



**THE IMPACT OF CRIME REPORTING BY THE MASSMEDIA :
CASE STUDY PERTAINING TO SENIOR OFFICIALS IN
CRIMINAL JUSTICE**

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บัณฑิตวิทยาลัย มหาวิทยาลัยมหิดล

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STUDY PERTAINING TO SENIOR OFFICIAL IN CRIMINAL JUSTICE**

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The objective of this research is to study the social impact of crime reporting by the mass media pertaining to senior officials in the judiciary process.

Information was collected by questionnaires and in depth interview with senior officials in the Criminal Justice system. They were Commissioner-General of the Royal Thai Police, the Director-General of the Department of the State Attorney Commission, the Chief Justice of the criminal Court, the Chief Justice of the Court of Appeals Region 4, the Deputy Director-General of the Department of Correction and the President of the Lawyer Council of Thailand. The information was qualitatively analyzed and synthesized through Criminology and Mass Communication Science theories.

The study found that crime reporting by the mass media especially television and newspaper was highly interesting to the public. Mass media included with the normal report their own analysis and opinion. The study also founded that crime reporting by mass media affected the public both in a positive and negative way.

Mass media reporting crime should not add its own opinion to the facts but should present for the public knowledge and understanding for prevention rather than cause public panic or imitation that leads to another complicated crime. The study also found that mistakes of crimes reporting were from rewriters rather than reporters. However, the knowledge of Legal and Criminology theories should assist in efficiency of crime reporting by the mass media and reduce the confusion of the reports.

Recommendations this study are :

1. Crime reporting by the mass media should take social responsibility and also check facts.
2. Crime reporting by the mass media should not add its own facts because it will affect the public in a negative rather than a positive way.

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ประไพพัตร โขมพัตร : ผลกระทบด้านสังคมของการเสนอข่าวอาชญากรรมของสื่อมวลชน : ศึกษาเฉพาะกรณีผู้บริหารในกระบวนการยุติธรรม (THE IMPACT OF CRIME REPORTING BY THE MASSMEDIA : CASE STUDY PERTAINNING TO SENIOR OFFICIALS IN CRIMINAL JUSTICE). คณะกรรมการควบคุมวิทยานิพนธ์ : อัสวิน วัฒนวิบูลย์, ศศ.ม., พรรณิกา บุรพาชีพ, LL.M., พันตำรวจโทเรวัต คติธรรมนิตย์, M.S. 81 หน้า ISBN 974-04-0941-5

การวิจัยนี้มีจุดมุ่งหมายเพื่อศึกษาถึงผลกระทบต่อสังคมของการเสนอข่าวอาชญากรรมของสื่อมวลชน โดยศึกษาในเชิงลึกของความคิดเห็นของผู้นำองค์กรในกระบวนการยุติธรรม

การวิจัยครั้งนี้ใช้แบบสอบถามเป็นเครื่องมือในการเก็บรวบรวมข้อมูล โดยทำการศึกษาจากผู้บริหารในกระบวนการยุติธรรม คือ ผู้บัญชาการตำรวจแห่งชาติ อธิบดีกรมอัยการ อธิบดีผู้พิพากษาศาลอาญา ประธานศาลอุทธรณ์ภาค 4 รองอธิบดีกรมราชทัณฑ์ นายกสภานายความแห่งประเทศไทย จำนวน 7 ราย และวิเคราะห์ข้อมูลในเชิงคุณภาพ ผลการวิจัยพบว่า การเสนอข่าวอาชญากรรมของสื่อมวลชนมีผลกระทบต่อสังคมทั้งบวกและลบ ประชากรเป้าหมายต้องการให้การเสนอข่าวเป็นการนำเสนอข้อเท็จจริงที่ไม่มีการคาดการณืหรือมีความคิดเห็นส่วนตัว และต้องการให้นำเสนอในลักษณะเป็นการเตือนให้ประชาชนเกิดความรู้ ความเข้าใจ เพื่อการป้องกันแทนที่จะเกิดความตื่นตระหนก หรือทำให้เกิดพฤติกรรมการเลียนแบบ เพราะจะนำไปสู่การเกิดอาชญากรรมที่มีกระบวนการที่ซับซ้อนขึ้นกว่าเดิม

ผู้วิจัยเสนอแนะ

1. ให้นักข่าวอาชญากรรมเพิ่มพูนความรู้ในด้านพื้นฐานของอาชญาวิทยา หรือทัณฑวิทยามากขึ้น
2. การเสนอข่าวต้องคำนึงถึงความรับผิดชอบของสังคมเป็นหลักมากกว่าการนำเสนอเพื่อสร้างสีสันให้ติดตาม

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CHAPTER I

INTRODUCTION

1.1 Nature of the Problems

Criminal problems were inseparable from society. It was normal that coexisting should bring frictions, conflicts, taking advantages and being acceptable that problems could not be totally eradicated. Till present, criminal problems were escalating, complicated societies, expansion, and the increase of population in association with many factors such as problem in economic, poverty, unemployment, uneducated, and all dimensions of competition. While societies grew, the technologies pursued. the law offenders were increasing with severe methods, complex pattern and devices were ever modernized. Criminal problem drew attentions to the authorities of crime justice that were police officers, public prosecutors, courts, penitentiary and attorney, who were looking for approaches concerning protection and suppression inclusion of punishment to fit the offenses. Besides, criminal problems' heralded not only the crime justices in its handling but the mass media and people had been taking into considerations too. Rationally, the interest of people to criminal problems could be witnessed from the reflect in the acknowledgement from news in the mass media which were also increasing. People were interested in problems, which were happening while looking in another perspective, it could be observed that the interests of people in crimes derived from the mass media which prioritized the criminal news in higher ratio. In particular printed matters and television recently had clearly given more importance to crimes. Crimes were captioned frequently in newspaper. The television had listed crimes as leading to the news time both in pictures and issues, which were raking for illustration. Presentations were like documentaries, posted sources of incidents, and raking to attract news receptors. Significantly, attempts had been made in searches for criminal news in different attributes for diversified

presentations. Criminal news presented by mass media in addition to the work of crime justice authorities turned people to acknowledge criminal problems and to be able in protecting themselves. At the same time, it reflected the social conditions of its safety. Sometime, criminal news presented by ignorant reporters in the roots of the problems, it might lead to erroneous analysis and destructive. Not only news victims had to suffer but also the crime justice. Rationally, the presentation of issues, incidents and unsettled cases were the selling points that might disguise the double-edged sword. Had mass media been irresponsible it would have been destructive to social and to all in general.

From the past criminal news presentation of mass media had been affecting social and crime justice inclusion of being on duty. It was sometimes diverse the issues and misinterpretation causing authority off-tracks. Moreover, criminal theories had analyzed crimes caused from behavioral imitations while the news presented by mass media helped in protection of offenses and prevention of being more victimized making the criminal being intimidated in the effects of offenses

It was observed that criminal news presented in each case would be diversified in the consequent effect. The presentation of criminal news should be seriously studied on which methods of presentation would affect the protection of crime bot positively and negatively. In particular, it should concentrate on authority of crime justice who directly benefited in the protection of crime. It was to allow mass media to be aware of methods in news presentations and to correctly present criminal news without negatively affecting the protection of crimes and to support more efficient work of the authority. The research results would be as guides for academicians, and researchers of interest to consistently conducted studies exploring approaches to empirically handle the problems.

Administrators in crime justice were defined as superiors in the organization of crime justice. They were directly involved with criminal problems and being experts in the effects of news presentation of the mass media. Therefore,

they should be target group to be academically studied. This investigation was the qualitative research to acquire information in depth

The researcher as a student in the Program of Master of Arts, Criminology and Criminal Justice and a reporter speculated that the thesis on Impact of Criminal News Presented by Mass Media to Social: a Case Study of Administrators of Criminal Justice, should be worth for social in general.

1.2 Research Objectives

1.2.1 To study the opinion in depth of the leaders in the criminal justice organization toward the criminal news presented by mass media.

1.2.2 To study the impact of criminal new presented by mass media

1.2.3 To study potentiality, acceptance or rejection in criminal news presented for the purpose of protection of crimes

1.3 Research Framework

This research was determined to investigate opinion, concept, vision in association with critics, suggestions of the 7 administrators in the criminal justice, who were: -

1. The General Commander of the National Police Bureau
2. The General Director of Public Prosecutor
3. The General Director of Criminal Case of South Bangkok
4. The General Director of Court of Criminal Case
5. Chairperson of Appeal Court, Region 4
6. Deputy General Director of Penitentiary Department , Academics
7. President of Attorney Council of Thailand

1.4 Definition of Terms

For the clear understanding in the research, terminology had been defined as follows

Administrator was defined as a person holding top position in the criminal justice encompassing administrators in the National Police Bureau, administrators in the Office of the Public Prosecutor, administrators in courts, administrators in Penitentiary Department and administrators in Attorney Council of Thailand.

Mass Media was defined as reporters, who narrated incidents to rather big group of unfamiliar and diversified receptors. There was open broadcasting mostly with specific time of receiving to all receptors. In this context there were both printed matters and electronic media.

Criminal News was defined as factual contents involving all types of committed crimes.

Authority of Criminal Justice was defined as organizational officers holding duty of justice process of relations and congruency but authority and duty were totally separated that encompassed police, public prosecutor, court, penitentiary including attorney.

News Analysis was defined as raking the content in details and added opinions, which was differed to the initial presentation of what, where and how, had they happened,

News Presentation was defined as reporting incidents of interest to people and their effects to people in general

Effect was defined as results of performances or productions both positively and negatively.

