

THE RESULTS OF THE ETHICAL GUIDELINES AND SELF-REGULATION FOR BROADCASTING OF NEW GENERATION BROADCASTERS IN SURATTHANI PROVINCE

Buaphin Tosarb

Suratthani Rajabhat University (Thailand), E-mail: phin5555@yahoo.com

Abstract: The purpose of this study was to investigate the results of using the Ethics Guideline and Self-Regulation for Broadcasting of the new generation of media in Suratthani. Data were collected from selected samples from 14 people of the new mass media generation who have not worked for more than 10 years in radio and television and were less than 35 years old. It was a qualitative research study. The instrument used in this study was the Ethics Guideline and Self-Regulation for Broadcasting and interviews to summarize and present the research results by descriptive study. The research found that the new media generation are of the opinion that 2 types of manual should be prepared. They should improve the content of each presentation by the same amount, illustrated to make it more interesting to read. Overall, there is more knowledge and understanding to take advantage of the work after using the manual.

Keywords: Ethical guideline, self-regulation for broadcasting, new mass media, NBTC

INTRODUCTION

Ethical issues and media ethics in Thailand is important for professionals and stakeholders of all sectors because it impacts on people's right to information. It also affects the state of society, politics, economy and image of the country. Therefore, in 2014, the National Broadcasting and Telecommunication Commission (NBTC) which is the agency that responds, controls, and protects the rights and freedoms of mass media practitioners related to broadcasting and television has made available the "Ethics and Guideline and Self-Regulation for Broadcasting and Television" to provide the media with guidelines for performing professional ethical standards and the self-supervision of professional organizations (Self-regulation) for the joint supervision between the regulator and the operator (Co-regulation). After publishing the manual, it has not been studied whether the manual is a way to work for the press.

For the above reasons, there is a need for a research project. "The Results of the Ethical Guidelines and Self-

Regulation for Broadcasting of New Generation Broadcasters in Suratthani Province" to research how to understand and use the content the study guide for the new generation of journalists. As a guide for the NBTC, the guidelines should be used to improve the effectiveness of the manual to be in line with the professional practice of professional ethics and more professional supervision of professional organizations.

RESEARCH OBJECTIVES

To assess knowledge, understanding and utilizing the Ethics and Regulatory Handbook in the Broadcasting and Television Business of the new mass media.

LITERATURE REVIEW

According to the Constitution of the Kingdom of Thailand (2007), the Broadcasting and Television Act (2008) deals with the allocation of licenses for radio and television broadcasters and the organization of spectrum allocation and directing by NBTC. This resulted in the

appointment of a broadcasting committee, television and the NBTC in 2011. The NBTC is an independent state organization. It has the power to fully oversee the communications business of the country in terms of spectrum allocation and directing broadcasting, television, and telecommunications, and promoting the integration of the licensee. Producer and trader mass media on broadcasting and television is a form of organization to perform the ethical standards of the occupation and profession as well as control the occupation or profession under the ethical standards to lead the media to act as a standard and supervise the broadcasting business and the television business to be useful in the economic, society and security dimensions. There is free competition under the rule of transparency and fairness. The objective is to supervise business operations in terms of quality content which is useful to the public taking into account the principles of humanity and diversity, and supervise that advertising is not a violation of rights and consumer exploitation, with regulatory oversight of spectrum use without interference. It has supervised free competition under the rules of transparency and fairness. To have effective measures to cope with disasters or emergency the NBTC has set up guidelines and mechanisms to support the supervision of the media and encourage the media to understand and understand the ethics of guidelines and self-regulation in broadcasting and television. The Constitution of the Kingdom of Thailand 2007 has established that those who work in broadcasting and television have the right to establish an organization to protect their rights freedom and justice. There is also the control mechanism of professional organizations (Section 46). In addition, the Broadcasting and Television Master Plan No. 1 (2012-2016) has set up a strategy for overseeing broadcasting and television with the indicators to be grouped into organizations in various forms to supervise each other to meet the ethical standards of professional practice. In addition, there is a guideline and self-regulation mechanism of the media. The media must create voluntary cooperation mechanisms. There is an obligation among members in the form of associations, clubs, foundations, professional councils, etc. It has established an organization, board of directors, and the ethical committee that regulates itself in ethics, and the Committee for Complaints. The ultimate goal is ethical

