base in the analysis that really what people care about. (The matter, 2018)"

To make magazine to be unique and collectible must has the expertise to make a book like a piece of art to continue the magazine's breath like the wind under the wings to support the magazine continues including the foundation of readers who are loyal fans of the magazine. It is the main factor to create content to meet the new generation of reader, from generation to generation and make the magazine still in the era of time.

6. Summary

Pakorn Pongvararapa (2018) discusses the current situation of the magazine that is in the fall. Spring has already passed. The publishing industry is facing a severe and rapidly changing technology. Online magazine needs to tighten up, no prologue. The formula for reading online content is that the reader must not slide more than three times. But he still believes that people will eventually read the quality content, non-junk content is available in the online media but he didn't sure that what kind of magazine it would be. He also thinks that paper-based magazine would not go away but reduce from 500 to 50 magazines which will handle by big company and small company that do it with patience. In the future, GM Group plans to transform online media more than half and only 10% still be paper-based media.

Based on the experiences of the GM media owners, which have dozens of magazines, reflects the situation in the future that the media must adapt and restructure the business to survive, they cannot stay with old journal way.

However, with less popularity, many magazines is already closed and many bookstores has no space for magazines anymore. The situation is predictable enough that the magazine will be out of breath in the next few years. With the digital flow, the magazine is shedding away from the publishing industry.

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Community TV: Television Broadcasting Services to Strengthen Community

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Abstract

According to the Act on Organisation to Assign Radio Frequency and to Regulate Broadcasting and Telecommunications Services, it is stipulated that 20% of spectrum is reserved for community purposes and not for profit. Principle of Community television has at least 3 characteristics; 1. Community Television is community owned, 2. community controlled and community operated, 3. not for profit and provide broadcasting service in local or regional area. This study use qualitative research methodology, the documentary research on Community Television, video clips which are on-air on facebook, and participation of visiting three Community TV pilot sites (viz. PhayaoTV, TVChumchonUbonRatchathani, SecureAndamanCommunityTV) in North, North-East, and South region.

The study analyses three Community TV prototypes in Thailand received funds from Broadcasting and television research and development fund for public interest (BTFRP) found that people who are living in Community TV pilot service areas are stimulated with media in their community to receive local news, information and also tell the story of their community. Operation of pilot sites complies with principle of Community TV and National Broadcasting and Telecommunications Commission (NBTC) laws. They opened space and time for people in community to participate in various levels. Community television is focused on producing content to meet the interests and needs of particular community that is different from mass media. This provides a variety of contents, engage the people in the community, building civil rights in various fields, promote multiculturalism, and have channel to resolve or voice the problems/concerned in particular community.

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The challenge of community TV is fund raising and sustainability same as other countries. The ultimate goal is to strengthen the community and to improve people's quality of life.

Keyword: Community Television, Community, Television Broadcasting, Strengthening Community

1.Introduction

Act on Organisation to Assign Radio Frequency and to Regulate the Broadcasting and Telecommunications Services B.E. 2553 (2010) and amended in 2017 stipulates National Broadcasting and Telecommunications Commission (NBTC) to assign frequency and regulate broadcasting business in Thailand for the best benefits of Thai citizen in the nationwide, regional and local areas, with free and fair competition and benefit of education, culture, national security and other public interests. The Act (Section 49) mandates the NBTC to allocate at least 20% of spectrum allocated in each service licensing area for public interest and community services i.e. non-commercial purposes. There are measures to support community which are ready to get the broadcast service license. Also Broadcasting and telecommunication research and development fund for public interest (BTFP) will provide funding support for Research & Development for the community broadcasting services to deliver public interest services, and strategic no. 5.6 of the first broadcast master plan mandates its policy to implement Digital Terrestrial television in 39 service areas covering all 77 provinces of Thailand including defining 12 community television channels for in each areas. The measure is expected to promote social development within community, strengthen the community to realize of its identity.

Currently NBTC has not granted any license for any community television broadcasting services, facing the challenge of sustainability and fund raising for running business same as other countries. And also group of people who are interesting to apply for community television licensee still lack of knowledge and skill to operation community broadcasting service. NBTC and BTFP then set up a project of Development prototype of Community TV broadcasting services, which is operational during March-2017 until March 2019 in order to be role model for Community TV in each region. The project will cover from production studio, real broadcasting under rule and regulation by having involvement from local communities including funding to establish sustainable community channel, produce content which target to serve community's needs and to strengthen the community in all dimension e.g. education, career and income development, promote community's cultural identity, public service and voice the issues community needs. There are three Community TV channels e.g. Phayao TV, Ubonratchthani Community TV and Secure Andaman Community TV started broadcasting programs since September 2017.

2. Current situation of Television broadcasting service in Thailand

Thailand has been broadcasting analogue terrestrial television (ATV) from the era of black and white television during 1955 to 1967 and transitioned to color television broadcasting in 1967. Digital terrestrial television was under trial in 2012, NBTC arranged spectrum auction for digital terrestrial television services in December 2013 and began commercial broadcasting services launched in April 2014. In digital television era, the structure of broadcasting was changed. There are categorised as content providers, broadcasters, network providers and facility providers.

Notification of NBTC on Characteristics and Categories of Radio and Television Broadcasting Business B.E.2555 (2012) NBTC divide licenses for broadcasting services to 3 categories e.g. 1) license for public broadcasting services 2) license for community broadcasting services and 3) license for commercial broadcasting services. Currently NBTC already completed transition from analogue to digital terrestrial television broadcasting which are now on-air 26 of 48 channels having 95% coverage of total household. Channel 37-48 is initially allocated for community television services in each 39 local service areas.

3. Concept of Community TV

3.1 Principle of Community TV

Regarding the Act on Organisation to Assign Radio Frequency and to Regulate the Broadcasting and Telecommunications Services BE 2553 (2010) also known as NBTC Organisation Act defines the concept of community as follow.

“Community” means a group of people living in a common location, either in urban or rural areas, and shall include group of people that is organised around common interest within a shared geographic location, or linked via communication. The group is attributed with social and cultural cohesion, collaborating continuously in lawful and moral activities under proper management and with the intent expressed on behalf of the group.

Patra Burarak mentioned community television as following: "... Community TV is a communication channel in the geographical area or community where people in the community can voice or propose their public issues unrestrictedly. Community participation is key fundamental of Community TV, within multi-level groups of people both inside and

outside the community, through creativity. The community TV channel's content differs from the main stream media that it consists of both community and universal contents ... "(Chaiwat Chantima, Interview, 28 June 2016, referred in Patra Buraruk, 2014)

The study of "Community TV: Television Broadcasting Services for Strengthen Community", researcher uses the conceptual framework of the community television and the concept of media role as following.

According to study report on NBTC/ITU Framework for Deploying Community Television Broadcasting Services in Thailand (NBTC & ITU, 2016) defines the main principle of community television is community owned, community controlled and community operated. Community television is not commercial and not for profit but it can only earn revenue for the purpose of operating the station. Community television set up for the benefit of particular local community. Generally, community television stations are run by volunteers. Including the production of content, the item is used primarily by volunteers. Community television has at least three distinguishing characteristics:

(1) Community television is community owned, community controlled and community operated.

The community is generally expressed through a juristic person. In other words, some form of legal entity that represents the purpose, operation and governance of the community television station. The concept of community ownership is critical. A community television cannot be owned privately or by means of a public company or by any agencies of government. The notion of community control is equally as important. A community television station must be controlled by the management committee or board of the legal entity that holds the community television licence. Further, the control of a community television cannot be influenced by political, commercial or civil society interests. The station must demonstrate independence of management and control. A community station is typically operated by volunteers from the community it seeks to serve. In some cases, a community television station may employ and remunerate staff in critical roles for example director or coordinator.

(2) A community television station is not-for-profit.