1.5 Research Variables

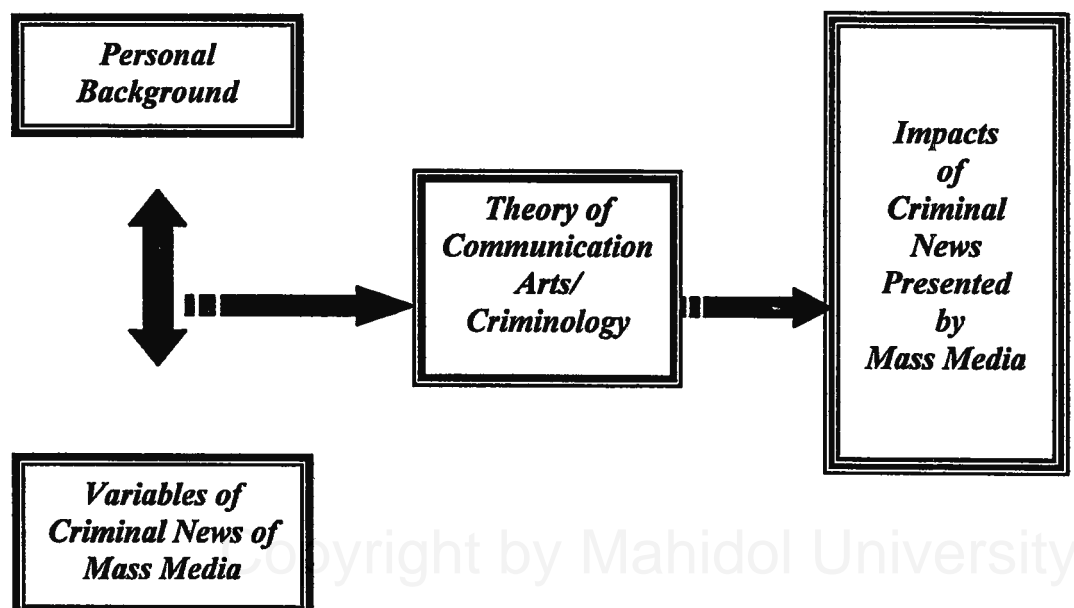
1.5.1 Variables of Personal Background

- Age
- Educational Level
- Longevity of Service
- Marital Status
- Experiences of Crimes (work/ numbers of cases..etc.,)

1.5.2 Variables of Criminal News of Mass Media

- Media reception
- Type of media
- News analysis
- News synthesis
- Personal/ social/ units impacts
- Problem solving
- Opinion and suggestion

1.6 Research Conceptual Framework



1.7 Hypothesis

Population had positive opinion in criminal news presented by mass media but negative to mass media which lacked responsibility toward individual and social under many factors.

1.8 Expected Benefits

1.8.1 To know the impacts in criminal news presented by mass media

1.8.2 To be beneficial to mass media, state agencies including people participating in protection and solving criminal problems occurred.

1.8.3 To be applicable to criminal news presented by mass media

1.8.4 To be as guides for mass media acknowledging the responsibility in presenting criminal news.

1.8.5 Research results should be useful to units in criminal justice and mass media including becoming references for further studies.

CHAPTER II

LITERATURE REVIEW

Information in this research had been gathered from related researched, which the researcher would like to present the literature reviews as follows

- 2.1 Definition and theories of impact
- 2.2 Concept of Relation between Communication and social
- 2.3 Duty and Impact of Mass Media
- 2.4 Mass Media and Attitude Change
- 2.5 Analysis on Component Approach
- 2.6 Analysis of Cognitive Consonant
- 2.7 Communication Process
- 2.8 Theory of Communication Arts
- 2.9 Presentations of Criminal News Based on the Concept of Communicationist
- 2.10 Criminal News Should be Colorful or Creative
- 2.11 Mass Media and Crimes Controls
- 2.12 Related Theories of Criminology
- 2.13 Theory of Differential Association
- 2.14 Theory of Imitation
- 2.15 Theory of Labeling
- 2.16 Related Researches

2.1 Definition and Theories of Impacts

Satien Liang-aram (BE 2527:1) defined the impact that it was the damage directly caused by something.

Banleu Sutharom (BE 2527:2) defined that impact was the secondary effect and the next steps of changes.

Anan Ketwong (BE 2523:26) defined that impact was the consequence of performance or products or primary effect of plan or project. Impact might be either positive or negative and might occur with target or non-target groups both at the moment and in the future.

Thomas R. Dye (1981:345) defined that impact was all results of policy happened in the actual world, which was the effect against situation and target group.

Effect against situations and other groups besides target groups were impact happened both at the moment and in the future, direct expenses used in the sources of the project, the indirect expenses and the opportunity loss.

Murphy and others (1981:253) stated that impact was the phenomenon occurred by many causes. Generally, impact caused by relation of mutual effects in the changes from primary effect to another level.

Rationally, impact might occur in ways of unuseful to the target group or might contradict to goal of plans or projects and caused undesired results. Therefore, person with role of decision making to create changes had to also cautiously consider impacts. Further there had to be ability to also decide and accurately predict future. In other words, decision maker had to possess discretion enough, which was the ability to determine environment as required and could predict impacts as well as ability to prevent unwanted impacts (Fred W. Riggs, 1970: 253).

2.1.1 Concept Concerning Impacts and Assessment

Impact Study could handle pre-analysis and post analysis. If it was conducted before the project , it was called Impact Assessment before resuming the

project. The procedures after the project was in the form of analysis and evaluated the impact happened when project had already resumed.

Characteristics of impact could be speculated in many aspects, which were:

1. Aspect of Impact was the study of various aspects of impact, particularly, economic, social and environments.
2. Reality Impact was the speculation of impacts occurred by objectives or subjective.
3. Direction Impact might be direct or indirect occurrences.

2.1.2 Evaluation

Henry W. Riecken (1952:4) had conceptualized the evaluation that it was the measurement the desirables and undesirables caused by working which was resumed to meet the goal as defined. There were 2 major factors. First, it involved in behavior or some proceedings, which had to be studied in the evaluation, and second, such proceeding might cause impact on the changes of social both positively or negatively. Therefore, activities, which should be evaluated were social changes as determined or in other word, evaluation was the process that human attempted to check the ability of self that influenced others or environments.

Edgar F. Boratta (1966:182) supported that problems in the study of evaluation usually happened in the environment where there would be project in improving the living or to protect or to cease the existing condition.

Herbert H. Hyman (1962:3) defined the evaluation that it was the procedure of searching for truth caused by Social Action that had pre-planned. Hyman further explained that the study on evaluation was a type of applied research, which its main goal was not for enhancing knowledge but to study

efficiency and application of using knowledge beneficial to social assuming that effectiveness was the core of the evaluation.

I.N. Bernstein and H.F. Freeman (1975:11) defined that evaluation was any activity based on scientific methods to assess performance and study the impact of public policy and project that followed the stated policy.

L. Rutman (1972:16) cited that evaluation was the process which was applied the scientific methods to accumulate reliable and accurate data in the manner and scope that could be indicated that the existing activity had generated results or specific products.

Carol H. Weiss (1972:4) cited on the study of evaluation that to assess the impact of project in comparing with determined objective as of being the method leading to decision making concerning project and improving project in the future.

Edward A. Suchman (1967:31) concluded the definition of evaluation that it was the consideration (regardless of concept basis, personal data records or central data) concerning results (regardless either being projection or semi continuum projection or only once) focusing to achieve objective or desired goal (regardless of the levels whether high, moderate, low long-term or short-term).

From the concept of the study on evaluation from above, it could be concluded that evaluation study was defined as applied research that brought in scientific methodology to be applied in order to study the relationship of causes and effects between inputs such as development project or independent variables) and the outputs such as results, impact or dependent variables) to compare expected results with objective and goal and to observe as well as to collect unexpected side results inclusion of pursuing and controlling the works in each procedure keeping tracks as being planned (Purachai Piamsomboon, BE 2526:10)

2.1.3 Concept on Knowledge

In the Lexicon Webster Dictionary Encyclopedia Edition (ref. In Narong Khampetch, BE 2534:13) defined that knowledge was the thing concerning fact, criteria and duty structure happened from study or researches or being the knowledge concerning places, things or persons deriving from observation, experience or reports of the acknowledgement those facts should be clear and time needed.

Educational Dictionary (Carter V. Good, 1973: 325) defined that knowledge was facts, truth, criteria and data that human had received and accumulated from all experiences.

Praphaphen Suwan (Be 2520:16) cited that knowledge was the fundamental behavior, which a learner was just remember or might be from realization or by seeing, hearing, remembering. This stage of knowledge was the knowledge on definition, meaning, facts, theories, rules, structure and solution of problems.

Chawal Paeratkul (BE 2526:3201) defined that knowledge was feeling, expression of potentials of brain used for memory using method of reflection

Thiansri Wiwitsiri (BE 2527:201) cited that adult learning derived from 3 experiences, which were: -

1. Learning from natural setting, which was learning from surrounding nature.
2. Learning from society setting, which was widespread in daily life such as learning from reading newspaper, television, etc.
3. Learning from formal instructional setting, which was there were representatives from the institutions to prioritize learning with goal and consistency.

It could be summarized that knowledge was the expression of potential of individual brain in the matter of memory, and recollection from fact, criteria, experience inclusion of exploitation of such knowledge in solving problems in each happening.

2.1.4 Concept of Opinion

Educational Dictionary (Carter V. Good, 1973:339) had defined that opinion was the idea, impression, belief in decision making concerning things, which could not be indicated the whether there were right or wrong.

Webster & New Twentieth Century Dictionary (ref: in Narong Khampetch, BE 2534:15) defined that opinion was the evaluation of the feeling expressed or the assumption in quality or values in any matters of and individual. Prior to accept such opinion, it should be under considerations and discussion to conclude the differences in attitudes and belief.

It could be summarized that opinion was the belief, feeling or expressions on any matter, particularly, which was congruent to the intrinsic feeling and such opinion might be acceptable to the other.

Thomas R. Dye (1981:345) had explained that impact was the overall results of the policy happened in the authentic situation in the world, which were: -

- Impact toward situation and target group
- Impact toward situations and other groups rather target group (the side-effect)
- Impact of the moment and of the future
- Direct expenses for the project resources
- Indirect expenses inclusion of opportunity loss expenses

Grover Staling (1982:402) cited that impact was the long-term effect, which would happen

Coralie Bryant and Louise G. White (1982:137-140) stated that impact was the outcomes of production such as had there been nurses who were the product of the project, the impact was the decrease of children would be decreased

From the above definition, it could be concluded that impact was results of the performance or production or the primary effect of the plan or project. Impact might be positive or negative and might be happened with target group or the non-target group of the moment and in future.

Impact as phenomenon could be always happened based on many reasons. Usually impact happened because of the effectual relationship, and changes from the level of primary effect to the other level (Thomas M. Murphy and other, 1981: 253). The result of change in the primary effect happened according to the objective of plan and project. Such result shared impact to the other level or many levels as case by case.

2.2 Concept of Relation between Communication and Social

1. First concept of communication and social was related. Social could not be sustained without communication and like wise.

Charles Cooley and George Mead were the leading wisemen to this concept. Cooley had proposed that communication helped coordinating parts of social to be unique and sustaining peace. Mead stated that communication had to rely on social. Without social, communication could not be established. He further stated, "Communication process could not be born by itself or determiner of the social process, contrary, social process determined communication."

2. The second concept focused on relation between mass media and leaders of the social groups.... Mass media affected values and attitudes of leader of the group which communication user and this individual group turned to have power over mass media.

This concept reflected impact or the result of mass media but restricted only in the leaders of the social. According to this concept, mass media directly influenced leaders of the social, who could access mass media more than general people. Mass media could change values and attitudes of these leaders. However, when time past, these leaders turned to influence over mass media...they know the mechanism in controlling mass media and could exploit mass media to blend opinion of general people to follow.

In summary, according to this concept, mass media was the prestige of few leaders who might exploit it to control the mass nationwide. Mass media did not access the mass but through leader groups of the social.