conduct and effective punishment to create social responsibility. Therefore, the mechanism to support the supervision can be made concrete. The mass media must have knowledge and understanding of the ethics of broadcasters and television. There are 14 items: 1) Provide honest information that follows the ethical framework of the media profession, 2) It is independent and does not fall under the influence of any group. 3) Respect human rights and human dignity. 4) The public can access the services of the media. 5) Consider equality of access to public information. 6) It is an alternative to social interests. 7) Develop professional quality in both production and presentation. 8) Main consideration is public space. 9) Adherence to accuracy 10) Provide accurate information without interfering with personal opinions. 11) Do not take part 12) Adhere to the balance and equality 13) Take public interest and 14) Taking into account the honor, prestige of the profession of the role of the NBTC. The media will be able to offer accurate news regardless of morality and ethics and produce good results both for themselves and the social media profession as a whole to provides a truly informative and useful message to the audience. Therefore, it is imperative that for the media be aware and critical upgrading the professional standards needs to be widely accepted.

RESEARCH METHODOLOGY

This is a qualitative research study that used in-depth interviews and collected data from the brainstorming sessions of the media in Suratthani province, with participants up to 35 years old and up to 10 years work experience in the media, radio and television. Data collection occurred from October 2014 to January 2015 divided into 2 periods. The first involved data collection using individual interviews after the new media generation studied the ethics and supervision manual in the broadcasting and television business. The second involved brainstorming and reviewing the information obtained from the interview on January 31, 2015 in the small meeting room in the Faculty of Management Science Suratthani Rajabhat University. The data were then analyzed by descriptive and descriptive research. The topics were as follows:

- 1) Overall Satisfaction with the Ethics and Self-Regulatory Handbook in Broadcasting and Television Business (The suitability of the manual, the appropriateness of the content)
- 2) Perception, knowledge, understanding and utilization of content in the Ethics Handbook and Self-Regulatory Handbook in Broadcasting and Television Business.
 - 2.1 Source and importance of ethical principles and guidelines for self-regulation in broadcasting and television
 - 2.2 Legal Reference Framework for Radio and Television Broadcasting
 - 2.3 Principles of Ethics in the Broadcasting and Television Profession
 - 2.4 Code of Ethics and Practices of the Organization for Accuracy and Standardization of Professional Broadcasters
 - 2.5 Basic Ethics and Practices of Professional Broadcasters and Television Under 8 Principles
 - 2.6 Forms and Guidelines for the Supervision of Television and Broadcasting Professionals
 - 2.7 Glossary

RESULTS

The results from a focus group study of the new generation of media in Suratthani were as follows:

1. The suitability of the manual and its content

1.1 *The suitability of the manual*

Fourteen participants were asked about the suitability of the manual. 85.71% of participants agreed that tables are suitable to use followed by 71.42% of participants who agreed that the size of manual is appropriate and 64.28 of participants agreed that the cover design and font size is appropriate as shown in Table 1.

In addition, there were comments. The cover design is small and does not show the relationship with ethics and self-regulation in the broadcasting and television business. It should be presented with a large image than can convey the moral content of the content. The cover of the guide is more interesting. The spine does not

Table 1
The ratings of new media generation on the suitability of the manual

Appropriate manual	Gender		Total (Percentage)
	Male (numbers)	Female (numbers)	
1. Cover design	4	5	9 (64.28%)
2. Beautiful and attraction	3	3	6 (42.85%)
3. Text type	4	4	8 (57.14%)
4. Font size	4	5	9 (64.28%)
5. Manual size	5	5	10 (71.42%)
6. pictures	1	2	3 (21.42%)
7. tables	5	7	12 (85.71%)

specify any details that should be added to the manual for the spine to facilitate the search and use of the guide even more attractively. The overall picture in the book is a single color black – gray that looks too formal, and not so interesting, so should add more color and fonts types. They may be categorized by content category. It will make the guide more interesting. For some format and font size are appropriate. It should increase the font size between main and secondary topics. Space and topic spacing should be added to make it more readable. In terms of size, they were of the opinion that there should be two types of office guides and handbooks. The used version is suitable for the office manual and for ease of use and useful to the mass media to be used as a manual in the operation. It should develop a small Pocket Book. It is suitable for use in the field. There are very few illustrations in the book. Inserting images into some content will make the media clearer and help stay focused on reading well. The image should be sharp and attractive. The table is presented in the Annex, which is particularly suitable for Do & Do not tables, news item, advertising, and drama. It helps understand what should and should not be done clearly and case studies are presented. Using tables makes the content stand out and more attractive to read.