A community television station is constituted as a not-for-profit organisation. The operation of community television stations can be profitable but any surplus funds must only be used for the operations of the community station and not reward to any other individuals or corporate entities. If the community television station employs staff, they must not be remunerated at higher than market rate for an equivalent position in the Thailand media sector.

(3) A community television station is local or regional.

Community television must be community or local. A community television licence shall be allocated only to one or more local organisations or group of people in particular community or local organisation. A community television licensee would cover several provinces. Such a licence would be for one community television service and it is not possible for a community television station to own more than one community television licence. Community broadcasting is essentially local and regional. Unlike public television broadcasting and commercial broadcasting services that serve nationwide.

3.2 Community TV Code of Practice

Dr. Murray Green, ITU Consultant (NBTC&ITU, 2016) developed a model of Code of Practice for Community TV broadcasters to apply for its owned practice. He developed Code of Practice based on Thai NBTC's regulation and Association of Australian radio & TV broadcasters. The Code of Practice covers respect in diverse perspectives, fair treatment, right to debate, explanation to the appeal, and access to broadcasting by various parties, voluntary spirit and responsive moderator, content integrity, staffs' development including responsibility and transparency of Community TV's management on operating result. Also it provides sample of Code of Practice.

Principle 1: A community station should meet community interests

Principle 2: A community station should be independent

Principle 3: Content on the community station should demonstrate a diversity of perspectives and respect a diversity of views

Principle 4: Community broadcasting volunteers should be valued

Principle 5: Accuracy in content is critical to the credibility of a community broadcasting station

Principle 6: The governance of a community station should be open and transparent

Principle 7: A community station should be particularly responsive to its audience in the handling of complaints

3.3 Concepts of mass media

Harold Lasswell mentioned about the roles of mass media in “The Structure and Function of Communication in Society” as follows.

(1) Role in surveillance of the environment - This is to pay close attention and compile information that may affect the community members, and report to them. This role is consistent with the function of communication, which is to inform. That is to say mass media shall inspect whether there is any incident or situation happens in the society that the receiver should know, and present it to the public. This matches to information screening which is called the role of Gate Keeper.

(2) Role in correlation to the different parts of society in responding to environment - This is to monitor and study the situations or incidents that are happening in the society correctly. Then, inform to the community to create the mutual understanding among the groups and to coexist in the society peacefully. This is consistent with the critical function of things and important situations happening in the society. Suggest and solutions to the problem for the benefits of society.

(3) Role in transmission of social heritage from one generation to the next - This is the role to transmit or inherit knowledge, value, attitude, and social norms from one generation to the next generation to maintain knowledge, arts and traditions of the society. This role is matching to education function on mass media.

Apart from these three functions, Wibure Schramm and Charles R. Write added the fourth function, entertainment function, which is to publicise and transfer arts, performances, and music to entertain society.

The researcher applied the concept of community TV and roles of mass media to analyse how community TV of foreign countries and Thailand as the mass media perform the role of community media based on the principle of community TV and roles of mass media.

4. Research methodology

The research methodology of the research on Community TV: Television Broadcasting Services to Strengthen Community applied the qualitative research method.

(1) Documentary research - The researcher retrieved the documents related to principle of community TV and other relevant theories and academic documents which consisting of principles and practices of community TV, management documents, production of TV stations, research reports, meeting/seminar papers concerned with community TV.

(2) Study from the Video clips of community TV of PhayaoTV, TVChumchonUbon-Ratchathani, and SecureAndamanCommunityTV broadcasting online by retrieving the data during June to August 2018.

(3) Participation and observation by visiting the production of the three community TV pilot sites.

5. Findings

The research methodology of the research on Community TV: Television Broadcasting Services to Strengthen Community illustrated that community TV sites in Thailand and other countries complied with the principle and code of practice of community TV proposed by International Telecommunication Union (ITU). The presentations were various from many perspective and fair, respected the difference, and varied to the service providers. Moreover, it involved time allocation for each group to carry out broadcasting, rights of volunteers, responsibility to the programme, the accuracy of the content, management approach as non-profit organisation and executive committee and Director or Coordinator. Furthermore, those community TV sites performed the functions of mass media completely as Lasswell and Write stated about the role in surveillance society and community, correlation of the different parts of society in responding to environment, transmission of

social heritage from one generation to the next, and presenting entertainment to society. In addition, intercultural communication referred that mass media and culture related as mass media was able to create either positive or negative identity, construct knowledge to person, and be as a tool reflecting the culture of society or community (Shuang Liu, Zara Volvic, Cindy Gallois, 2011).

5.1 Operation of community TV station

5.1.1 Management structure and content of community TV sites in Thailand

The following presents an analysis of the pilot community TV receiving the fund from BTFP.

(1) “PhayaoTV” was operated as the low-cost television station by using social and local cultural capital as the main sponsor, human resource, equipment, and resource. The station was designed as the office/main studio to coordinate and broadcast only. For the content creation and other activities such as meeting and shooting, the location, personnel, and resources from the network such as educational institutes, religious places, civil society organisation, and local agencies are being utilized. Management structure of “PhayaoTV” comprised of executive board which included the President and Vice President, executives, consultant selected from the experts at the educational institutes and religious organisations, community consultant which represented social and network sector, committee who was the representative of network, ethnics, academic, underprivileged, community business, education, culture, and Phayao Community Media Association. Director of “PhayaoTV” was the executive and secretary. The operational structure of “PhayaoTV” consisted of Director of Station and other five divisions which were Programs and News, Production Technique and Support, Budget and Accounting, Research and Development, and Coordination.

PhayaoTV broadcast on-air via Facebook at <https://www.facebook.com/phayaotv>, and expanded to website and Phayao networks such as Chiang Kham Post, Tiew Phayao, and Phayao Community Media Association. Moreover, it was available on Youtube for catch up.

Content of PhayaoTV was the information related to people in the area to present the identity and community culture to build the pride of community, support youth,

female, and elderly activities, alarm and monitor disaster, construct the awareness, promote career, and open the area for all sectors to participate in creating useful content for community. Table 1 Details of “PhayaoTV” programmes those were broadcast in June 2018.

Table: 1 “PhayaoTV” programmes in June 2018

	12.00-12.05	12.05-13.00	13.00-13.05	13.05-13.15	13.15-13.45	13.45-14.00
Monday	Opening music *	Khao Ban Hao	Phayao Review	Phaya Chum Chon	Khao Ban Lan Muang	Lao Khan Ngan Chum Chon
Wednesday	Opening music *	Khao Chum Chon Sanjon*	Simple Dharma	Phayao Sports*	Kaset 4.0*	Lap Khao
Friday	Opening music*	Lap Khao	Phuen Phaya Tua Muang*	Pa Kin Pa Thiew*	Phayao Parithat	Phayao Music


*Remark: Rerun in the evening of the following day at 7.00-9.00 pm. / *Program co-produced by community and TV station*

(2) TVChumchonUbonRatchathani was operated by Happiness media Foundation and Ubon Ratchathani Community Television Station Management under the administration of executives who set the policy, management guideline for considering operation plan, including program content. The policy council consisted of President and committees from various agencies such as religious organisations, university professors, former Chairman of Chamber of Commerce, Child Health Coordination Center, and disable person association. Operational structure of TVChumchonUbonRatchathani comprised of the leader who was the Director of Station and the committees who were the regular officer, and the volunteers group.

TVChumchonUbonRatchathani broadcasted via online channel which are Facebook: <https://www.facebook.com/TvChumchonubon>, cable TV: V-cable on Sangsook Channel No.5, Sangsook Application, website at www.tvchumchonubon.com, and Youtube channel.

Regarding the content, there was the meeting to develop the program model and monitor the operation of local communities. Many programs were the production of the community network. The content of TVChumchonUbonRatchathani emphasized on education and lifestyle of people in the northeastern region, particularly in Ubon Ratchathani Province.

