Abstract

The aim of this research is to study and compare the language used in the front page headline of newspapers in various dimension: frequency, size of areas used for agenda, now the headlines are framed through the use of language aimed to depict the image and how they positioned themselves as they criticized the government, the red t-shirt group, and the other groups related to political violence issues.

The data were collected from headlines of three newspapers focusing on banners between March 12 and May 19, 2010 in selected newspaper “Thairath”, representing popular newspaper, “Matichon”, as quality newspaper and “Naewna”, represented semi-quality and semi-popular newspaper. In total 207 headlines were examined.

The results indicate that all three newspapers emphasized that the Thai political violence was initiated by the red t-shirt’s movement was the most used theme. Matichon was underlined this particular issue most often. The second devoted its space to the second topic was the emphasis on the government as the one who initiated the violence. Like the first theme, Matichon was also the one who most often emphasized this issue. The third the emphasis on the other groups as the Thai political violence initiators, which most appeared in Naewna.

Finding also reveal that the most areas size of banner on all three newspapers was given to the news claiming the red t-shirt group was responsible for the violence. This was most seen in Thairath. The second was given to the news that claimed responsibility from the government most found in Matichon. The third the news regarding the other groups as the violence initiations most respectively appeared in Thairath.

Content analysis to better understand media framing found that the samples used only nicknames to identify an individual or groups that represented the red t-shirt and the other groups related to political violence.

With regard to word usage to depict the image of the political violence, it was found that popular newspaper (Thairath) and the semi-quality and semi-popular newspaper (Naewna) presented the higher rate of such the word usage, comparing to Matichon, the quality newspaper. This was supported by the hypothesis testing at the 0.05 level of significance. Naewna used the most numbers of words making the highest average rate of the word usage regarding the political violence.
In respect with agenda setting, the distinction of the hypothesis testing at the 0.05 level of significance indicate that the popular newspaper (Thairath), the semi-quality and semi-popular newspaper (Naewna), and the quality newspaper (Matichon) showed their positive points of view towards the government side. Naewna most showed its the positive points of view toward the government side, followed by Matichon and Thairath respectively.