3. The last concept speculated mass media as a factor of social, which reacted with other factors... Mass media was one of the processes of social that had structure and duties of its own like other processes. Therefore, mass media was just a key factor in many factors of the same social system, which could impact behavior of individual both personally and in general.

This concept did not over focus the significance of mass media and did not mention that mass media had the direct impact as ever mentioned. However, it indicted that mass media was a factor in social pairing with other factors such as education, communications, administration, marketing and etc., Each factor reacted to each other and they reflected against the thinking and behavior of human in social. For example, in democratic social, when communication had been expanded, mass media had to progress and spread to other areas allowing human to receive more information on the national interested incident.

2.3 Duty and Impact of Mass Media

2.3.1 *Duty of Mass Media*

Though communication had duty pairing with revolution of social quite sometimes, academicians just turned to seriously take interest recently. Harold Laswell, one of the public administrator had explained the fist duty of mass media clearly that: -

1. Surveillance of the Environment by observing dangers and incidents that might happen and impact social members
2. Correlation of the parts of society
3. Transmission of the social inheritance

Laswell did not mention on the fourth duty, which was Entertainment. If this had been included as proposed by Charles Rye, one might witness the total 4 duties of mass media.

The 4 duties of mass media could be observed from daily life. The first duty was the guard or surveyors of environment such as news presentations or information or reports interested incidents. The second duty was decision or coordination with thier parts of societies such as provided opinion or consensus concerning to find the end results. The third duty was teaching or transmission of inheritance, which could be compared to education and contents of intelligence. The last one was covering the entertainment received in daily life.

Key social theorists, Robert Morton had exploited function Analysis to explain the duty of mass media in details. This analysis was complicated but useful. Morton had emphasized Consequence derived from mass media. He pointed out the distinction between expected occurring and the unexpected. For example, the campaign of hygienic health for people, one might needed general people to get guidance and medical services at the health station or hospital frequently. However, the campaign might be part of stimulation to the government agencies and health

staff becoming more aware and being attentive to work. By the determined to work hard, people began to take more interest in the health services, which Morton called it as Manifested Function. The unexpected result was called the Latent Recognition. Both usually went along with the activities of mass media but only unnoticed.

Besides, Morton had pointed out that communication needed not provide positive effect always rather might be negative. Morton called it as Dysfunction. IT might happen with individual, group of individuals, community or societies like the direct duty of ordinary communication. Communication might have direct an indirect duty or generate positive and negative results such as campaign for health of the people as stated. Slogan or picture used might be unmatched causing people worries and unhappy to take the service from the Medicare. The latter was counted as negative campaign or dysfunction. Had the campaign created morale to staff to effectively work that numbers of people came and took services. It was counted as fulfilled its direct duty.

It could be summarized that communication had 4 duty, which were news presentation, proposed opinion, educational services and entertainment. All 4 duties might bear expected unexpected results as foreseen. The same, results might be either positive or negative.

2.3.2 Effects of Mass Media

Formerly effect of mass media was like injection to the patient. It was said that the mass was like patient, sick, inert and mass media was like the needle of the injection. Therefore, when the mass had received information from mass media, it created symptoms as the content of the mass media. There was no difference from the weak patient who had been injected by medical doctor. Mass media could curve the mentality of people to follow. However, it could be either positive or negative. On account of this, academicians of those days termed mass media influence as “Hypodermic Needle Theory”.

The belief in the mass media influence occurred during the Americans were aware of "Mass Society", which was during 1930-1940. Most Americans were dispersed less communication. At the same time, it was observed that many Americans were similar such as dressing, expression, values and some cultures. Therefore, there were anxieties that American societies might be Mass Society at last. Part of it was from mass media.

However, the belief in mass media influence was derived from experience and assumption rather scientific evidence. There was restriction in itself and could not explain the societal phenomenon by overall. Later, there was high awareness in the field of mass media and there were serious scientific researches. The result did not compile with the belief rather many research results found that mass media affected least in the thinking of people. Impact rather indirectly occurred through other factors such as personal communication.

Many academicians proposed research result in supporting the latter concept, in particular, Paul Lasasfeilt, who had been recognized as a leading mass media researcher, who had proposed the interesting finding. He and his team had conducted the opinion of the Americans during the Presidential Election during 1940 to find whether had mass media influenced the decision making of the voters. In other ways, Lasasfeilt wanted to test the Hypodermic Needle Theory. After having spent quite times, rather mass media should influence voters as expected, it was found that "idea had widespread from broadcasting and printed matters to leaders of opinion and later spread to ordinary people." The research indicated that mass media had unlikely influenced the decision in voting for the president among people rather influence came from personal interaction that was from leader to the mass. Mass media had influence in few leaders. This research drew new theory, which was called " Two-Step Flow of Information Theory."

Apart from finding the Two-Step Flow of Information theory, there were other researches, which contradicted to the Hypodermic Needle theory such as Raymond Bower, who has studied communication behavior of the American. It

was found that the mass was drastically different from understanding. Rather inert and immobile in receiving information from mass media, people were active, earnest and search for required information. Bower further found that the mass selected to receive information specifically useful and meet their requirement.

Since 1950, after the finding of the Two-Step Flow of Information Theory, the belief in the influence of mass media was decreasing. Academicians were seriously interested in the study of mass media impact. Most result were that mass media had restricted influence rather personal communication had more apparent influence.

Even there was contradictory with the Hypodermic Needle Theory, there were no total rejection that mass media had no impact in people. Most academicians viewed that mass media were still holding influence but rather restricted and under some conditions. Later, some groups of academicians had proposed new methods of analysis on the impact of mass media rather to consider in a short-term impact and directly happened against attitudes and behavior of the people as stated. New concepts suggested the long-term impact and indirect self-learning of the mass. At the same time, there should be consideration the process, which affected counting from transmission of information, content, reception, and mass features. Had there be any defects during any processes, it should illustrate the result of mass media toward people. Presently, many researches likely supported new concepts. The impact of mass media became complicated and challenges against academics and career of this field, to which some academicians termed this new theory as "Agenda-Setting Theory."

Generally, sociologist likely viewed impacts of communication in the aspects of Change, which might happen in societies and their members. The changes of the two levels were related. Here, individual change was focused distinguishing in the change of attitudes and the change of behavior. Observation had to be made in comparing the differences between pre and post changes after the communication such as usually, one might less be interested in politics but after

reading newspaper, e seem to be active to participate in politics. Such case there was clear difference and could be mentioned that reading newspaper had changed his attitudes.

In behaviorism, the changes of human attitudes and behavior were critical. The significant assumption, which was always referred, was human attitudes and behaviors were closely related. Therefore, had attitudes could be changed so the behavior. Communicators took special interest in the change of attitudes under the same reasons hoping to bridge the change of behaviors, at last. Key target of communication was the change in human behavior not just attitudes rather directly changes of behavior. Most communicators focused on applying communication to change the attitude since it was easier.

However, the assumption concerning relationship between attitudes and behavior became the arguments even academics had accepted such relationship. But in practice, there were many problems. In many cases, it was found that human changed attitudes but not behaviors. Sometimes behaviors had been changed first and later attitudes. The past researches always found contradictory. Most researches indicated that behavioral changes were independent to the change of attitudes.

During 1930, La Pierre had studied to test whether had human changed attitudes would change behavior. The study of La Pierre became popularly referred. He and his Chinese friend traveled by automobile to stay in many hotels throughout United States of America and also take food within the hotels. They took notes during their stays and taking food in every hotel without the knowledge of his Chinese friend. It was found that from 250 hotels there was only 1 hotel rejected the reception, He observed that 40% had provided better services to him and his Chinese friend. After completed the travel, he mailed to question hotels and restaurants. 128 places responded and over 90% stated that they were unwilling to provide services the Chinese friend. This study clearly illustrated those attitudes of hotel owners and restaurants in the reception of the Chinese irrelevant to the

practice. There were many findings in other researches proved the same contradiction between attitudes and behaviors of human.

2.4 Mass Media and Attitude Change

Milton Rogues defined attitudes that they were groups of believes related to material or incidents which was rather permanent collective and tended to make human react in either ways. BY this definition, there were 5 factors encompassing: -

1. Rather Permanent Attitudes, which were not temporarily happened and immediately faded. Therefore, attitudes were bore from learning.
2. Belief combined into structure. When there was belief, attitudes encompassed dispositions, idea, and tendency and expression of the masked under each individual and it was not the opinion or behavior that had been expressed. Attitudes being compiled with some believes could be rather permanent collective.
3. Attitudes could be distinguished into 2 types: material attitudes and incidental attitudes.
4. Attitudes were tendency in reaction against something rather total expression.
5. Reactions expressed tended to some directions.

On account of attitudes were the collectives of believes and permanent, the change of attitudes was rather difficult and needed times. Changing attitudes was significant since it was assumed that had human changed attitudes, behavior should have been changed.

All types of communication were key factors in changing attitudes. It always believed that mass media was the tool to persuade and curve human mentality. Later, there was the change in concept rather to use mass media as tool in persuasion to the uses of more useful information services. When people received information, they could use their discretion to decide whether to believe or conform to that information.

2.5 Analysis on Component Approach

2.5.1 *Attributes of Sources*

Carl I. Hopeland et al. had studied on the “Source Credibility” and it was found that believing in the sources had highly affected the changes in attitudes. If one had only presented the same information concerning problems using sources with different credibility such as newspaper, radio, television or individuals, sources that people had more reliable and tempting would create more change than the less reliability.

However, there was an astonishing result that after sometimes of experiment, the attitudes caused by most credible source began to decrease while the less credible source would grow. This phenomenon is called “ Sleeper Effect” and it was believed that individual forgot about the relationship between sources and information presented after time had lonely been passed. In this case, effect of information was separated from source and had long-term effect against the changes of human attitudes.

2.5.2 *Attributes of Information*

Designing information to arouse fear had no effect in the change of attitudes under 2 reasons of 1) Fear created worries, which disinterested people and wanted to forget the receptive information. 2) Information full of fear might make people dislike both source and information received. It was observed that campaign

and advertisement in television and radio rarely found information or motto that aroused fear and worries.

There was an interesting research on one-sided or Two-sided Message presented. It was found that had problem been informed, the fact presented would have already created benefit to the presenter. At the same time, the presentation of fact both ways benefited all parties and would be more beneficial if the target group tended to oppose the manner of the presenters regarding such problem before.

2.5.3 *Attributes of Receptor*

It was found in researches that less self-esteem individuals were usually been induced easier than high self-esteem individuals. Self-esteem was defined as the self-valuing of individual. It was found in the research that low self-esteem individuals usually fell under the influence of the high self-esteem individuals and never attempted to make any influences over the others.