Table 2 Details of “TVChumchonUbonRatchathani” programmes those were broadcast in August 2018

	16.05-16.15	16.15-16:30	16.30-16:35	16.35-17:00
Monday	Sue Plian Lok (Media changes the world)			
Tuesday	Talk show about the local knowledge and education			
Wednesday	Sue Plian Lok Sum Up <i>Summarize the main issues from the conversation in Sue Plian Lok.</i>	Ubon LIVE <i>Talk show program about knowledge in local area and the career and lifestyle.</i>	5 minutes with Sri Khai* <i>Life documentary presenting the activities in community, way of life, and career.</i>	Bok Lao Wao Su Kan Fung* <i>Educate about the disaster, environment, and activities in community.</i>
Thursday	Sri Khai TALK** <i>Presenting community activities, cuisine, well-being, career, and lifestyle.</i>			

Remark: Rerun on the same day in the following week at 12.00-1.00 pm.


*Programme co-produced by community and TV station / ** Programme created and produced by community

(1) SecureAndamanCommunityTV The founder of “SecureAndamanCommunityTV” shared the idea that Krabi, Phangnga, and Phuket province had similar physical characteristics and problems in various dimension such as the fertility of land and marine resources which made the provinces the significant tourist site of Thailand. Moreover, these three provinces shared the history as they were the ancient port that attracted people from worldwide to settle in and integrated their way of life and cultures. As a reason, there

was ethnic diversity in these three provinces on the shore of the Andaman Sea such as mariner or Thai Mai, Thai-Muslim, Thai-Chinese, Thai Buddhist, and the westerners. Communication channel among the diverse social and ethnic groups constructed the mutual understanding in similarity or difference of the communities in the region. Structure and management of SecureAndamanCommunityTV comprised of Secure Andaman Community TV Development Committee which included the representation of agencies, organisations, and networks, Raks Thai Foundation (Krabi), Andaman Foundation, Phang-nga Community College, Takua Pa, Koh Kho Khao Tourism Center, Khamin Farm, Bang Sai Rescue, A. Takua Pa, Phuket Rajabhat University, scholars, and Wat Suan Wang, Kuraburi, Phangnga Province. The advisory committee consisted of the experts and specialists who provided advices for management. Committee of TV development administrated work in three different areas (1) academic management which was to take care about the planning for community participation development process and community database development, (2) project management which was to be in charge of planning for SecureAndamanCommunityTV operations, and (3) media management which was to set production plan from the content, producer, and production process.

Currently, SecureAndamanCommunityTV broadcast via Facebook page of SecureAndamanCommunityTV, <https://www.facebook.com/securedandamancommunitytv/>, presenting information, news, and situations in the community. The content of SecureAndamanCommunityTV was the cooperation of three coastal provinces so it presented various aspects which still maintained the identity of Andaman such as cultural diversity of Phuket people, cuisine, architecture, or the marine resource from Krabi, Phangnga agriculture, and importantly, the preparedness for natural disasters, and the adjustment of Andaman people to the natural changes.

Table 3 Details of “SecureAndamanCommunityTV” program presenting in August 2018

	14.00-14.10	14:10-14:30	14:30-14:45	14:45-15:00	15:00-15:10	15:10-15:20
Wednesday	Mong Muang	Andama Talk			Andaman Way	Andaman Showcase
Thursday	Rob Ban Andaman (Around Andaman)		Andaman Agricultural Path*		Culture Path*/ <u>Anda Pha Tiew*</u> (alternate)	
Friday	Rob Ban Andaman (Around Andaman)		Prasan Sib Thit /for disaster notify* /Khong Roy Khlong Prasong* (alternate)			

Remark: *Program co-produced by the community and the station.

5.1.2 Consistency in principle of community TV

(1) Structure Management structure of PhayaoTV, TVChumchonUbonRatchathani, and SecureAndamanCommunityTV which was the pilot projects supporting by NBTC and BTFP compiled with the principle of community TV. There was the policy committee separately from the executive board with the clear roles and responsibilities. The station was established in a form of association, which was PhayaoTV, and the foundation which were TVChumchonUbonRatchathani and SecureAndamanCommunityTV.

(2) Content The ratio of broadcasting programs was consistent with Broadcasting and Television Businesses Act B.E. 2551, Section 2 (2) stating that news program or useful content to community or local area must not be less than 70%. Moreover, it compiled with the principle of community TV based on the study of ITU and NBTC that community TV had to produce the program responding to the community demand.

(2.1) Program pattern was various both for content and style. For this reason, people easily accessed to the program. There were documentary such as Kasetakorn Chaoban, talk show such as Ubon Live, and news reporting such as Khao Ban Hao and Rob Ban Andaman.

(2.2) The content ratio indicated that it gave priority to the community and people way of life. Most program contents related to the community such as Phaya Chumchon and Khao Ban Hao by PhayaoTV, UbonLive, 5 minutes with Sri Khai, and Bok Lao Wao Su Kan by TVChumchonUbonRatchathani, Withi Chivit Kaset Andaman, Withi Wattanatham Andaman, and Khon Roy Khlong Prasong by SecureAndamanCommunityTV. All programs reflected the increasing of good relationship with community based on the principle of community TV. The community participation started from being the audience, taking part in brainstorming for interesting issues (Phuen Tuen Phai, Bok Lao Wao Su Kan Fung, and 5 minutes with Sri Khai), participating in production (Sri Khai Talk).

(2.3) Regarding the ratio of program production, most programs were produced by the station at the beginning of the project. However, when there was more awareness and potential of community in storytelling and shooting technique, more community participation was cooperated in content by proposing and presenting the issues and producing program as the moderator. The ratio was likely to increase constantly.

(3) Fundraising Each of three community TV site received the fund from BTFP approximately 3 million baht for preparation, management, and broadcasting operation for 24 months. There were some other sponsors donated the money. Only PhayaoTV that had the fundraising from production service, training, activity organizing, and distributing souvenirs according to the advice of NBTC and ITU.

5.1.3 Development direction of the pilot community TV sites in Thailand

Since three pilot community TV sites received the fund from NBTC, which would be over in Q1 2019, there was the possibility that all three sites would continue the operation via online channel. They had the plan to expand the network and search for other funds. The conclusion of the three community TV sites were 1) to expand the associate network to broader the target group and promote people to offer more participation, 2) to supply resources, both volunteers and fund to support continuing operations sustainably, 3) to expand to the neighboring provinces, 4) to develop the model and content to suit community context with the variety to fulfill the interest of diverse groups, 5) to encourage the broadcast through digital system, and 6) to get the support from government sector and NBTC for more pilot areas.

5.2 Case study from foreign countries

Case study of community TV mentions in the book “Guideline for implementing community TV broadcasting services in Thailand” (NBTC,2018) can be summarized as follows.

(1) Australia The licensee must be the legal registered company as the non-profit association. There were three patterns of community TV in Australia which received the participation from government sector differently. First, 78 Aborigine local community TV sites. Second, 7 urban community TV sites. Third, one national community TV sites through cable and satellite membership. This pattern was a form of business that allows to earn money from the membership, airtime sale, and commercial support. CBAA and ACTA were the significant supporters.

The content would be the issues that were in the interest of people such as folk music, comedy, culture of the minority group, fishing sport, car racing, community beliefs, education, community lifestyle and cultures. Content that people were interested in was Aboriginal Art. This program was about the art of native people and the use of symbols to narrate the story reflecting their background. Then, sorting the art pictures to tell the story and record it as motion picture presenting to the audience to learn about the history of native people. Further, the program about the assembly of native people which emphasizing on the nature, rocks, trees, mountains, and rivers reflecting the respect and beliefs of the native people in nature and land. Meanwhile, native people group in Australia recorded the story as video file to communicate with native people in other countries such as Brazil and Mexico to exchange cultures. Besides, there was talk show program that reporting the current circumstances, suggesting about health issue and local products, and other information mentioned in online channel. The program in Australia that was at the bottom of the criteria was the program about religion which each community TV should present at least one program.

