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# Actual Economy

SOCIAL  
CHALLENGES  
AND FINANCIAL  
ISSUES IN XXI CENTURY



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## The Model of Ethical Standard for Communication Arts Students

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### Abstract

The purposes of this study were to investigate the model of ethical standard for communication arts students and to examine the ethical enhancement in mass communication for undergraduate students in Communication Arts and to develop guidelines and strategy for ethical enhancement of mass media for undergraduate students in Communication Arts. This was a qualitative study aimed to focus on the management of recent ethical issues and how to enhance the ethic knowledge. This action research was conducted by utilizing documentary research, in-depth interview, and workshop seminars. The questions were designed to collect the information of the development and problems of ethical standards of mass communication.

The findings revealed that the ethics principles, in all situations, were the necessity for communication arts students. The important ethics principles should be developed into 5 topics which were 1) honesty 2) facts and correction 3) right and honor 4) rapport and 5) responsibility. Moreover, the suggestion for this research included the good communication arts employees should be the role model of ethical development for communication arts students. The government organization and mass media organization should develop guidelines of ethical enhancement for communication arts students. The communication arts department should produce students with high profession and ethics principles. The promotion of activities of ethics for communication arts students will increase the knowledge and awareness of ethical issues in public and reduce social problems from the ignorant of ethical issues.

**Key-words** Model, Ethical Standard, Communication arts.

### Introduction

It is widely accepted that mass media plays a highly critical role in social development. It has great impact on the politics, economy, education, culture and entertainment. With such a significant role in the society, there are several questions being asked to the mass media such as whom and what should they be responsible for or what should be the boundary for their freedom. Or the questions can be like how much freedom the mass media enjoy nowadays. The components of mass media include freedom of the media, awareness of journalists and responsibility. The right of the mass media is guaranteed in Thailand's constitution section 46 which states that employees of the television, radio or newspaper have freedom in reporting news and express their opinions. However, the freedom must correspond with the mass media ethics. Moreover, under this constitution, the mass media can establish their own organization to protect their rights, justice and freedom. The previous governments have tried to enact a law concerning mass media freedom and

development. The law consists of 7 sections: 1) freedom protection for the mass media enterprises 2) mass media ethics 3) Committees for right and freedom protection and professional development 4) The Office of the committees for right and freedom protection and professional development 5) Making complaints 6) Measures for professional development 7) Administrative punishment. Concerning the media ethics, there are five items dedicated to it. 1. News report should be done for the public benefit 2. News report must be comprehensive and correct 3. It must be fair with people in the news 4. It should respect the human right of everyone involved in the news 5. Mass media should be honest to their profession and without conflict of interests.

The past few decades have seen mass media being used by several groups in business and politics. Mass media have been accused of being biased and substandard practice. Therefore, the researchers, who are also faculty members in the faculty of mass communication, are well aware of the importance of morality and ethics in the profession of mass media. Educational institutes are obliged to train and develop their mass communication graduates to their highest potential and be skillful. On top of that, they should be train to be a moral agent who act on moral value.

Mass media can make a difference to the society. Thus, mass media who lack moral and ethics can do more harm than good to the country. They should be instilled with morality and ethics in their university education. The researcher was interested in conducting a research study in mass media ethics development for undergraduate students in mass communication so as to have professional and ethical graduates.

### **Literature review**

Belsey & Chadwick (1992) [1] define "ethics" as moral principles that control a person's behavior. Also, Seib & Fitzpatrick (1997) [2] define "ethics" as the values concerning individuals, organizations and society. These values are the base on which people make decision

In general, ethics in the perception of scholars is goodness, criteria, standard and Values concerning people's conducting behaviors. Ethics helps people make the right and moral decision. However, ethics always has root in the values that society holds.