1.2 *The appropriateness of the contents of the manual*

Fourteen participants were asked about the suitability of the contents of the manual. 78.57% of participants agreed

that tables are suitable to use. Follow by 78.57% of participants who agreed that content sorting and content is easy to understand. 64.28% of participants agreed that the breakdown of content in each section is comprehensive, and 35.71% of participants agreed with each volume of content as shown in Table 2.

Table 2
The ratings of new media generation on coverage of the overall content of the manual

The suitability of the contents of the manual	Gender		Total (Percentage)
	Male (numbers)	Female (numbers)	
1. Content sorting	5	6	11 (78.57%)
2. The breakdown of content in each section is comprehensive.	4	5	9 (64.28%)
3. Each volume of content	2	3	5 (35.71%)
4. Content is easy to understand.	6	5	11 (78.57%)

In addition, the new media generation also commented that the content sorting in the manual is organized in a clear, easy to understand manner, suitable for those who work in journalism. A good presentation of the content is described in the first picture, and then described in detail in the footage, followed by an easy example to find. The content should be categorized clearly on ethical issues. News broadcasts should be separated by type of media such as radio broadcasts, and presentation on radio. For the amount of content to be offered, it should be added to the radio content and the content of the media consciousness, in addition to the law stated, such as the media awareness campaign. In the legal section, there should be a brief sample of the content or when explaining the theory. This will make readers understand better. On ethical issues, it should add news presentation by media type such as radio broadcasting and presentation on radio. It also shows that the content is easy to understand. It can be read within a short time. The content in each section is brief but in principle with the freedom of the profession. It should have more explanation such as pornography, violent language, and teen language. This will have the same frame of thinking

and understanding. This will lead to the norm of the same standard although by content overview, and easy to understand. It is noted in the constitution the law should be separate or the back of the book is more appropriate.

2. Perception, Knowledge, Understanding and Utilization of Each Content in the Ethics and Self-Regulatory Handbook on Broadcasting and Television.

The details are as follows:

2.1 Source, importance of ethical principles, and guidelines for self-regulation in broadcasting and television

From brainstorming to awareness, knowledge, and understanding from the study guide. The new generation of media has an understanding of the source and purpose of the manual. You can use the knowledge gained from this section. In particular, section 46 of the Constitution of the Kingdom of Thailand 2007, and the Master Plan for Broadcasting and Television (2012-2016). The establishment of a self-regulating organization shall be in accordance with the ethical standards of the mass media and radio and television broadcasting profession of government agencies. In terms of completeness of Southern and Private Enterprises, the point is that only one page is present. There is no explanation of the necessity and the benefits of self-regulation in broadcasting and television, so add content as a basic knowledge to readers.

2.2 Legal Reference Framework for Broadcasting and Television Broadcasting

The study guides the knowledge, understanding of the laws relating to the operation of radio and television broadcasting. The content of the policy on corporate governance, broadcasting and television is clear, and knows the policies and guidelines of the NBTC. It can be used to practice and protect the body more, presenting the contents of the law section in radio and television broadcasting activities in accordance with the Constitution. The content can be used for the correct way to work.

2.3 Principles of General Ethics in Broadcasting and Television

The study guides the understanding and realization of the principles of correct functioning both in terms of organization, media and practitioners. It can be used as good practice. The new generation of journalists are of the view that the ethics of 14 participants in broadcasting and television (Ethics, Independence, Human Rights, Integrity, Equality, Diversity, Major Development, Public Space Correctness, accuracy, objectivity, fairness, public interest, and honor) is suitable and can be used including the content of the ethics of the organization, and the key that the professionals clearly understand the point. In some cases, additional content should be provided to broaden the ethical principles of the organization such as transparency, and Principle of Acceptance.

