

THESIS TITLE	THE IDENTITY OF THAI PBS ABOUT NEWS PRESENTATION UNDER THE RESTRICTIONS OF THE MARTIAL LAW AND COUP D'ÉTAT
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### ABSTRACT

This study is qualitative research. It aims to examine identity as well as factors affecting identity of Thai Public Broadcasting Service ( Thai PBS) about news presentation under the restrictions of the martial law and coup d'état, leading to determination of the appropriate presentation form and style of Thai PBS. It has been done by interviewing 20 relevant subjects, separated into five focus groups, then categorizing the information collected in order to analyze those data and to conclude based on inductive reasoning, as well as referring to theory and relevant research paper.

The findings indicated that, during the time period of the study, Thai PBS had been the one and only mainstream media outlet with media accountability, contributing for the public good, even in the difficult time, through online platform. Such principle brought about its identity becoming clearer. At the same time, external factors, such as the martial law, Orders by the Head of the National Council for Peace and Order (NCPO), political situation and the audiences, were both restrictions and controllers influencing internal factors, for instance, presentation style, media platforms, content and Thai PBS staffs. These conditions led to Thai PBS's identity-building after the implementation of the martial law and recent coup d'état in Thailand, for public broadcasting service in the future.