2.6 Analysis of Cognitive Consonant

The interesting issues for studies were the contradictory of the cognitive consonant, which was found by Festinger. He was especially interested in the study of relationship between at least two cognitive within an individual. Such idea was empirical, which might be knowledge, opinion, belief, and behavior or might even be environments. Sample of contradiction usually emphasized by Festinger were the contradiction between attitudes and behavior. For example, if an individual believed that smoking was danger and caused cancer in the lung but still smoked. This case was counted as contraction of cognitive had happened and Festinger found that

1. Individual did not feel good and attempted to reduce the contradiction by either changing attitude or behavior.
2. Not only attempting to reduce contradiction, individual attempted to avoid information, which might create higher contradictions.

In education al field, there were rather many researches concerning mass media and the changes in behavior. The interesting was, there were 2 groups of study that differently conducted but based on their own concept. However, the result was rather similar. Both types of studies might be synthesized. The first study involved with Communication of Innovation, which had sometimes been studied in many disciplines such as sociology, marketing, and agriculture. They were the researches concerning the distribution of innovation, implementation or innovation through many communication sources inclusion mass media to general people in the society with consistency in timing. The important issues of this education depended much on decision of individual to accept innovation. And the attributes of the rate in the acceptance of innovation in the target group and restricted in among the few community leaders. Regarding the change of attitudes and behavior, it was found that personal communication highly affected and more accessible to people in the community. In other way mass media affected decision in the acceptance of innovation in community members indirectly through community leader to relay the message.

2.7 Communication Process

2.7.1 Source or Messenger

The Source or Messenger was defined as the origin of information concerning idea or incidents happened and being relayed to the receptor. Messenger might be single ordinary individual or teams working together such television reporter team, or institution and organization such as radio station or cinema hall etc.

Effectiveness of communication depended on both messenger and receptor had similar or close level of skills, attitudes and knowledge and staying in the similar social system and cultures.

2.7.2 Message

Message was the content released from the sources, which might be ideas or narration to be transmitted through media that could be divided into 3 classifications e.g. code or symbol such as, wording, phrasing, sentences, and message content like summary of opinions and message treatment such as news edition and news critics.

If analyzing factors of message it was found 3 aspects: symbol of message, content and selection and priority of message. All could be analyzed into detail such as most symbols were languages encompassing vocabularies and the structure of the collective vocabularies into phrases, sentences such as “ There were no any complete messages in the world” . Such sentence combined vocabularies into structure and they were in forms of symbol.

Message was mostly been understood as its “Content” rather “Wordings” that the messenger selected to communicate as required. It might cover summary, and opinions expressed in those messages. The symbol involved mostly in the references of researches on languages of the message. Most selection of information was involving with editing and analysis of the message.

2.7.3 Media

Media was defined as

- (1) methods of coding and decoding the messages
- (2) message couriers
- (3) Courier of courier

Comparing taking the route by liner coding and decoding message was the ferry to disembark the liner courier of message was the liner and courier of the courier was water.

Researches in media usually divided into a types: mass media and personal communication or might taking origin of source as criteria and the media was usually divided into local media and external media

It was observed that many researches were restricted in only the mass media and ignored the content and other factors. In other words , mass media became the indicators of all the information processes. It was counted as defect in researches of mass media. Generally variables of mass media were called reception of mass media.

2.7.4 Receiver

Receiver was the destined individual of transmitted messages. Attributes of receiver might be either in single or in group or in mass such as soccer spectators, or audiences or mass such as radio listeners, readers of newspaper. Etc.

General communication process was the receiver who received and decoded messages. Therefore, the receiver and the decoder were usually the same person. Some exception in case of involving with mass media that receiver could not be able to decode the message and had to depend on the other such as reading and requested other to read and to translate.

The effectiveness of receiving message depended on factors of skills in communication, attitudes of receivers, level of knowledge, social and cultural systems.

2.7.5 Result

Result was defined as changes or differences happened in individual or groups on account of receiving message. The simplest and most convenient analysis of communication was to distinctly consider by order or unit of analysis by dividing level of individual or level in general or inter level between individuals.

In the level of individual, which was the micro level, the result usually appeared in the level of knowledge, attitudes and behavior of the single and the factors of any issues. In particular, the result of communication toward the change of attitudes was popular in the past and widespread into many fields especially in communication and national development, political communication and communication of innovation.

Empirically, it was macro level, most researches focused on the result of communication and societal phenomena such as mass media and public and public culture or result of the content of mass media and low values of public, etc. Most studies in the developing countries were effects of mass media and the changes of societies or the development. Many leading academicians proposed that the structural changes and societal duty and the national development were originated from the effect of communication such as the researches on effect of mass media and duration of pre-post confession and innovation.

Further, some academicians suggested the researches at middle level, which were inter-level of individual to connect the levels of micro and macro. It was to reflect the effect of communication related between 2 individuals or groups. From the past, most researches involved with the co- tendency, the critical objectives to analyze systems of thinking in human or of the 2 groups concerning whether they were correlatively correct, comprehensive or consonant and congruent.

Reflecting the effect of communication should concern with time factors by distinguishing the short-term and long-term results. The past researches

were focused on short-term results in the change of attitudes of persuasion to accept the idea of revolution or materialization and the cultivation of belief, etc. The long-term effects had been ignored and lacks of systematically serious investigation. Many academicians believed that mass media had high effect in long-term such as effect of mass media toward the establishment of climate in the modern process in the developing countries. Therefore, there was a belief between academicians that mass media could be highly exploited in long-term activities such as the project of national development and juvenile training in concerns with politics.

Another factor to be considered in the analysis was effect of communication particularly in the mass media was the direct and indirect effects. That was, the communication might draw effects directly to receivers such as reading newspaper led more people to go to vote, or communication might had indirect effect through variables such as from the example above, reading newspaper gained people more knowledge and that knowledge helped them better decision making in voting. It was believed that mass media caused highly indirect effect to general people, However, it was pity that this dimension had been ignored.

2.8 Theory of Communication Arts

From the thinkers of democratic countries, theories of communication arts were determined into 4 theories to explain the relationship between state and mass media as follows: -

1. *Authoritarian*: this concept required that mass media had to support and promote state policy and for the state. Mass media could not report any news or criticize the state policy, political mechanism and authorities, and controls. Media based on this theory were witnessed in many countries such as Spain, Portugal, many countries in Latin America and Middle East.

2. *Libertarian*: under this system, mass media had to report facts to people as well as entertainment, distribution or advertisement as monetary sources. Mass media held rights to check the state not allowing the state to over implement authority. The mass could control media under this theory and could be able to accept or reject media as seeing fit.

3. *Social Responsibility*: This theory was derived from the growing awareness of the mass media to their duty and responsibility stemming many ethics and sensing the needs of people. Key to this theory was mass media held the duty to report news, entertain and leverage levels of intelligence of the people to realize the values of discussion and idea shifted from controlling mass media to the consensus, reaction of readers, listeners and ethics in career.

4. *Soviet Communist*: This theory counted that mass media was the state and politburo broadcaster as tool in propaganda and incitement

Theories and researches of communication on *Individual Differences Theory* had been developed from the concept of Stimulus-Response or the S-R Theory. Formerly, it had been applied to explain the communication that receivers with different attributes had different interest in information. DeFleur (1966) had laid the fundamental principles of this theory as follows: -

1. Individual had different personality and mental condition
2. Such differences caused by individual had learnt from different societies
3. Individual residing in different environment would learnt from societies differently.
4. Learning from different societies turned individual different attitudes, values, belief and personality.

It could be observed that key determiner of personality of individual was condition that each individual had absorbed from society and environment, DeFleur summarized that information in society was compared to stimulus that drew each

receiver differently responded inclusion of establishing different attributes of each individual.

Social Categories Theory had explained that individual with similar social attributes such as education, income race, religion, age, gender, domicile, and etc. had the similar communication behavior such as receiving information, satisfaction of media, even though in modern societies, where the receiver had diversified attributes. This theory believe that receiver with similar attributes would share opinion and media exploitation. Therefore, attributes of social group had high influence over the communication process of individual.

Currently, communication workers were attentive to the significance of the stated fact and it could be witnessed that there were sub distinction in each media to the receiver's interest such as categories of magazines, newspaper, or even radio and television, there were programs according to the attributes of the receivers to meet their interest in each group.

In *Agenda-Setting*, Walter Lipman proposed that mass media played the key role to help human perceiving and learning about world external situation. Later in 1925, Robert Ezra Park indicated the influences of the news presentation from newspaper to community.

In the cycle of mass media, it had viewed the significance of communication education in the aspect of being determiner of perception, incident, and information of people. Definitions of Agenda-Setting in this context were the ability of mass media to be determiner issues and problems for all people to perceive.

The study on determining information issues had assumed to indicate the relationship between mass media selecting issues or topic of reports with the perception or between the understanding and the awareness of the major content of that issues. There was conclusion that had mass media been more selecting on any

issues or problems, receivers would have been more growing in the perception or awareness in the significance of that issues or problems.

Criminal news formerly called police station news. In fact, criminal news was empirical. Two criminological reporters; Marshall B. Clinaro and Richard Guinney had distinguished crimes into 9 types as follows: -

1. *Violent Person Crime*: it was the offense that violators had never been in the records but offended with personal reasons and some stimulus such as being oppressed or provoked.
2. *Occasional Property Crime*: it was the offense that violators usually had been in the records focussing on property such as fraud cheque, fraud signature, theft, burglary and cheating and fraud.
3. *Occupational Crime*: it was crime usually happened in the high society, top management in both government and private sectors and mis-exercising the authority.
4. *Political Crime*: it was any performance to achieve political objective and laws had stipulated that it was violation while violators felt no guilty such as uprising to overthrow the government, criminal of war and terrorist against the government.
5. *Public Order Crime*: or Folk Crime which violator usually became victim such as narcotics traders, prostitution, fraud medicine, and illegal logging
6. *Conventional Crime* was the general criminal violation such as extortion, theft and assault
7. *Corporate Crime* was the violation against state trade control such as taxation, illegal business in various forms.

8. *Organized Crime* was the collaboration and division of commands in-group of offenders such as gangsters collaborated in opening gambling, narcotics trading and supplying female for prostitution across nations

9. *Professional Crime* was the performance of professional criminal and looking to cheat or committing theft as being specialized.

2.9 Presentations of Criminal News Based on the Concept of Communications

Assoc. Prof. Dr. Somkuan Kaweeya, the senior instructor, Faculty of Communication Arts of Dhurakitbundit University and lecturer to the Program of Master Degree and Doctorate, Faculty of Journalism and Mass Communication, Thammasart University observed that presentation of criminal news drew both positive and negative effect depended on many factors.

The First Factor: who affected, whether individual or general. The news on rape might be useful to each female as lessons to take caution but it might over necessarily build threatening image to Thai society. This might be increased in threat and not to rely in its own society rather to increase love and happy mind.

The Second Factor: Criminal news had to be known to societies since all crimes affected public and the nation. Mass media had to play the role in reporting to government and people. But mass media could not report all criminal news on account of space or time and potentials in working restrictions. It was necessary to select some news and this was the major factor of the positive or negative effect.