2.4 Ethics and Practices of the Organization for Accuracy and Standardization of Professional Broadcasters

In terms of perception, knowledge and understanding some of the content describes the meaning of words such as broadcasters and television professionals, Media Professional, and provides knowledge about enterprise management but with only one-page content it should add more content and more details. The use of the content is not useful in practice and the content does not cover actors. Technical officers, some professional groups are not mentioned in detail. It should add moral content for the participants. For example, invited participants and management guidelines or moral and ethical leaders in the organization.

2.5 Basic of Ethics and Practices of Professional Broadcasters

The contents of this section are quite detailed. There are 37 pages (about half the total number). Segmentation and sorting of content are appropriate. Easy to understand for media workers. The television business of the eight principles: 1) The information is accurate, complete, balanced and fair 2) Human rights, Family Rights, Honor Personal Information; 3) Professional freedom, Corporate Social Responsibility, Impact on consumers; 4) Respect for copyright and intellectual

property; 5) Promoting arts and culture. National traditions to create a society Good values and local wisdom; 6) Protect children and young people from risky content and children who appear in the media; 7) Public Space, Public Information on Major Public Events; 8) In addition, hateful communication, knowledge, and understanding of issues can be better utilized and knowledge transferred to others.

Comprehensive content overview was that the content of basic ethics in the broadcasting profession and television business is considered to be complete. There should be a summary of key issues in each of the principles. The content of each principle is somewhat described and add to the principle of sample or illustration to cover and lead to the actual work. It should add more content for radio broadcasts. In fact, they can be adapted to radio broadcasts. In addition, there should be additional penalties or laws attached to each of the principles. It will increase the cautiousness in work. Be aware of what is or is not possible. How do you do it?

2.6 Forms and Guidelines for the Supervision of Professional Broadcasters

Content presentation has a clear sequence of steps, making it easier to understand. The knowledge can be used whether it is self-governance in the organization such as establishment of media association or club. Full content is appropriate. It is used as a clear guide. New generation media seeks to increase regulatory procedures and regulatory agencies to lead the legal practice, and board Budget allocation by creating a model to simulate the concrete process providing more understanding.

2.7 Glossary

In the Appendix, there is a comprehensive, clear and easy-to-understand example. Make learning from the actual story. It is a good example and aware of what to do. It should not do more. The sample case study is useful for journalism career, awareness, and a framework for action. To be more complete, it should say what should be done and should not be done in radio broadcasting media. More Case Studies from Social Media Secondary media is the main medium and adds a good practice example.

SUGGESTIONS FROM THE RESULTS

From brainstorming and in-depth interviews with new generation radio journalists:

- 1) The NBTC should promote the media to know how to access and how to download the electronic manual. The manual is used widely and thoroughly.
- 2) Although by content overview it is easy to understand, the new media generation has noticed the constitution or relevant legislation should be separated or the back of the book is more appropriate.
- 3) The NBTC should add some content to the reader's knowledge, understanding, that leads to practice. For example, the source and importance of ethical principles and guidelines for self-regulation in broadcasting and television, main ethics, organizational behavior for accuracy and the standard of professional broadcasters and television, and knowledge of enterprise management.
- 4) The NBTC should have knowledge activities to understand the ethical principles of the organization in order to have good practice in both the organization and the profession.
- 5) The NBTC should promote and campaign for basic ethics and practice of professional practitioners to lead to true and lasting practices. Focus on the ethics and ethics of executives to supervise the operation of the organization in accordance with ethical principles.
- 6) NBTC should be the link for the organization or directors to set a big frame as a guideline for

the operation of the model and the guiding principle of self-care is preliminary to encourage the mass media to understand and take concrete supervision.

Suggestions for future

1. The information from the study should be used to improve the ethics and supervision guidelines in broadcasting and television such as formatting, content classification, add the law, illustration, and case study
2. The NBTC should focus on ethical issues, ethics and oversight in broadcasting and television broadcasting in the media, radio and television in other groups to compare the knowledge, understanding, satisfaction, and utilization of the manual. The research results will be comprehensive and thorough for the organization and society.

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