(2) South Africa The licensee must be the non-profit organisation and the executives are from the selection by the community. The content focuses on the issues proposed from the grass root that promoting the mutual goal base on democracy regime. Currently, there were 9 community TV service providers. 15% of the resources of network provider (Multiplex 1) were allocated to community TV. Further, Community TV Industry Associ-

ation in South Africa was established to build the cooperation in the industry, promote and strengthen business model, and create the efficient practice.

For the content of the community TV site, 80% of the content of Cape Town TV was produced by the independent producers from educational institutes, NGOs, and house production; the station had no expenses. The content was about local culture, environment, and sustainable local development. House production programs were the wedding ceremony video and short film. 10% of the content was imported from foreign countries via internet which aimed to encourage the interest of local people in internet. This was because the majority of audiences in Cape Town were unable to access internet. Program such as Stephen Hawking presented the shape of the universe as same as TED Talks which was the program from the website. Community TV sites in South Africa had the role to publicize the diversity of language and multiculturalism through TV programs, and enhance the strength of public sector.

(3) France The licensee must be the non-profit organisation and served the community. Four licenses were issued to utilize the network provider (multiplex). This was the use of frequency together between the non-profit service providers for education, which was Tele associative operating by Tele Bocal. The income was from donation and government subsidy while the employee's payment was from the welfare of unemployed people and the students of government educational institutes.

Content of the community TV sites was various. For example, the main content of Zalea TV, which did not have its own studio, was music program, short film representing the idea about political which produced by the sponsor before the election season. The programs of Cyber Media were about mass media and rights and freedom of media, the report on the situation of migration to Europe, including the film and video, documentary on unemployment, and arts and novels. Te'le' Bocal was the station presented many types of contents, however, it gave importance to the program presenting news, cultures, TV plays, comedy, and public meeting (street gathering for political propose).

5.3 Functions of mass media of community TV sites in Thailand and foreign countries

(1) Observation and reporting on social environment - Community TV in Thailand and foreign countries, as the community media, reported the change of the weather in the community and society. For example, Phuan Tuan Phai by SecureAndamanCommunityTV in Thailand presented the preparation for natural disasters and the adjustment of Andaman people to the natural changes. The community TV sites in Australia presented the programs reporting the current circumstance whereas the TV program in France reported in the situation of migration to European countries.

(2) Correlation of the different parts of society for coexistence - the story of their own community but also the content of other community networks. For example, Khao Chumchon Sanjorn by PhayaoTV presented the news of networks and community media. TV programs of the community TV sites in Australia recorded the video in order to communicate with the native people in other countries such as Brazil and Mexico to exchange cultures, allow the audience to learn and experience the lifestyle of other tribes worldwide.

(3) Transmission of social heritage - Thai and foreign community TV sites not only presented folk music, folk songs, historical places and ancient remains so the audience had experience through TV show without traveling to the places. Although the audience was not born in the old era, they were able to listen and watch folk songs from the community TV so they were aware of and perceived the community culture, and identity background. For example, the community TV sites in Australia presented Aboriginal Art which was about the arts of native people narrating the story reflecting their background. The audience learnt about their history via the interesting presentation. Withi Andaman by SecureAndamanCommunityTV presented the background of multiculturalism in Phuket.

(4) Entertainment - This was to publicise and transfer arts, performances, and music to entertain society. Thai and foreign community TV sites presented entertainment through many programs. For example, the foreign community TV sites set the comedy program in the chart whereas PhayaoTV, Thailand, presented sports programs to amuse sport-lovers. Further, TVChumchonUbonRatchathani delighted people with 5 Minutes with Sri Khai, the program that presenting the lifestyle of people in the community such

as fishing at the dam. SecureAndamanCommunityTV showed the beauty of the coastal provinces on Andaman through Khong Roy Khlong Prasong, which was the show of cooking with local material and the cooking tips, and Anda Pha Thiew which took the audience to tour around the provinces on Andaman coast.

6. Conclusion and recommendations

The Act on Organisation to Assign Radio Frequency and to Regulate Broadcasting and Telecommunications Services 2010, it is stipulated that 20% of spectrum in each area is reserved for community purposes and not for profit. Digital terrestrial broadcasting television in Thailand was divided into 39 service areas covering 77 provinces, 12 channels are allocated community television services in each service area (channel 37-48).

According to the principle of community service media by United Nations Educational, Scientific and Cultural Organisation(UNESCO) and ITU (Murray Green, 2016), community TV referred to the media about the community, operated in the community, for the community, and by the community. Therefore, community media service was owned, administrated, and operated by the community as the mean for people in the community to express idea and opinion, and to promote diversity, creativity, participation, knowledge, education, culture, local wisdom, and career in order to upgrade people's quality of life. Furthermore, it was the mean that people in community were able to show the perspectives on various social issues independently which led to the solutions. Additionally, community TV promoted the transparency in community and encouraged children and elderly, female, and underprivileged people to express their opinion. Community TV was one of the branches of mass communication that belonged to the community, operated by the community to produce TV programs that responded to the community demand.

Apart from the benefits from the advance digital television technology, the positive impacts on overall digital terrestrial television broadcasting industry is expected. It fostered the watch of digital TV through terrestrial network. NBTC as a regulatory authority should encourage the cooperation between commercial broadcasters, public broadcasters who provide national service and community TV broadcasters who provide local service. For example, to report the news the national service provider may present the in-depth

details with the content receiving from the community TV or broadcast cultural program to promote identity from the new perspective, and publicize to the public. Apart for the broadcasting through terrestrial television, online channel or social media should be used. The three pilot community TV sites showed that the community was very active to have the media in the area to receive the information and narrate the community story. There are numbers of people who watch on Facebook which indicates that the community participates in the operation of community TV. The success of community TV in Thailand depends on the appropriate regulation and the integrity and good governance base on the principle of community TV, “Community TV is community owned, community controlled, community operated”. To regulate community TV self-regulation is suggested by developing Code of Practice as the guideline to administrate the station.

The challenge of community TV is the ability to fundraising and revenue for station establishment and operations. Community TV will be unable to earn revenue from the advertisement. Besides, the survey on the demand of community TV service in each area should be conducted in order to know the number of the required channel to design the network and infrastructure. The service trial should be organized to recheck the need, and test the administration, production, and broadcasting. The survey on the impacts on the community and the assessment and follow up should be arranged.

The emergence of community TV in Thailand will be very beneficial for Thailand media industry and lead the social change because it originates the diversity of the content, builds the participation of people in community, promote urban power in many aspects, and foster the multiculturalism by brainstorming for the content that responds to the community demand. Moreover, it is the opportunity to find the solution to the problems the community encounters or publish the useful information. Community TV emphasizes on producing the program, which is the message, containing the content that is in the interest and demand of people who are the receiver or audience in the community. At the same time, the receiver is able to act as the sender. The ultimate purpose is to strengthen the community, to upgrade quality of life of people. This is consistent with the mission of the Government of Thailand: stability, prosperity, and sustainability. The existence of community TV broadcasting through terrestrial television platform or internet

will be resulted in the strength of community. In addition, it is the communication channel for people or community members who have the same interest to communicate the stories in the community to develop the well-being and increase social power.