Selection principles in general was commonsense and integrity in the selection of news which might attract the interest and needs to know the severe incidents. Thai mass media thus focused on news that impressed emotion and disposition rather useful creative news.

Social Value Emphasis, which should be another factor that measured criminal news presented whether it affected positively or negatively. More discretion in social value would draw more positive effects and vice versa.

The Third Factor, which was the method of presentation. It was meant that the news had been edited inclusion of time on air. The less value criminal news to society but being posted in the main front with over severe versions might affect society rather moderate writing in other page. Emphasis on severity in criminal news not only affected the dispositions of people in general but also led to escalating to be “outspoken” by malpractice Based on Reinforcement Theory In groups of people there was tendency to commit sin. Besides it might raise risk in the aspect of laws and ethics to profession for responsible writers or editors

The Fourth Factor, whether was there any Aesthetic Quality of the criminal news presented. Aesthetic Quality was defined as contents, presented picture, balanced severity and moderate presentation.

Further, it was observed that daily criminal news reported by mass media was the severe facts of others. It created mental treatment in the aspect of quality. Daily Criminal news reported by mass media was complicated, diversified and detailed in aspects of quantity daily reported. Besides, the broadcasting to receivers in the cyber society or communication society where it was rapid and wide and if there was no reports on such news, it could turn the thirst of news might have to search by themselves in form of gossiping and finding faults to other rather fact, twisted news, or bluffing, which might turn the society to be under rumor society.

Reporting criminal news was critical to the mass but under conventional facts.

2.10 Criminal News Should be Colorful or Creative

Assoc. Prof. Nantarika Khoomphairot, the director of the program of Journalism, Faculty of Communication Arts, Chulalongkon University observed that criminal news was high news value in attracting human interest, suspense, conflict, consequence, sex and scandal., prominence and oddity. In reporting news, these identity would attract readers. if the reporter implement the method of investigative reporting, which encompassed collection of facts, investigation, raking data, accessing news sleeper, victims attribution, additional fact, references such as reliable witness to interrogated out the masked fact and other clues in order to display the details of crime committed. It was to illustrate the brutality, severity, mixed with color wording to build perspectives and disposition. It should add dialogues from interviewing, conversations as if narration to add ingredients for the excitement and to introduce pursuing with additional picture.

Therefore, many academicians had studied and conducted researches on influence of mass media in the reporting criminal news, which could be concluded as follows: -

1. When crimes had been committed, it usually had the similar method of offense.
2. Mass media reinforced the attitudes, values, criterion, and personal belief of receiver and if individual believed in severity, the aggressiveness in the mass media could reinforce the belief.
3. Influence of mass media was accumulative and not immediate or short-term
4. Children perceived crimes through mass media



From the above, it could be confirmed that criminal news were masked role and the news presented was the matters of sinful individual, bias and immoral, violations, causing problems, misuse of the solution and violent in news reporting as witnessed following

1. Casualty to person and property even there were reports on victims and related persons. Avoiding the actual names, last name, schools, workplace, address of the victims. But, there was picture of relative, friends and related persons with actual names and last names, which could trace victims. Moreover, methods of reporting details could picture the emphasis humiliation, and casualty of victims, particularly concerning the sexual abuse that might cause psychological effects and the future of the victim or it might be the information leading to dangers which might later follow. Robbery (total) should not explain methods and arms using that led to imitation in committing crimes.

2. Violence against disposition and mental: In reporting, there was derail in scandal, rape and sexual abuse, gang robbery, terrorism, murder and giving detail on horrified corpse such as torn organs, gorged bowl, smashed brain and face or brutality.

3. Impolite language, vulgar and sarcasm both in the title and contents, with irony and rude, estimation and disgust or leading to negative effect to victims.

Reported content aroused sexuality. Though, it had been prolong criticizing but more violent at the moment. It might have been the competitiveness in the information era between media, radio and television, which only facilitated competitiveness in business leading to ignorance to the consequences.

Criminal news was meant for the basic need of societies. Deterioration of social and moral should be decreasing in their violence and quantity. Useful matters should be reported such as to know the trick, how to prepare for to protect oneself, property, social danger and helping police to search and pursue

information for criminal cases. It should be balanced between quality and responsibility in reporting news.

Reporters of crimes should turn to rake the violation of career or exploiting position as tools to commit crimes against public, corporate, as well as organized crimes and political crimes since such crimes were under many influences. Thy should be disclosed to protect public benefits and to keep social orders. Reporting should emphasize persons involved to be attentive and finding solution for society and to seriously establish peace for the nation.

2.11 Mass Media and Crimes Controls

Pol. Col. Jaramporn Suriyamanee (105) stated, “Quoting the relationship between mass media and crimes, the influence of mass media could spread to help promoting idea and encourage criminal behavior.” Influence could be transmitted to society in 2 steps as follows

Step 1: Transmission from mass media to group leaders of thought. It was defined as criminal behavior or the process of each media to the leaders (informal leader) would transmit idea of violations displayed in the news.

Step 2: Transmission from the informal leader to the primary group, which was the continuity from Step 1. Leader of thought played key role in this transmission of thought and criminal behavior received from mass media t o the primary group or other person who participated

It could be concluded that the process of relaying news of mass media to society could be devastating and useful to promote morals. It might be effective tools to anti crimes. Contrary, had mass media reported unuseful news or immorality to created confusion among society, the members would adopt

immortality to be as guides in their conduct leading to be against social orders and turning to be criminal.

2.12 Related Theories of Criminology

Anomie Theory

Anomie Theory sometimes called by some criminologists as Unlawful Theory or Social Rejection Theory. This theory belonged to a French named Emile Durkheim, (1858-1917). He began to study the phenomenon from sociology and propose the Anomie Theory that “ Crimes is normal state of society or unable to meet the requirement of society in an individual”. It became the cause leading to violation of social norms. Durkheim defined it as “Anomie”, which indicted that violation of norms or social norms usually happened in industrial society. New urban with environment changed, rapid growth of economy could create conflict of interest. Solution was to establish fairness in society aiming at happiness.

Durkheim explained that crimes were against present criteria of the present society, which might be the foundation of the ethics in the future. Criminal rate could indicate level of peace in society. Any society had over high rate of crimes, it meant there was not normal in the society and ineffectiveness in social control. But if any society had over low rate of crimes, it also might indicate some abnormality in the society, which might be the strictness in societal control or over severity without realizing the rights and freedom of the member.

Anomie Theory of Durkheim became popular and many academicians used as guides to study further and improve new thoughts of theory. The most accepted concept was Merton's.

Robert K. Merton (1938) had explained Anomie Theory that it was the complicated condition encompassing poverty, the restriction of success in living to the life goal. The lower class lacked opportunity or individuals focused on personal

benefit would not accept values, criteria, regulations or social norms. They would do every possible thing to achieve goal without realizing morals or laws even to violate laws or committing crimes.

Merton had adopted concept of Anomie of Durkheim to improve and added concepts of personal rights and equity becoming the initiatives that every society was compiling with 2 main structures: Cultural Structure and Social Structure.

Cultural Structure determined goals and norms of each individual with equity.

Social Structure determined proper methods for individual to achieve goal. Social structure determined also the class of individual under factors of status, wealth, honor, and fame.

Whenever the relationship between set goal and proper methods to achieve goal got conflict. The relationship had to be ceded. That was, individual could not use moral to achieve goal, he would ignore the righteousness under social norms by violating laws to achieve goal and personal benefit, which was the cause of most crimes in society.

2.13 Theory of Differential Association

This Theory was the concept of Edwin H. Sutherland, who focused on friend group, type, and attributes inclusion of behavior. The main content was the time before juveniles associated with violated friends. They had no thought of committing offenses. After association violated friends, they had learnt about values, attitudes and techniques inductive to violation. Finally, they turned their behavior and personality of offending was normal.

This theory proposed 9 interesting topics, which concluded that criminal behavior had to be learnt from association with intimate, and continuity in interaction. Influence derived from interaction drawing violence affect depended upon frequency and group of friends in the scope, quantity and quality of relationship within the group, which might therefore, differed crimes or bias behavior. Contents learnt from association were attitudes, values imitation and volunteer collectivity, which was sometimes without knowing And defining attitudes both perceived either lawful or unlawful behavior.

1. **Criminal Behavior by Learning:** Few were criminals by inheritance. Therefore, those who were not trained in crimes would not be able to plan in crime committing.

2. **Learning by associating:** (inclusion of perception from communication or interaction)

3. **Core content of Learning Criminal Behavior was Internal:** which had to be close intimacy (superficial was insignificant in the transmission of criminal behavior).

4. **Learning criminal Behavior:** it was defined as technique in committing crimes, motivation, attitudes and self-rationalizing to commit crimes.

5. **Internal Motivation and Drive in committing crimes** could be learnt from codes of laws by distinguish like and dislike on which codes that should respect or which ones that were no need to respect or violate.

6. **To Be a Criminal,** there should be tendency to the society of likely to violate regulations and never respect laws rather disrespect

7. Frequency and time of interaction or associated grouping turned the person to be accepted and acquainted. The more acquainted the more one learnt and imitated.

8. Criminal process under association with criminal even though they were not criminals however, they could transmitted to be as technique in committing crime. The process encompassed wording, action and information.

9. Criminal Behavior was the expression of wants and values, in general of each individual. However, wants and values could not explain criminal behavior.

2.14 Theory of Imitation

Theory of Imitation was the concept of Tard, a criminologist. He pointed out that crime could not be happened by itself but the similar technique had been implemented as domino effect. Tard had conducted case study on many crimes and observed that many crimes were similar. Finally, he proposed Theory of Imitation as observations followed

1. Human had tendency to imitate fashion and other traditions. Usually, similar group of people would gradually change fashion and tradition. But the different group but interacted would promote more imitation.

2. The lower status would imitate the higher status. Tard reported that many crimes began from the higher-class society and spread to the lower class by imitation.

3. Human was likely to imitate new behavior if previous behavior got conflict. Tard believed that imitation was a kind of learning and some imitation

generated crime. Crime would spread like fashion and criminal fashion was similar to boutique and hairstyles.

2.15 Theory of Labeling

Labeling Theory was the theories of criminological groups, which focused differently on causes of criminal behavior from other theories. This theory believed that speculated only on criminal behavior or criminals themselves could not make researcher accurately understood criminal phenomenon or bias. It was also critical to study the entire social context or from social reaction against criminal behavior inclusion of the reaction from government units toward individual and incident that had been legalized as violation.

Key Content of Labeling Theory Group

There were many academicians supported this theory. Proposal of the theory had been made in different duration with different concept regarding process on labeling violated individual. However, to group them into this theory was based on relevant causes of crimes that criminal or bias behavior was originated under individual definition that it was crime or bias behavior and it was effect from individual being labeled or denounced by state and public.