N. Ostanukoul (2006) who studied the ethical development in many universities and found that the ethical standard need to be develop included honesty, disciplinary, responsibility, tenacity, patience, conscious, faith, and scarified when it is needed [3]. Moreover, there were three model of teaching the ethical standard in the classroom of many universities in Thailand: 1) The intervention of ethical standard in the classroom 2) The Activities that teaching ethical standard during the semester and 3) The special class of ethical standard for undergraduate students. The ethical standard for mass communication and media students needed to be offered for students in a specific way. By using the King's teaching of morale and ethics, the university can set up the program of teaching and promoting class ethical standards.

The group of researchers from the Institute of Higher Education Development (2006) who studied the effective teaching and ethical standard in the classrooms revealed that the guideline to develop the high standard of ethics in the classroom must have three important factors: 1) the management of the education institutions must have high ethics standard and leadership 2) the teachers must possess the knowledge and the willingness to promote the ethics standard in the classroom and 3) the material and activities of ethics must be interconnected students with the real life situations [4].

### **Methodology**

This operational research study utilized the qualitative technique by using documentary research and an in-depth interview. The questions were designed to be open end questions to collect the information of the development, the management, and problems of ethical standards of mass communication and media students [5]. The process included for 4 steps . The first step was to study all the necessary document and review old studies and case study with the best practice of this topic from many libraries and many universities. Mass communication and media from Chulalongkorn and Thammasat universities were used as a case study of how to teach ethics for their undergraduate students and using analytical description. The second step was to do the survey research in terms of ethics, moral in the classroom of undergraduate students majoring in mass communication and media. Moreover, the content analysis was performed with Thailand Qualification Framework (TQF) [6]. The analysis of the promotion of ethical standard by using SWOT analysis and in-depth interview with three different groups of target groups: students, professors and lecturers, and experts in the field of mass communication and media. The third step was the synthesis parts which the researcher performed with the experts in the field of mass communication and media by using the seminar technique. Finally, the fourth step was to make an improvement of the strategy to set up the special training and evaluation of ethical standard and the experts would provide the suggestions and recommendations regarding the ethical standard that can be improved.

The population of this study included all the professor and lecturers who currently teaching the mass communication and media in the university level, the experts in the field of mass communication and media such as committee from the Thai News Association. There people were considered as the key-informant to provide information during the in-depth interview. Moreover, the undergraduate students were sampling in order to collect information from them by using questionnaire.

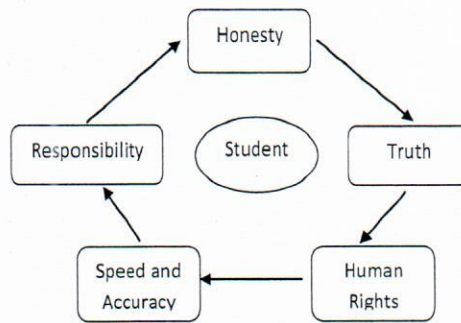
### **Conclusions**

The findings revealed some of the problems. First was the student's personal problem. Students have the problem of not wearing the uniform properly, lack of focus in the classroom, cheating in the classroom, and improper sexual expression. The problems in the classroom included study only in the classroom, no interest to expand their study and knowledge, lack of creative thinking and learning, learning by memorizing, unable to think and analyze the problem.

The finding from the strengths, weaknesses, opportunities, and threats (SWOT) can be summed up as follows. The strengths included the offer of the ethical standard in the classroom, the mass communication and media have a high ethical standard, and there are many activities to promote the ethics standard. The weaknesses included there was no clear objectives of ethical standard for undergraduate students majoring in mass communication and media, many teachers lacked motivation to teach about moral and ethics in the classroom, and there was not enough new case studies and material to provide new knowledge for students. The opportunities included there was a wake-up call about the topic of Ethic and moral in the Thailand and Thai universities, Thai society expects the fair and just professional in the areas of mass communication and media, and the local community and management of the university still agree that ethical standard is important for students. Finally, the threats included politics and influencing political figures still use the mass communication and media in the wrong way and try to promote self-interest more than the good of ordinary people, there is a flow of materialism in the Thai society which promotes being rich and show off in the wrong way.