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Organizational Adaptation for Survival: A Study of Thai Newspaper Organizations Adaptation in the Digital Age

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Abstract

Organizational adaptation is critical to the survival in present and the long term. An investigation of adaptation strategies of organization in the digital age is very important. This research article is a qualitative study aiming at investigating the adaptation strategies of Thai newspaper organizations in the digital age. An in-depth interview was used to collect data from 20 key informants who are the executives, editors, assistant editors, and reporters as a “journalists” in Thai newspaper organizations. To analyze, the data were categorized systematically using the analytic induction approach. The research findings revealed that the main adaptation strategies of Thai newspaper organizations are (a) organizational re-structuring (b) working process improvement, (c) content provider, (d) using social media technology, (e) professional training and development, and (f) response to the audience’s behavior and needs..

Index Terms: Adaptation Strategies, Thai Newspaper Organizations, Digital Age

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Introduction

The advance information and communication technologies (ICTs), which have progressed as part and parcel of the rise of the internet and social media, have an impact on human way of life. Today's world and Thai society have entered the digital age, affecting the changing media landscape. The emergence of new media makes mainstream media or media organizations adapt their operations or change their organizational management to keep pace with changes to survive the competition, hoping that it can reach the audience or consumers who have the power to choose more variety of media channels.

Newspaper organizations need to be tuned to use digital technology in their operations on new production and reporting. They encourage readers to receive information and news without having to rely on or wait for the newspaper, paper or hard-copy media. Since digital technology is currently playing a significant role in communicating and disseminating news and information to the public, Thai newspaper organizations are therefore struggling to adapt themselves by using new technologies to run the news working. This paper studied adaptation strategies of Thai newspaper organizations in the digital age where the society is driven by new media and digital technology affecting the changing media landscape. The emergence of new media such as the internet and social media makes media organizations adapt their operations or change their organization to keep pace with changes to survival.

It is well known that people and society as well as organizations are greatly affected by digital technology, and various Thai organizations including newspaper organizations have to adapt to the changing environment. Therefore, an organizational adaptation is a particularly important factor in order that newspaper organizations can survive successfully. In organizational management, a successful organization must be able to adapt to the environmental change and to handle its impact on the operation of the organization, its competitors and its customers. Many organizations need competitive advantage over its rivals when its profitability is greater than the average profitability of all organizations in its industry (Hill & Jones, 2009).

As Thai newspapers are operated as a mainstream media organization, they are inevitably pressured and challenged by external factors. They also have to compete with

other media organizations and competitors in the market. This research article aims to investigate the adaptation strategies of Thai newspaper organizations in the digital age. The study contributes to expand knowledge on adaptation strategies of Thai newspaper organizations in the age of technological change.

Research Objective

This qualitative study aimed to investigate the adaptation strategies of Thai newspaper organizations in the digital age.

Methodology

Research design

This research was designed using a qualitative approach, which determining the target group of this study which is the central newspaper organizations in Bangkok area.

Participants and selection procedures

The newspaper organizations were selected by using the purposive sampling which included two categories of five organizations are as follows: 1) the large size included Nation News Network Company Limited (Krungthep Thurakij Newspaper, Kom Chad Luek Newspaper, The Nation Newspaper); Vacharaphol Company Limited (Thai Rath Newspaper); Matichon Company Limited (Matichon and Khaosod Newspapers), and 2) the medium and small size are Siam Rath Company Limited (Siam Rath Newspaper), and Sarn So Anacote Company Limited (Thai Post Newspaper 2). The participants in this research were 20 key informants who are the executives, editors, assistant editors, and reporters in newspaper organizations.

Research instrument examination

1. Research instrument: The research instrument was the semi-structural interview which is the opened-questions. The researcher designed the guided questions that were constructed to adhere to the research objectives and were developed from the literature review.

2. Research instrument examination: The guided questions were examined for content and construct validity before data collection. The research tools were presented to

three experts for content validity. The questions were corrected as suggested and tried out with three non-sample participants.

Data Collection and Analysis

This research used an in-depth interview technique for data collection. In data analysis, the researcher analyzed the data in the form of information analysis based on Miles and Huberman's analysis guidelines (1994) with the following steps: 1) the researcher transcribed the complete raw data obtained from the in-depth interview process and reduced the data without significant loss of information; and 2) the researcher analyzed the qualitative data by categorizing data systematically and using the analytic induction approach.

Results

The findings revealed that there are ten adaptation strategies of Thai newspaper organizations in the digital age as follows:

a) Organizational re-structuring strategy

Organizational structure is a component of corporate management that has a significant impact on the company's ability, potential and performance. Inappropriate structure may not immediately cause acute problems to the organization, as the organization will often adapt itself and find solutions to specific problems. However, improper structures can hurt the organization more deeply than most people realize. For instance, an improper structure is an obstacle to the procedure, reduces the satisfaction of the product or service due to the lowered quantity and quality of the work, makes a change in culture and values of the organization. Improper structure may also cause problems in the management of human resources in the organization. Therefore, in the digital era, Thai newspaper organizations have an organizational re-structuring strategy. The adaptation of the organizational structure will enable the organization to survive and grow. An executive said that:

b) Work process improvement strategy

Work process improvement is a vital strategy for achieving the organization goals. Improving work processes will respond to problems, conditions, and the changes that occur within the organization. In business competition, process improvement is the proactive task of identifying, analyzing, and improving upon existing business processes within an organization for optimization.

In operation process, every organizations must develop work processes or quality to survive. Process improvement is an important method in an organization. It leads to quality improvements, service enhancements, cost reductions, and productivity increases of a business activity or process. Many companies embark on a process improvement program in an effort to improve their operational performance and drive competitive advantage in the marketplace and with other competitors.

c) Using social media technology strategy

In digital age, social media are used as an interactive communication tool for various purposes. Social media use web-based technologies, desktop computers and mobile technologies (e.g., smartphones and tablet computers) to create highly interactive platforms through which individuals, communities and organizations can share, co-create, discuss, and modify user-generated content or pre-made content posted online. Social media are playing a significant role in news reporting platform. An editor said that:

d) Content provider strategy

In digital age, media content plays an important role in many platforms. Content is what the end-user derives value from. In communication studies, "content" refers to the information provided through the media, the way in which the information is presented, as well as the added features included in the media in which that information is delivered to the audience. Content is at the heart of today's marketing strategies as businesses use websites and blogs to demonstrate their own expertise. At present, Thai newspaper organizations must develop value or specific "content" that responds to the tastes of the audience and create popularity among audience, as well as to reach a wide target audience.

e) Professional training and development strategy

Personnel training and development is a vital component in human resource management focusing on both training employees for their current jobs and developing skills for their future roles and responsibilities. It is one of the key tools in improving employee performance in organizations, therefore leading to enhanced organizational performance and growth. The result indicated that personnel training and development strategy of newspaper organizations are encouraging journalists to achieve learning objectives in knowledge, skills, and abilities of professional reporters.

f) Response to audience's behavior and needs strategy

Audience is a consumer in today's marketing and communication. A target audience is the intended audience or readership of a message. In newspaper business, it is a particular group of consumers within the predetermined target group, newspaper organization that have a wide target market will focus on a specific target audience for certain messages to send. Consumer behavior is all about the way people buy and use products and services. Understanding consumer behavior can help a newspaper organization be more effective in news production, designing message, creating new channel development, and every other initiative that may have impact upon the target audience.

Based on the results of the research above, the researchers would like to discuss the results of the research on each following adaptation strategy.

Discussion and Conclusions

In order to generate better understanding, the aforesaid adaptation strategies are discussed in the respective orders as following.

1. Organizational re-structuring strategy

It can be affirming that newspaper organizations are adapting to the changes that are caused by external factors affecting the business of newspaper organizations. The adaptation of newspapers is an attempt to address the changes and business problems faced by newspaper organizations, especially technological changes and behavior of readers or consumers in daily news. According to Mile and Snow (2003), the effectiveness of organizational adaptation hinges on the dominant coalition's perceptions of environmental

conditions and the decisions of the management concern how the organization will cope with these conditions. In this study, the organizational adaptation strategy is thus the adaptive management. It can be broken apart into three major problems: entrepreneurial, technology, and administrative (structure-process and innovation) which the management must continually solve those problems.