However, major duty of this theorists was that attempting to understand and explain the process that criminal and bias behavior had influence over the reaction or idea of individual in society inclusion of behavior and idea of individual being labeled as criminal or bias (Orcutt, 1983) or it could be stated that labeling was independent variable, which might lead to permanent crimes or bias behavior. However the process of labeling or denouncing which turn criminal or bias behavior sometimes, were not smooth but complicated beyond the imagination. It would be discussed later.

Frank Tannenbaum (1938) was the first to propose theory of labeling stating the key principle that individual with temporary criminal behavior was like to become permanent criminal behavior.

In 1951, Edwin Lemert proposed the analysis on influence of mechanism of social control against the origin and structure of criminal and bias behaviors. But Howard Becker (1963,1964) was the one that his theory was more popular in the field of criminology from the books "Outsiders" and "the Other Side". Later Ericson and Chrisis had proposed d to the field of criminology.

Theory of this group had explained the causes of criminal behavior that: -

1. **Self-image:** Theorist of interaction under the symbols believed that individual determined himself or imagined as other had determined. Therefore, individual perceived or believed in self-personality such as handsome, good looking, coward, honest, or valueless depended on public or imitate persons defined. The said individual would express or gain the personality according to the belief that he had been determined (Vold & Bernard, 1986). Therefore, labeling theory explained that criminal behavior was originated from individual believing that he was a criminal based on public had determined that he was the criminal. Such phenomenon was named diversely such as Cooley (1902) named it as " The Looking Glass Self" and Mead (1967) named it as "The Self as a Social Construct".

2. **Primary Deviance:** Labeling theorists were unlikely give significance to causes of criminal behavior or primary deviance. Some agreed to this theory but did not refer to the causes of primary deviance. In general, it was believed that primary deviance derived from factors of biology, psychology and social environment but unstable behavior and rarely happened and non-permanent form. Besides, if it were not punished by social in any form either formally or informally, these criminal behavior and deviance might stay but temporary happened and unlikely moreover, it was not developed into permanent form (Lemert, 1951)

3. **Secondary Deviance:** Labeling theorists believed that causes of permanent deviance were originated from social control system that brought individual be banned by public whether in forms of being sued or denounced and sanctioned. Following the social control process would expose the confined or punished to experience turning them to be outsiders to society, the unwanted bad person. These things would make individual develop his thought and viewed that he was the criminal, which led to criminal behavior or permanent deviance. (Tennenbaum, 1938; Becker, 1963; Lemert, 1967)

4. **Alternative Behavior:** Though labeling theorists believed that the labeled individual was criminal still there was alternative behavior in the future but less choice and such individual could less control of his behavior On account of being banned from society or determined to be sinful and bad, even though criminal behavior had not yet been exposed. It caused the labeled person had to group up with other labeled individuals or being denounced. (Lemert. 1951; Becker, 1963)

Viewing the proposed principles by the theorists, the key content could be concluded that general people might possess temporary criminal behavior, inconsistent and none-violent or violent. If ever individual had such behavior being proceed according to social control process, particularly being sued by crime justice, that individual would enter the self-determined process as criminal or violated person inclusion of humiliation or scandal unable to live the ordinary life in social Causing individual forming the thought of self-image of criminal that could not be corrected, it likely led individual the opportunity to cultivate permanent criminal behavior

2.16 Related Researches

Suwani Kalayasan (ref. Srilak Silpi, BE 2538:65) studied on the analysis of reporting rape in the daily newspaper. It was found that reporting in forms of drama

involved with emotion, and feeling by determining the story, scene, casts, style of writing, tone and plays as the composition of reporting.

Nares Intaraprom studied on effect of crime reporting of mass media toward the protection and suppression of crime of 450 police officers in Bangkok Metropolis employing questionnaire. It was found that daily newspaper tended to create criminal imitation more than other types of mass media.

Witayakorn Chiangkul gave critics that mass media over signified in reporting criminal news. It could be made news but should not over react in redundancy. Reporting should be made with more cautions, not only to fulfill daily routine or selling news or made it heard to collect higher income like other career.

Supot Proongtanyapruek (BE 2541) studied on factors affecting interrogation of criminal case of economic of police officers under the Division of Investigation on economic. It was found that work environment was moderate problematic, which encompassed advancement and cooperation from victims and people. Work environment was in high level of problem, which encompassed budget and facilities, code of laws, quantity, mass media, superior, coordination of the involved units, policy and administration, influential persons and colleagues. The highest problem in work environment was personnel.

From the research of the Police Bureau (BE 2530:23), it was found that mass media had influence in attracting the spirit and perceptions of juveniles. Therefore, reporting news, articles or obscene pictures such as criminal news, and temptations might be inductive juvenile's admiration and becoming motivation to behave. Therefore, involved persons in mass media and should pay attention in reports useful things in form of creativity of virtue to juveniles.

Vichai Vongviroon (BE 2529) studied on factors, which influenced the investigation of investigative staff in the Bangkok Metropolis. It was found that external factor of the units, which were collaboration of people, coordination

between units of intelligence, influential groups, and laws of disciplines and obligations. Investigative technique had influence over criminal case of the police officer in investigation division.

Emjit Kitiwat (BE 2533:157) had collected criminal statistics and accidents from the Police Bureau in March BE 2533. It was found that criminal cases were 22,123 and when being distributed, it was found there were 748 on murder, 16,623 on illegal trade, 394 gang robbery, 2,974 on theft and 1,377 on assault. Regarding reporting news every television station mostly presented murder news and illegal trade. Gang robbery, theft and assault were less presented. It was observed that television station in Bangkok Metropolitan played their roles "Agenda of Interest" on murder in criminal news factual statistics. Murdering case was lesser than other types of crime in comparison.

Apart from these findings, it was observed that identifying detail in some news reporting turned to be benefit to criminal and help to avoid arrestment or caused the case difficult for police in works.

CHAPTER III

METHODOLOGY

The study on effect of criminal news reporting of mass media: a case study of top management in crime justice contained the population, instruments on data collection, and methodology as follows: -

3.1 Populations and Sampling

Populations were 7 top management in crime justice below

1. The Commander General of the National Police Bureau
2. The Director General of Public Prosecutor
3. The Director General of Criminal Case of South Bangkok
4. The Director General of Court of Criminal Case
5. Chairperson of Appeal Court, Region 4
6. Deputy Director General of Penitentiary Department , Academics
7. President of Attorney Council of Thailand

3.2 Research Instrument

This investigation had employed qualitative research under the objective to know the depth information of the effect of criminal news reporting of mass media. Such information could not be accessed by questionnaire. Individual In-depth Interviews had been conducted under the methodology of quality research, which would draw precision, accuracy and two-ways communication.

Further Documentary and related researches had been collected for analysis with the interviews of the population

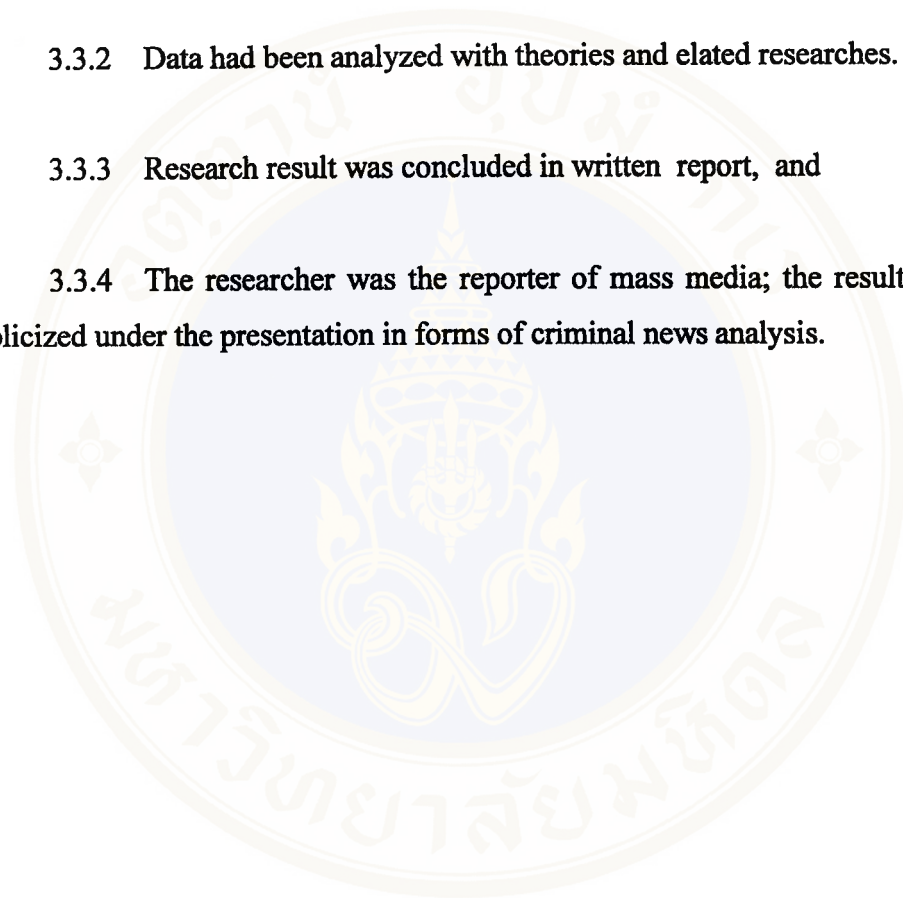
3.3 Data Collection

3.3.1 After data was collected, it was classified and grouping for the applications and thesis advisors were approached for consultation throughout the data collection process

3.3.2 Data had been analyzed with theories and elated researches.

3.3.3 Research result was concluded in written report, and

3.3.4 The researcher was the reporter of mass media; the results would be publicized under the presentation in forms of criminal news analysis.



CHAPTER IV

RESULTS

The study on effect of criminal news reporting of mass media: a case study of top management in crime justice, the researcher had collected data by qualitative 7 population, who were: -

- The Commander General of the National Police Bureau
- The Director General of Public Prosecutor
- The Director General of Criminal Case of South Bangkok
- The Director General of Court of Criminal Case
- Chairperson of Appeal Court, Region 4
- Deputy Director General of Penitentiary Department , Academics
- President of Attorney Council of Thailand

Results of the analysis were presented as follows

- 4.1 Information of Population
- 4.2 Data of Interview, Item 1
- 4.3 Data of Interview, Item 2
- 4.4 Data of Interview, Item 3
- 4.5 Data of Interview, Item 4
- 4.6 Data of Interview, Item 5
- 4.7 Data of Interview, Item 6
- 4.8 Data of Interview, Item 7
- 4.9 Data of Interview, Item 8
- 4.10 Data of Interview, Item 9
- 4.11 Data of Interview, Item 10
- 4.12 Data of Interview, Item 11
- 4.13 Other Data of Interview

4.1 Information of Population

- 4.1.1 The lowest age of population was 50 years and the highest was 61 years.
- 4.1.2 The lowest longevity of service was 27 years and the highest was 37 years
- 4.1.3 the lowest education level was Bachelor degree and the highest was Master degree
- 4.1.4 All population were top management in Crime Justice

4.2 Data of Interview, Item 1

Interview Question: What were your criminal news sources such as radio, television, news papers reports from authorities or reports from agencies, etc.

