

Thesis Title : Operational Analysis of Thai Public Broadcasting Service
Corresponding to Buddhhadhamma

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Abstract

This thesis is of three objectives: 1) to study the background of Thai Public broadcasting Service (Thai PBS), 2) to study the principles of Buddhhadhamma in operating of Thai Public Broadcasting Service, and 3) to analyze the operating of Thai Public Broadcasting Service corresponding to Buddhhadhamma.

The research is a qualitative study using four methods: (1) a documentary research and review of relative literature, (2) interview of the executives, the officials, the audiences of Thai Broadcasting Service and the experts to receive complete data of its operation, (3) analysis of PBS in relation to Buddhhadhamma, and (4) summary of the result of analysis by the descriptive statistics.

From the research, it was found: firstly, the operating of Thai Public Broadcasting Service has fulfilled the objectives of organization specified in the Act of Thai Public Broadcasting Service 2001, such as the operation to support the social development consisting of the quality and virtues based on Thai culture by servicing the information that has been fair, holistic, balanced and truthful news in accordance with the code of ethics of mass communication; secondly, the principles of Buddhhadhamma in the operation of Thai Public Broadcasting Service are of four groups: (1) the principles of Buddhhadhamma for attaining social benefits, (2) the

principles of Buddhadhamma for attaining the growth of organization and society, (3) the principles of Buddhadhamma for achieving mindfulness, and (4) the principles of Buddhadhamma for goodness of life and society, and thirdly, vision, commitments, objectives, policy, strategies, plans, and projects or activities of Thai Public Broadcasting Service have been properly matched with the principles of Buddhadhamma, for example, the vision for the public broadcasting service has been matched with the principle of Sādhāranabhogitā, the social creation has been matched with the principle of Atthacariyā or useful conduct, the quality and virtue has been matched with the four Bhāvanā. These factors are the major conditions for efficiency and success of the Thai Public Broadcasting Service.

However, the committee, the executives, and the officials of Thai Public Broadcasting Service should emphasize more on the principles of Buddhadhamma than the present. They should be aware of acknowledge, understand, and practice the principles of Buddhadhamma properly in their own positions and should seriously support the propagation of the principles of Buddhadhamma in the organization and society.