The findings reveal that the first adaption strategy of Thai newspaper is organizational re-structuring strategy. This strategy is related to organizational management of the top manager. Organizational structure is a hierarchy within an organization. It determines how the roles, power and responsibilities are assigned, controlled, and coordinated, and also how information flows between the different levels of management (Daft, Murphy, and Willmott, 2017). Organizational re-structuring is a change, improvement, and development of management styles and systems. To be more effective, managers focus on reorganizing and deploying new human recourse management tools including two-way communication between management and employees to create a consistent understanding and to change work behavior, which will affect the work of the organization (Burke, 2013). This research finding was in line with the results of research on Business Adaptation of Nation Multimedia Group in the Digital Media Era by Pornvasin (2015) who pointed out that every affiliate business in Nation Multimedia Group was re-organized at the same time. The editorial staff, the advertising sales department, the marketing department, and the support department were aligned with the way of the whole organization. Such organizational re-structuring was in tune with the rapid change in economic, marketing, technology and audience behavior.

2. Work process improvement strategy

Organizational re-structuring has a relationship with process improvement, and the re-structuring of the organization leads to the process improvement. Work process improvement strategy of newspaper organizations is significant strategy derived from this research finding. This strategy operates in a newspaper organization which is comprised of various departments such as news department, production department, and shipping departments for presenting the news to the audience quickly. In various operations, the function of the personnel of the organization is to ensure continuous quality. Process Improvement

is important in helping organizations to improve their efficiency and effectiveness in the workplace. Work quality is rapid to deliver and to reduce costs in the work process of the newspaper organization specially in the digital age. This research result is consistent with the study of Kerpedzhiev, König, Röglinger, and Rosemann (2017) who explored the business process management (BEM) in the digital age. This study indicated that business processes are becoming data-intensive such that complex and real-time data assessments determine decision-making along business processes, for example, crowdsourcing and crowd solving facilitate resource engagements, allowing for the identification of new or the rapid scaling of external resources. Thus, newsrooms and journalists are also moving from the age of single media to multi media reporting. New integrated newsrooms are conceived for exactly this reason, to share resources and to manage a multimedia production process. Changing the single newsroom to convergence newsroom will make the news working process more effective (Nienstedt, Mohl, & Wilczek, 2013).

3. Content provider strategy

The findings also revealed that the adaptation strategy for sustainability of success of Thai newspapers was content provider strategy. Newspaper business in the digital age, faced not only with the variety of media, particularly the growth of new media, but also the change of consumer behavior. Digital consumers favor creating their own content. This was in line with Gershon (2017) who stated that digital media technology would expand. Finally, consumers also value content. Therefore, major online platforms, including Facebook, YouTube and other social media focus on more effective content, since in this era, “the content is king.” Furthermore, audience behaviors today have changed dramatically. They can create their own content which is in the concept of new media called User Generated Content (UGC). Consequently, any type of content has been created and post there by unpaid contributors or, using a better term, fans. There are many digital forms of content such as pictures, videos, testimonials, tweets, blog posts, and others (Knight & Cook, 2013).

4. Using social media technology strategy

The research results showed that the Thai newspapers use social media as an adaptation strategy for sustainability of success. It is consistent with the 2011 State of the News Media report from the Pew Research Center, indicating that only 40 percent of people got their news from newspapers, compared to 46 percent who got their news online. The 2012 version of the same study found that nine percent of digital news consumers followed news recommendations from social media sources "very often" comparing to the international research. Hermida, Fletcher, Korell, and Logan (2012) reported that social media were becoming a significant source of news for Canadians. Two-fifths of social networking users said they received news from people they follow on services like Facebook, while a fifth got news from news organizations and individual journalists they followed. Users said they valued social media because it helped them keep up with events and exposed them to a wider range of news and information. The results show that social media plays an important role in the current use of news reporting tools. Hence, Thai newspaper organizations have to use social media technology strategy in news reporting. That is, the social media is not only a channel to publicize news but also a connect with audiences, providing a range of digital mechanisms for users to share and recommend news content (Jones & Salter, 2012).

5. Personnel training and development strategy

The findings also revealed that the adaptation strategy of Thai newspaper was personnel training and development strategy. Due to the importance of human resource development, the strategy thus played an important role in the digital era. As Thai newspaper organizational change caused by the impact of information technology, the business must adapt the personnel training and development in order to keep pace with and be ready to support the changing communication technology, business growth and media organization management at the same time. This result corresponded to Jones and Salter (2012) who stated that in the past, news coverage in traditional news media was always limited by the technical and equipment limitation. In the digital age, the journalists must be trained and developed in many skills in order to be multi-skilled reporters as a matter of "professional journalist" who are able to operate their skills across platforms. Partic-

ularly, they have professional skill of telling a story for many platforms such as internet and social media or can manage a newsroom where journalists are working in different media collaboration.

6. Response to the audience's behavior and need strategy

Finally, the findings revealed that the adaptation strategy of Thai newspapers was the response to the audience's behavior and need due to their behavioral change. Looking at today's changing consumer trends, with the changing technology, and the increasingly complex and specific consumer needs, Thai newspaper organizations attempt to understand and overcome the audience's behavior and need using the strategy which responds to the audience's behavior and need. This finding corresponded to the study of Makesrithongkum and Bunnag's (2014) on the news consumption behavior through Facebook by people of different ages in Thai Society. The results indicated that people of different ages in Thai Society had different behaviors and needs in many channels. The media organizations have to strive to meet different needs in news and in line with consumer's needs. This result also corresponded to Hermida et al (2012) who accounted for news organizations rushing into social media, viewing services like Facebook and Twitter as opportunities to market and distributing content in responsive to the Canadians audience's behavior and need.

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Social media and Candidate Image Formation in the Election Campaign

Patsinee Sansomedang*

Introduction

The election campaign is political communication process which provides information about the qualifications, experience, background, and personality of candidates or political party and then publicizing to the electorate. The objective of the election campaign is to promote candidates and political party and to be able to get a perspective effect modification, cognitive, attitudes and political behavior of electorate. (Bahfiarti, 2015) In the election campaign, presenting information through media is very important because the information from media influences the electorate's formation and shaping candidate image and finally makes their voting decisions. (Aruguete & Riorda, 2016)

The direction of media research in the election campaign depends on the development of communication technology from past to present. The focus of the research starts from one-way communication process through traditional media. From the 1990s to nowadays, new media platform and social media plays an important role more in the election campaign and has affected the way politics works by increasing used among the political party and candidate, the electorate also use new media and social media more for obtaining information about candidates. Moreover, there are still the effects on scholars and researchers have begun to study election campaign through new media and social media. (Dimitrova & Bystrom, 2013)

The purpose of this paper is to analyze the role of social media for candidate image formation and to provide conclusion and recommendations for future direction.

Keywords: social media, candidate Image, election campaign, political communication

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Reviewing Studies: Social media and Candidate Image Formation in the Election Campaign

Literature review shows that there are various studies type about social media, whether it be studie with one platform of social media, for example, Orkibi (2015) studied with rhetorical dimensions about the formation of the public image of candidates through Facebook page during the Israeli general elections of 2013, the analysis uncovered three discursive strategies used by all three candidates: informality, meta-textuality and narrativity and showed that Facebook helped to strengthen their image as authentic characters rather than mediated personas engineered by campaign managers. Additionally, there are studies which examine various social media platforms together such as Dimitrova and Bystrom (2013) studied the effects of social media on candidate image by compared between Facebook and Youtube in the 2012 Republican caucuses in Iowa, the results revealed that social media in different platforms had different effects on candidate image, Facebook had positive effects while YouTube had negative effects on politicians who may face unexpected obstacles if gaffe videos or attack ads go “viral”.