All population followed criminal news from general media, particularly from newspaper and television on account of newspapers were easy to access and provided details covering all contents rather the television provided only pictures and sounds. At the same time, news sources were from reports of authorities on account of being top management of the unit; there was system of report if it were directly related to the unit or crime justice.

4.3 Data of Interview, Item 2

Interview Question: What were your practices of receiving news such as focused, reported, routine (such as reading newspapers, watched television).

Most receiving practices were initially as routine and no focusing only on criminal news. After being reported by responsible authorities or related units and as top management, the subordinate would briefly reported for the diversification

of media. At the same time the follow those media would be followed particularly such media provided details and analysis and with follow-up method.

4.4 Data of Interview, Item 3

Interview Question: After receiving news, what did you react such as for general knowledge or for analysis, etc.

Primary intention was to realize happenings in Thai society except those related to the unit, which had t be attentive to their details and facts.

It was found in the research that some top management observed that the reporting of mass media was useful in the pre-analysis whether they were convergent with the interrogation submitted to the prosecutors to be ready for the crime process but irrelevant to the reviews. News reporting was also used as statistics to draw accurate measures and if it were related to the unit, they would be used for the improvement as response follows: -

“Speculate their perspective, if negative, think of which part has to be improved. If positive, see, what practice should be taken.”

“ Sometimes, when there is reporting, it could be because of the media since the broadcasting can bear imitation, social change then measures could be set.”

Consistency in following the news could also help in additional information in case of responding to the media and for further analysis.

4.5 Data of Interview, Item 4

Interview Question: On pursuing special news, what are your practices such as by duty, personal or specialty.

Most population pursued news by unit directly responsible in collections of information particularly the unit that handled crimes under the work committee.

4.6 Data of Interview, Item 5

Interview Question: To what extent on news credibility comparing to reports submitted or from personal sources.

Most population observed that television provided more credibility rather others since it could be witnessed both picture and sound. But in general the news reporting was more credible than formerly as relevant points follows: -

“ Initial news reports is more credible out of its immediate without raking, It is fact as actual incident of how and when. Later wen the media pursue for more facts, opinion was input and local was interviewed. Sometimes acknowledge from media but different from the court files.”

It was found further that news from reports of authorities might be sometimes diverse.

“ Some news are double-edged sword as imitation such as details shouldn't be disclosed was disclosed.”

“Special reports are outstanding since media has participated in investigation by analysis and synthesis. Burt sometimes it was interfered with

assumption, which turns source or investigating some cases diverted the interest of people.”

“ Civil servants must allow mass media check its transparency to block incorrectness. It must also be accepted that every mass media possesses influence. Sometimes presented with pre-judgement emphasizing rapidity. Therefore, there is less checking. Diversified questions are unlikely since they create confusion, disadvantages and conflicts.”

Further, sometimes, it was found that media had already prejudged some cases, which were still under crime justice. Opinion questioning caused inconsistency.

4.7 Data of Interview, Item 6

Interview Question: In case of criminal news reported involved with your unit, what was reaction taken.

Most population observed that the reporting involved wit unit should be considered that the responsible individual involve had to declare. But at the same time, it should be viewed that to what ways had it been involved whether was it destructive. On account of sometimes it had been added with the idea of mass media as relevant response follows: -

“ It should be followed first in what does it concern with what unit. If it has been known already just leave it. If it is unknown, it has to be checked on facts. Procedures has to be case by case. Sometimes, it is unnecessary to declare or explain since it was the added –idea of mass media but not all.”

It was further found that some types of works needed not be clarified such as the court verdict but some were critical to be clarified.

4.8 Data of Interview, Item 7

Interview Question: What is your system of filing records of criminal news and does it have been reused....

Every unit had its own system of filing records that came to the unit and able to be reused rather being exchanged among units.

4.9 Data of Interview, Item 8

Interview Question: Are there any criminal news reported affected your unit either positively or negatively, how do you handle the them...?

Most population had been exposed to such experience particularly the public interest news. If it were negative, it would be raked and clarified if it would be devastated. It was also found that some population did not wish to use legality handling method.

At the same time, it was found that mass media had drawn effect for improvement as observed by the population.

“ Most has been found the verdict of the case and why does it get only light punishment? why is it too late? Or why release or allow baiting? Therefore, all news is collected to see if our release is rationale enough. The proposal or effect is counted for further improvement.”

“ For example the Case of Classification 8, that filing has been lifted. It has to be weighed to explain the verdict to public. Actually it shouldn't since it may be destructive, lack of potency looking at court as counter party which it shouldn't.”

“ Effects are misunderstandings among units. The superiors and the sources should be optimistic. under the same condition, the reporters must possess morality, ethics. All these thing will not happen.”

4.10 Data of Interview, Item 9

Interview Question: In case of criminal news draw both positive and negative effect, in general. How do you handle?

All population viewed that idea proposal or giving opinion under authorization was the way to reduce problems against society as relevant response follows: -

“ If opportunity permits to give opinion. It should be taken but at the same time it should not allow effect if possible. Positive news reporting such as cautions people on such action should affect properties. But the ill effect is that people will imitate. Critically, over criminal news reporting will turn people disheartened, unhappy, thinking that crucial crimes prevail in the societies.”

Further, most population speculated that parts of effect derived from the process of deviant reporting such as reporter had done accurately but rewriters presented wrongly from the original or more violent or created conflicts. Sometime, gravely affected social problem unknowingly.

4.11 Data of Interview, Item 10

Interview Question: comments mass media institutions, radio, television, newspapers, news analysis by distribution.

Most population viewed that currently, media signified reports of news analysis rather news reporting as following suggestions from population: -

“ Media dignifies criminal news since it attract people who are eager to know the happening in society. Therefore, all media report criminal news as routine and analysis.”

“Edition news will caption for over excite such as 100 by number which actually 20; unsubstantial but exciting. Sometimes the inside contents are not relevant to the caption. It may just be for sales purposes to attract readers to pursue.”

Further, Not only all media signifies criminal news but also the renowned individuals or complicated case. The analysis would be outstanding if fact, accuracy and completeness were achieved.

“ Radio lacked analysis, some also television. But with newspaper, the expression is quite but the rewriter or editors captioned it irrelevant to the interview. Some may directly receive information but write in another thing. Reporters have to apologize for the rewriting of the head reporter. It misleads us to be the promotion by profession viewpoints. But actually, things shouldn't be disclosed had been disclosed. Sometimes, it is too much.”

“ The work of public prosecutor is not accurate as reported by media. Th public prosecutor wants facts to be disclosed.”

“ Sometimes news reporting interfere with the human rights turning news become over exciting like reported the offender was smart and as a hero

4.12 Data of Interview, Item 11

Interview Question: opinion toward reporter such as knowledge, experience, personality, manners, morality and ethics.

Opinion of the population was related. Currently reporters had more knowledge and most criminal reporters should have basic criminal laws on criminology or penitentiary laws to report news without confusion. For example, How did the public prosecutor charge when filings had been submitted or how did the court verdict? Verses should be accurate otherwise it should create confusion and miss the definition as the relevant interviews below: -

“Basic knowledge is critical such as the public prosecutor lifted the charges which is incorrect. Basic knowledge has to be precise able to report news without confusion in wordings of differences”

“ Good reporters should be well prepared regarding information for interviews. If thorough, the reporting and analysis will be outstanding.”

“ There are some parts of reporters with good education but lack morality, quality. However, in general, the standard of mass media is better than formerly.”

4.13 Other Data of Interview

All population viewed that news reporting should be based on facts and should present with frankness. Reporting by creativity generated positively rather exaggeration. Besides, reporting like recognition might create behavior of imitation and cause ill effect to the victims.

Mass media should explore information of credibility, fairness, optimism, impartiality or if interference with private opinion should consider the human rights.

Further it was found that news reporting did not affect crime justice if it was fact but could reflect some parts of society as observed by some population: -

“ Mass media should find reliable sources with fairness, impartiality. If it were creative, it helps to protect society.”

“ Reporting of mass media help better change and do not affect crime justice, if it were facts. All units should reflect truth for correction. However, crimes tend to be more violent, more complicated process and could be witnessed in the daily news reported.”

CHAPTER V

DISCUSSION

From the research, it could be discussed in line with the areas of mass communication and criminology as follows ;

5.1 Duty and effects of the Media

Rebort Merton, a sociologist, had analyzed and effect caused by the press and pointed out that the communication could not always be positive. On the contrary, it could cause negative result. Merton called the latter case as “Dysfunction” which could happen to an individual, a group of people, a community or a society. As well as a direct duty of regular communication, the same type of communication had both of direct and diverse duty or causes negative and positive results. For instance, as stated, a campaign about people health might advertise some inappropriate motto or posters that made people so worried or dissatisfied that they did not want to get medical service. This case would be treated as Dysfunction. However, it the campaign created encouragement and spirits that the campaigners were willing to do their job and people wanted to be at service, this communication, then, performs its duty.

It could be concluded that communication had four duties which were news report, service observation, education critique and entertainment commentary. These four duties might product expected or unexpected outcome or positive or negative results.

This theory corresponded with an opinion of the group who saw that the news report had positive and negative influence to the society. That was a modified or exaggerated news a result of putting some analysis, personal attitudes or assumption of the writer into it. Besides, to report criminal news had double-edged outcome. It could be positive if it stimulated pre-caution in people. But it could as well create negative effect if people got panic by its violent sense. Most importantly, an unexpected result was imitative behavior.

5.2 Theory of the communication arts

According to the study of thinkers from Democratic country, the theory of Mass Communication was categorized in four theories explaining the philosophy of the country and press relationship as follows ;

1. **Authoritarian theory** : This theory reflected that the media had to support the country policy to serve the country. They had not to report nor criticize the policy, political system and officials. The Authoritarian theory was applied in many countries such as Spain, Portugal, many countries in Latin America and Middle East.

2. **Libertarian theory** : With this notion, the media had a duty to report news facts to the people. They gave entertainment, promotion or advertisement, as a financial support. The media had right and duty to check and control the government not letting the officials to over exercise their authorities. Following this theory, the media was controlled by people who, under their own consideration, could appropriately refuse or accept them.

3. **Social Responsibility theory** : This theory explained that the press should more realize their duty and responsibility serving the demand of people with concerns of codes of ethics. The point Social Responsibility theory was for the press

to report, entertained and educated people to see the value of the discussion to control the media done by public opinion, readers' reaction, listeners and career morality.

4. Soviet Communist theory : According to this theory, the press acted as a spokesman of the country and the polibureau. At the same time, they were used to propagandize or persuade people.