Ethical standard for undergraduate students was collected from many studies and obtain the opinion and experience of the key-informant. The findings revealed that there were five topics that need to be promoted to the students as soon as possible. The first topic is honesty. It is important for mass communication and media profession to promote honesty to be the first ethical standard because the job duty now requires to

be more transparency and to be clear in the objective and their work to report to the public. The second topic is the truth, and nothing but the truth. It is important for mass communication and media profession to offer the truth to the public and the public can rely on the truth provided by the media. Truth means to offer the news without bias, lie, and cooking up number and statistics. The third topic is the human right. It is important for mass communication and media to promote the protection of human rights and provide the knowledge of the vitality of human rights to the general public. The fourth topic is speed and accuracy of work. It is important of mass communication and media profession to be able to work with speed and accuracy in the line of work. The last topic is responsibility. It is important for mass communication and media profession to be high responsibility in the duty and work that report to the general public.



FRAMEWORK 1

The strategies for develop and improve the ethical standard of undergraduate students majoring in mass communication and media can be derived from the work with the experts and academic professors. It is imperative for mass communication and media to crate the model of ethical standard for students to follow the foot step and respond to the high expectation of the modern society.

Strategy to build the connection and enhancing the ethical standard was to promote the cooperation among private sector, public sector, and non-government organization sector in order to set up some important activities to promote the understanding of ethics situations and responsibility. Moreover, there is an important way to introduce the philosophy of sufficiency economy to be the guideline for students to practice and hold on to as the guideline and self-immunity of life. The philosophy of sufficiency economy has a focus on the middle path which means not too much and not too little. Life is to be proceeded with frugality, reason, and immunity. Frugality means not to follow the materialistic life-style but to maintain life with only necessary. Reason means to use proper reasoning and logic in every decision and in every day. Immunity means to create self-protection from bad habits such as drinking alcohol, gambling, and using illegal drugs.

In addition, it is important to promote the strategy for management to promote the high ethical standard for the students. It is important to find new management technique to enhance the ethical standard of the students to be highly responsibility when they go out to work in the job market. There should be a way to draw tacit knowledge from the lecturers and professes to get the high benefits to the students. It is also important to promote the new skill and knowledge of the lecturers and professors to be able to translate the new knowledge and new skills to their students.

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## Thailand Contemporary History of Newspaper: From the Revolution to Reformation Era.

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### Abstract

The aims of this research were to study (1) To study contemporary journalists since the military dictatorship, with the philosophy of the newspaper profession. The difference with journalists contemporary reform or not. (2) To study contemporary journalists affected are adaptable and attitudes, however, during the period the change occurs, the economic capital and the newspaper industry. The social and political crisis of modern communication technology. This study is a qualitative research interview to collect the data and opinions for this research as a group of Journalist in Thailand. Who are contemporary journalist. They had worked for Thailand newspaper during the military dictatorship from 1958 to the reform in 1997 and is still alive today. the era of military dictatorship. Since its era of dictatorship Chom Phon Sarit Thanarat a revolution on October 20, 1958. Since the military dictatorship in 1958 after the reform era in 1997. Finding the result found that contemporary journalists have fought against the use of military power significantly. Contemporary journalists since the military dictatorship with a philosophy not same the professional newspaper journalists in the contemporary era of reform is still adhering to safeguard the interests of Thailand. Journalists contemporary views on journalism today. The need to adapt to the changes taking place in the capital, economic crisis, social and political conditions of modern communication technology. And can adapt well by maintaining awareness

### Key-words

Thai Newspaper, Thai Journalist, Contemporary Journalist, Reformation Era.

### Introduction

The Journalists record the event of the country. But journalists do not record their own life histories, or if so, it may be because it is inconvenient to record their own history or understand that writing a life history. The newspaper itself is a great honor for the newspaper industry, both professional and academic. Recognize the complete history of newspaper journalists as content or content, despite the fact that the record of a journalist's life is just as important as the journalistic journalism of the country. For, especially in major events that have changed as history in the country.

At present, the study of the subject matter of the newspaper has information that is. "The History of the Newspaper" is a major staple, while the "Journalist's Biography" as an