Other group of studies are about pictures from social media in election campaign for example Goodnow (2013) studied with semiotic analysis for comparing between Barack Obama and Mitt Romney’s Facebook Timeline during the 2012 U.S. presidential election, while Liebhart and Bernhardt (2017) studied the success of candidate Alexander Van der Bellen, who resulted as winner of the Austrian Federal President in 2016 and used the strategy of digital storytelling from pictures on Instagram. The results from both studies indicated that pictures had potential to convey meanings about candidates as same as speaking and writing and also helping electorate to create an identifiable image for candidates.

Conclusion and Recommendations

Candidates use social media in different platforms for building the desired image. Moreover, there are still people who can access social media that have more opportunity to building candidate image also by creating their own contents and publicizing through social media. Social media encourage candidate to participate in election campaign process which differs from traditional media that every process has to be approved by campaign managers. Social media can build professional image for candidates and build a close relationship with the electorate. Therefore, any platforms of social media have specific characteristics in exposure, features, and content.

The methodology of social media and candidate image formation in election campaign research can be seen in many ways, whether it be the studies about senders with content analysis method such as semiology, narrative and rhetoric analysis in order to know the content production process for candidate image formation. Another methodology is the studies about receivers in order to understand how electorate analyze and interpret of information for creating candidate image after obtaining information from social media.

Therefore, the election campaign process should recognize the importance of media and message which publicizing to the electorate, because media and message are the crucial factors to the electorate's recognition about candidate image. Hence, for the effective election campaign design, a campaign manager should study the target group, media characteristics, and content design that lead to positive candidate image formation and the success of the campaign.

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Online Deception in Social Media

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INTRODUCTION

The explosive growth of social media applications has revolutionized the way we interact with one another. We can make new friends without knowing each other in reality. Virtual space lacks traditional face-to-face visual cues of deception, it has become easier for online users to misrepresent not only the content of their messages but their identities. So we should always try to verify when the communication occurs both in the real world and the online world.

The new 2018 Global Digital suite of reports from We Are Social and Hootsuite reveals that there are now more than 4 billion people around the world using the internet. Thailand has a total of 69.11 million people, more than 57 million Internet users as people think is 82% of the entire population and 51 million people are people who use social media. The most widely used social media in Thailand is Facebook, followed by LINE.

Everyone can subscribe to Facebook without reference to any evidence. Facebook provides you with online spaces for sharing your present contents to others that would be your friends and also others. Smith, Hancock, Reynolds, & Birnholtz. (2014) found that there is some indication that deception occurs more frequently in looser relationships. Bruce Schneier, an American cryptographer, states that trust is “the glue that binds our societies” and deceptive communications in the digital age have destroyed this trust. (Ho, Lowry, Warkentin, Yang, & Hollister, 2017). Most researchers found that online deception in Facebook is about emotional and financial deception. (Ho et al. ,2017 ; Toma, 2017 ; Woodworth, 2009) I interested in the use of interpersonal-deception theory describes this phenomenon in Thailand.

Keywords: social media, online deception, Interpersonal Deception Theory, online dating, deception prevention, Facebook

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THEORETICAL FRAMEWORKS

Interpersonal Deception Theory (IDP) is a contemporary communication theory. This theory was invented by David Buller and Judee K. Burgoon in order to offer an alternative perspective on the psychic powers of deception. (Sotanasathien,2016)

Burgoon and Buller (1994) proposed that the interactions between participants, as the base of interpersonal deception theory (IDT), is a factor that complicates the deception phenomenon in which the interpersonal nature of deceptive behaviors requires that deception be an iterative and interactive process. Buller and Burgoon (1996) further explained the strategic process of deceptive communication based on their observations of deceivers' message content. The key factors that keep the deceptive process progressing are interactivity, immediacy, and conversational demand. The scope of this theory can be described as a face-to-face communication, public communication, and computer-mediated communication.

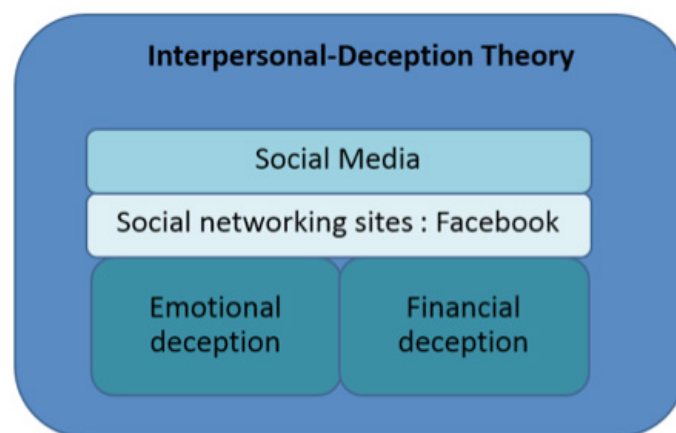


Fig. 1. Proposed Model of Online Deception on Facebook

Emotional Deception

When social media happens, Facebook has become a widely-used tool for finding romance in the global south and developing countries, especially among marginalized youth. (Toma,2017). It is found that the emotion about love is the most deception. People only 16–32% reported self-honesty, and 0–2% expected others' honesty online. (Drouin, Miller, Wehle, & Hernandez. (2016). Whitty(2000) found that 61.5% lied about their age,

49% lied about their occupation, 36% lied about their income, 32.5% lied about their education. Furthermore, men lied more than women and always change their self-reported personality characteristics and physical appearance when they expected to meet a potential date. (Guadagno, Okdie, & Kruse, 2012)

In the Thai context, online dating users believe in soul mate and the rules of karma in Buddhism. (Sangkapreecha, 2015). Men find online dating more than women. Now Facebook launched “Facebook Dating” which let you create an entirely new profile for this service. This provide an environment in which assessment signals are neither required nor the norm, making deception easy; for instance, gender switching online may require only a name change. (Tsikerdekis & Zeadally, 2014)

Financial Deception

For the financial deception in the Thai context is visible to many of the daily news about the trick money transfer by romance scammers. Criminal networks defraud lonely people around the world with false promises of love and romance. Scammers prey on the victim’s false sense of a relationship to lure them into sending money.

In 2018, the Thailand Computer Emergency Response Team (ThaiCERT) received reports of more than 855 cases about financial deception. (ThaiCERT, 2018) Ho et al., 2017 found that females have a higher success rate than males in detecting online gender deception. You can protect yourself by be very careful about how much personal information you share on social media sites. Scammers can use your information and pictures to create a fake identity or to target you with a scam.

CONCLUSION AND RECOMMENDATIONS

It can be seen that when the communication occurs, we should try to detect. Previous work on deception found that people in general lie routinely, and several efforts have sought to detect and understand deception. The deception can involve content, sender and communication channel or all three together. In a disruptive world, online deception on Facebook is about emotional and financial deception. In the Thai context, emotional focused on online dating and financial focused on trading or trick

money transfer by some cases are due to a previous emotional side. We will see that deceiver always planned, so we must be aware of the uncertainties in this communication through social media. The most important thing is that the needs and abilities to become literate online users.

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Building Definitions: Meaning of E-Sports through the Usage of Communication Strategies from Thailand E-Sport Federation.

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Wilaiwan Jongwilaikasaem, Ph.D.**

EXTENDED ABSTRACT

The research investigates how Thai E-Sport Federation used its communication strategies to define the meaning of the term “E-Sports”. This research in-depth interviewed the members of Thai E-Sport Federation’s board and textual analysed the text from Thai E-Sport Federation’s owned media to find the strategies that the Federation used and textual analysed other media to clarify the efficiency of the communication.