From the research, we found that, today, the press report did not follow the Authoritarian theory. That was although they cannot criticize the political system, they had freedom to report the news on the basis of social responsibility.

5.3 Social Mental Therapy by Criminal News

Assistant Professor Dr. Somkuan Kaweeya, a senior lecturer at the Faculty of Mass Communications, Dhurakit Bandit University and a special lecturer of the Master and Ph.D. Curriculum at the Journalist and Mass Communication, Thammasat University, gave an opinion that criminal news report could bring negative and positive effect. This is according to several criteria.

First : Who was affected by the news ; an individual or the whole society ? News about rape can be useful for women to learn from it and be more careful. Having said that, it could also picture too much violence in the Thai society. Thai people might be increased of scares and anxiety in their community instead of feelings of comforts and relief.

Second : Criminal news had to be reported to the society because it had an effect to the public and country. The press, therefore, has to make it known to the government and to people. However, due to the limit of areas, time and efficiency in doing the news, it was not possible for the press to report every single news. They needed to select some news. And this was a significant matter that reflects the news story result.

To select each news, the press had to use their common sense and conscience to pick the news that catch people's attention. Most media in Thailand always chose the news that was touching or emotional rather creative in words.

Discretion made to the social value of the news was the other criteria to evaluate the tendency of the report. If the discretion to the news social value was high, the criminal news results positively. But if it was low, the news gave a negative effect.

Third : This talked about the way to present the news both in words and non-words including timing matter. Criminal news might have less value for the society but it was put on the headlines. Headlines with strong words were obviously influential rather than short introduction in other pages. To emphasize violence on criminal news not only affected to the people's feelings but it could also stimulate someone to commit wrong things to be "well-known" especially these who had tendency to do so according to the Reinforcement Theory. Besides, it could be risky in the aspect of law and career morality for the news writer or the editor.

Fourth : Aesthetic Quality of the criminal news report was high or low ? Aesthetic Quality meant story, pictures, right intensity and appropriate representation.

Everyday criminal news was a serious matter of people resulting in mental therapy. For the quality criminal news reported each day was a fact that is complicated various and detailed. As for the quantity, the news stories were abundant because it is reported everyday. It was broadly and quickly brought to mass receivers who lived in Cyber Society or communication society. If the news was not broadcast everyday those who desired for severe news might make up a news story that could be real, distorted or modified and the society would be spread by rumors.

Criminal news report was somehow necessary for the Cyber society under the condition that it had to be fact.

This idea corresponded to the research findings. The target group especially the ones who thought “Sometimes, the press puts on overstated headlines. For instance, giving 100 messages but only 20 that count, writing too exciting news out of ordinary story or even referring an irrelevant story to the headlines. This was for the sake of sale promotion and for the readers to follow it up. Sometimes, the news was reported vaguely.

5.4 Criminal news should be creative or compelling

Assistant Professor Nuntika Koompiroj, Chief of the Journalism Department, Mass Communications, Chulalongkorn University, viewed that criminal news had a high level of news value in the aspects of Human Interest, Suspense, Conflict, Consequence, Sex and Scandal, Prominence and Oddity. News report always used these points to attract an attention of the readers. The reporters also used some techniques to report the news ; investigative reporting which required facts collecting, searching, digging up, reporting to the victim ; Attribution ; Additional Fact which referred to persons who got involved excluding from those who were directly related to the news. For instance, a witness could be referred to if that made it more reliable. Hidden facts could be searched for and problems could be revealed describing the details of the crimes and showing violence ; Color word explained images and emotions, conversations from an interview, talking and links the story and fiction so that the news was more exciting and persuading with pictures.

Consequently, many academics had studied and researched for an influence of the press towards the criminal news reports which could be concluded as follows :

1. When there was a crime committed a similar type of offense continually followed.

2. The press was reinforcement to the attitudes values, standards or belief. Particularly, if that individual has a fundamental value in violence, it will definitely intensity that strong feeling.

3. The press influence was a kind of collected matters for a certain period not the ones that cause a prompt outcome in a short time.

4. Children also accepted news by way of news report.

According to the above, it could be affirmed that criminal news had many hidden roles and the news story always concerns with those who were dominated by wanting, had an abnormal mind and violate morality. These wrong doings troubled the society. News reports always emphasized on this violence that were explained as follows :

1. Damage to people and property. Victims and those who got involved were frequently described in details. That was although the news did not refer their first name, last name, schools, workplace nor address there were some pictures and story about their relatives, friends with names and last names which eventually made the readers know who the victim was, they also had a particular way to describe the detail of an event that the people could picture what happened making the victim to be ashamed of the situation especially news about sex or rape. This not only affected to their mental condition but to their future and danger could also come along. And news about the criminals, process and steps to commit crimes should not be explained since there can be an imitation of weapon use or other dangerous method.

2. Offense to emotion and mind. News told about a commit of an indecent act ; rape, abnormal sex preference ; burglary ; sabotage, murder describing a terrifying dead body such as torn apart organ, guts were hanging out or decomposed brain and face and many more cruel crimes.

3. Impolite, brutal and sarcastic words. Words used in the headlines and in the news story were rude, sarcastic, assessing, livening and attacking.

The story of the news a writing type as stimulating which had been criticized for a long time. Even so, it is still growing badly. This was because in the period when there was a high competition between journals media and radio and TV media, this kind of report brought only advantage of business but overlook the consequent effect.

Criminal news responded the demand of people in the society. The decline of the society and morality in news report should be reduced in the sense of intensity and quantity. News should tell beneficial things. For instance, teach people to know what criminals were up to, know how to protect themselves and their property and know how to protect the society. News should also help the police to follow up some information that might be useful for the criminal cases. And news should weigh between the news value focus and the responsibility to the society.

This notion corresponded with the target group who suggested that there should be useful criminal news rather than the one that is exciting. They did not prefer the news that focuses on horror and thrilling or exaggerating facts and appraising the offender. Criminal news report would have a certain effect to the society if it expresses terrifying detail rather than factual one. Therefore, it should narrate about some behaviors to warn people to learn an unreliable approach of the bad people.

Besides, the research also found that at present, the press had some tendency to violate human rights by taking photos and presenting the news of the accused or the offender before the trial had been judged. The journalist might publish a picture that they were arrested or in jail or in the investigating room.



CHAPTER VI

CONCLUSIONS AND RECOMMENDATIONS

The study on effect of criminal news reporting of mass media: a case study of top management in crime justice, the conclusions were as follows: -

6.1 Research Objectives

6.1.1 To study the opinion in depth of the leaders in the criminal justice organization toward the criminal news presented by mass media.

6.1.2 To study the effect of criminal new presented by mass media

6.1.3 To study potentiality, acceptance or rejection in criminal news presented for the purpose of protection of crimes

6.2 Research Framework

This research was determined to investigate opinion, concept, vision in association with critics, suggestions of the 7 administrators in the criminal justice, who were: -

1. The Commander General of the National Police Bureau
2. The Director General of Public Prosecutor
3. The Director General of Criminal Case of South Bangkok
4. The Director General of Court of Criminal Case
5. Chairperson of Appeal Court, Region 4

6. Deputy Director General of Penitentiary Department , Academics
7. President of Attorney Council of Thailand

6.3 Hypothesis

Population had positive opinion in criminal news presented by mass media but negative to mass media who lacked responsibility toward individual and social under many factors.

6.4 Conclusions

In the study on effect of criminal news reporting of mass media: a case study of top management in crime justice, It was found that all population usually followed news through media initially television and newspaper on account of convenience. The television was more reliable than the other media out of clear pictures and sound as well as criminal news but more consistent since it was related to duty and responsibility in work.

Further, it was found in the study that news reporting at present affected social from the news analysis on account of there was anticipation, and intervention of personal opinion, which caused error in the information reported.

Rewriters held the key role in the reporting since they had to screen all the news. It was found that news were mostly deviant from the fact because of rewriters.

It was found in the study that criminal news from mass media affected society. However, news reporting was essential to social. The effects were both positive and negative provided mass media was responsible, reported the useful news, facts and elective ones with caution and wordings. It was to allow people to be updated and initiated changes creatively. At the same time, had mass media lacked responsibility in

reporting by over preoccupying with business, it might have been create anxiety, imitation and against human rights

6.5 Recommendations

6.5.1 Criminal news reporting by mass media should be accurately checked on fact and the reporting should be based on responsibility to the social.

6.5.2 Mass media should not over toll the news more than fact, coloring to twist the actuality.

6.5.3 Mass media on criminal news should possess knowledge in basic laws or penitentiary to understand and accurately report the news.

6.5.4 Reporting of mass media by analysis if it were without information, knowledge, assumption or input personal opinion would negatively affect rather positively, which was the misunderstanding and against human rights.

6.5.5 Negative effect from news reporting created imitation and destructive to both accuser and the accused.

6.5.6 Positive effect from criminal news reporting made people cautious change in social protection and mistreatment from authorities including being the other way of social control.

6.6 Recommendation for Further Study

6.6.1 Focusing in the study of rewriter whom most population considered that they were critical part in deviance of news.

6.6.2 Evaluating attitudes of news victims and affected by news reporting.

6.6.3 Additional study should be conducted in particular with printed matters, which reported news and being affected by laws after reporting falsified news.



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**THE IMPACT OF CRIME REPORTING BY THE MASSMEDIA :
CASE STUDY PERTAINNING TO SENIOR OFFICIAL IN
CRIMINAL JUSTICE**

Part 1 Information of interviewer

1. Name / Age
2. Position
3. Title
4. How long you have in government service.
5. How long you have been in this position.
6. Education
7. Academy
8. Marrital status
 - a. Single
 - b. seperate
 - c. divorce
 - d. married
9. Economic status
 - a. rich
 - b. moderate
 - c. poor

Part 2 *Criminal News Variable***Interview**

1. From which media have you of received the news especially about crime (e.g. Radio ,Television , Newspaper , or report by officer or informer etc.)
2. How do you received the news and information e.g. .follow up every situation , informed by others , get the news habitually (read the Newspaper watch Television)
3. After you had received the news what would do you next e.g. follow it up regularly to get it as your knowledge , analyze it etc.?
4. How do you follow up the special case news e.g. by duty , by person , by particular process ?
5. Do you think that the news and information given by the press is more or less reliable comparing with that you received in other way.
6. If the news reported from the press directly related to your authority , would you take any action concerning that news?
7. Does your authority have record system for former criminal news? How? And do you reuse it ?
8. Is there any criminal news reported by the press that either positively or negatively affected to your authority or to you? And how did you cope with the problem .
9. how do you react to the criminal news that has and influence on the society both in positive and negative effect.
10. Give opinions on the mass media ; Radio , Television , Newspaper ,News analysis newspaper separately
11. Give some opinions on the reporter ; Knowledge experience, character , manners virtue , morality .

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