The study shows that Thailand E-Sport Federation used public relations concept in order to plan the communication processes in E-Sports topics. It divided the processes in four stages as Cutlip & Center (1998 as cited in Tungchitpermkwamdee, 2000) have stated, which includes Researching stage, Planning stage, Action stage and Evaluation stage.

In the first stage, Thailand E-Sport Federation observed its receivers during the past promotion and found that the receivers had misinterpreted the definition of E-Sports by defining as same as game playing and leading to the following problems such as game addiction which are caused disapproval in E-Sports promoting. It also found that the receivers had misunderstood the responsibility of the Federation by understanding that the Federation responsible on professional league, but, in fact, the Federation do only the duty of national E-Sports.

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After that, Thailand E-Sport Federation has planned the communication processes by objectifying their objectives as building the demanding definitions of E-Sports and perceptual duty of the Federation to the three main target audiences, which are children, parents of the children and another government section. The processes are controlled by three communication strategies, including Archetype Sport Model strategy, Owned Media Usage strategy and Media Relations strategy. The federation has learnt the effectiveness of Archetype Sport Model strategy from the case of The Billiard Sports Association of Thailand, the association that built “Ratchapol Pu-Ob-Orm” as the sport model to change the perception in snooker and billiard sports among Thai people, so the federation has tried to build E-Sports model continuously since the beginning of it. In the period that researcher analysed the text, the federation had built “Book – Nopparuj Hempamorn”, Thai E-Sports representative from TEKKEN7 and the first runner-up in The World E-Sports Championship 2017, as the E-Sports model. The federation has used Owned Media Usage strategy by spreading information through owned various channels, e.g. radio broadcasting which has another access via online, online website and Facebook fanpage which are presenting in text, pictures and videos with semi-formal and informal way of storytelling, and building events that invited many of government sections. The last strategy, Media Relations strategy, is used in case of arrangement of news conferences in the activities that the federation managing.

The third stage, Thailand E-Sport Federation has designed the messages by using messages that show the acceptance of E-Sports and differences between E-Sports and game playing, E-Sports athletes are the heroes who bring the glorious fame and patriotic pride to the citizen and game addicted can also change their life to be better or to become the one who can mobilise the E-Sports community. All of three messages have launched via the owned media of the federation.

The final stage, owing to the incomplete finish of Thailand E-Sport Federation’s communication processes, researcher had analysed the texts of other media, which are the television show that presented about the federation, and found that most of the media have changed their presented information by clarifying the differences between E-Sports and game playing and presented the view of national E-Sports instead of professional E-Sports.

From these results, researcher can discuss that Thailand E-Sport Federation states that E-Sports is sport by reasoning that E-Sports has the federation as an institution which managed by bureaucratic management to deal with the topics of E-Sports. Both institutionalizing and bureaucratisation are the important elements that affected the sporthood of E-Sport as Kaewthep & Iamrerai (2011) stated that these two elements are the keys that make sports are apart from playing and sport media also present dominant ideologies through their channels. World-Nation-Local ideology is presented in case of joining the main international sports events and using the national flag as symbol to build an imaginary community. Moreover, Winning and Success ideology is also found in case of raising one of sportsman, who has individual endeavour, competition and patience which cause the individual talents that lead to success by winning, awards and the position in the competition, to the conferral status. The media use their message strategy and media strategy to spotlight the status of the sportsman. In planning stage, the federation planned to use media strategy by using online media to reach the behavior of the target audiences that Marketingoops (2018) have shared the record of statistics shown the rapid increasing of access in online media in 2018 and R.K.Logan (as cited in Khunsri, 2018) has revealed the special properties, such as two-way communication, easy accessibility, media convergence, easy taking and support the social grouping, which make online media are effective. The federation also used Media Relations strategy to gain benefits from the media as Tungchitpermkwamdee (2000) stated that using Media Relations strategy can magnetise the media to the events and can publish the news of the organisation. In case of message strategy, the usage of Archetype Sport Model strategy is as the statement from Pienosoth (2009) that the using of model who is similar to the audiences can cause more efficiency of the communication and the model used has qualified properties as Naruethum (2012) argued that successful E-Sports athletes must have well-time allocation, mood temperance, good image, ambitious mind and healthy body. Then, the federation has launched the messages by narrating the model stories in the forms of Archetypal Heroes's Quest and Trickster's failure as Hoebeke, Deprez & Raymaekers (2011) studied the narration of the sport media in this forms and found that the forms of narration are effective as same as the results in evaluation stage of the federation's communication.

Even most of media have changed their way of presentations, some of them still do not change their perception of communicating the topics about E-Sports which is similarly to Umpaipun & Luttipongpun (2016) findings that the perception are hardly change if the organisation shows its operation more than its preferred images.

Keywords: E-Sports, Communication Strategy, Thailand E-Sport Federation

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Towards Communication 5.0: Media, Communication & People in the Age of Disruptive Technology Two sides of disruption

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The Meaning of disruption

Disruption refers to an interruption to the regular situation which gives us a sense of dramatically changing in society, especially, changing the behavior of users. This changing form of users' behavior is the result of technologies development. Technology is spread out by manufacturing of business and industry as, "the methods for using scientific discoveries for practical purposes, esp. in industry." (Online Cambridge Dictionary). Therefore, when we think about technology, we will think about the physical devices but technology is more than that. Technology that is not in the form of devices for instance Blockchain, Internet of thing, moreover, Technology is able to communicate with people, Artificial Intelligence (AI). All these kinds of technology disrupt our lifestyle and bring us to learn and adapt ourselves to a new behavior.

Disruptive Communication

In term of communication, the new technology of telecommunication is not only important for business infrastructure but also the creation of citizen media. Mobile phone image taken by Alexander Chadwick during the London bombing on 7 July 2005 have been circulated within online media and also mainstream news reports such as BBC and The New York Times. This image was taken in the Piccadilly Line tunnel to show that commuters

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were making their way to a station from the bombed train. This is the evidence of new technologies invite the emergence of citizen media which seeks to bridge the amateur and professional divide (Karen Cross, 2016).

An increasing of the Internet and web technologies bring positive impact on how users communicate, access and generate information. In the online digital media environment, information frees flow from anywhere and this networked allows users to seek/ access/ and share information over distances and time zones to others, according to this, users are consumers and generate information at the same time. Online technologies also create new

platforms, such as social media, website, search engine, and these platforms associated with increased information consumption or media pluralism and an integrated media use. Regarding integrated media use, people gain more information for decision making and it leads to action. In term of political communication, Integrated news use, which are television, newspaper, radio and online news use, positively relate to integrated political information seeking that then has a positive relation with integrated political discussion and leads to civic participation (Nah & Yamamoto, 2018). On the other hand, overload and unreliable information in media also challenge the decision making of people.

The other side of disruption

Disruption does not only benefit for users but also there is the dark side of it. The potential of online digital media also creates a fake news and filter bubbles which limited the fact of information. World trends 2017/2018 in freedom of expression and media development reported by UNESCO also concern on increasing in the number of sources of information as the result of media pluralism. Increasingly abundant information, ranking search results, and social media newsfeeds contributes the effect of ‘echo chambers’ and ‘filter bubbles. The echo chambers are an environment in which a person encounters only beliefs or opinions that coincide with their own therefore no alternative views exist (Online English Oxford Living Dictionaries). The filtering effects of a search engine, social media and website algorithm predict what information matches user’s needs based on information about the user’s behavior. This filter creates “bubbles” in which user might

not access the truth but access to the information that already picked for them. For instance, “Google tracks our searches, engineering “personalized” results, which are tailored to our supposed needs. Facebook aggregates our likes, login times, and other metrics to target advertisements” (Samuels, 2012, p.1). Therefore, to be aware of disruptive communication is not only concern about changing the behavior of users or benefit of the integrated media but also about the trusted information and quality of information. We need to understand the disruption as the two sides of the coin.

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