

THE ROLE OF ONLINE MEDIA IN AFFECTING THE DIRECTION OF THAI POLITICS

Pattaphong Satawronsamit

College of Politics and Government, Suan Sunandha Rajabhat University, Thailand

E-mail: s63484944003@ssru.ac.th

Wijittra Srisorn

College of Politics and Government, Suan Sunandha Rajabhat University, Thailand

Abstract

Mass communication plays a role in politics. We can consider it since the time when Thailand changed its government in 1932. The mass communication process has played a clear role in the political participation of the people. In the era of information society, technology has advanced more and more. Computers and mobile phones have become important factors that have become a part of people's daily lives. Especially when the Internet network was created that could connect information like a miniature world on the computer screen or mobile phone, it resulted in many types of media having to adjust and give more importance to online media in order to expand the user base and increase the opportunity to access, including the newspaper business that had to improve and develop from "paper newspapers" to "online newspapers" (Bunnag, C., & Abdulhani, W. (2016). Online newspapers in Thailand were created from the popularity of information technology from abroad because of its ability to link together various information including text, still images, moving images with sound, which can help reduce the disadvantages of newspapers very well. In addition, The same problem that newspaper organizations around the world are facing is the impact of the global economic downturn. In March 1996, many newspaper organizations gradually adjusted to provide information services to consumers in the form of online newspapers (Bunnag, C., & Abdulhani, W. (2016). The role of being a tool for political scrutiny is an important role of the media in expressing political expression according to the liberal theory because the expression in this role will be a measure of the openness in granting freedom to the media, which is considered to be granting freedom to all groups of people in society and politics in the era when the government came from a revolution, a coup, or from having a military power base as a backer. As can be seen, the role of being a tool for political scrutiny in presenting news about the drafting of various laws and in addition to the role of presenting news also provides additional knowledge to the readers. (Bunnag, C., & Abdulhani, W. (2016).

Keywords: The Role, Affecting, Thai political, Online media

Introduction

The role of online media in Thai political direction It was found that currently, online media presents interesting news because online media has a variety of news presentation formats, including images, infographics, and video clips, which makes it interesting. In addition, the use of phrases or words that are interesting is another way to make news consumers interested. In addition, online media tends to provide concise, interesting information that is not too long-winded, and has a modern presentation format that allows news information to reach all groups of people more widely. Especially nowadays, people have shorter attention spans, so they like to consume news that is easy to understand, short, and concise. Online media is another channel that meets the needs of people in the current era very much. Currently, online media is another channel where Thai people in general who have

knowledge and ability can express their political opinions and express their political opinions to the fullest extent. (Pleumpitichaisakul, T. (2017).

Because currently, online media is considered free media that cannot be controlled 100 percent. Because online media often allows for a wide and free expression of opinions because people today dare to express their opinions clearly. Whether they are satisfied or not, they can express their opinions widely and openly. This can be seen from the demand for rights through online media to present news that is neutral and based on the actual situation. And the criticism of Thai politics today is very accessible and complete. Some online media use humorous or sarcastic language in the news content. In addition, online media today can convey information, provide knowledge and understanding more easily than in the past because online media today will convey information according to the current trends or situations that people are interested in at that time. In addition, online media today also plays a significant role in leading society because online media today uses social media to push for sharing, accessibility through all channels, and tends to follow the majority. Therefore, it can be said that communication channels are important and necessary for disseminating information. In particular, the media plays a very important role in presenting news and the political system of Thailand. This is because the media is responsible for conveying important events to a large number of people. The news presented by the media has a great influence on the attitudes, knowledge, perspectives, and behaviors of the people, leading to a sense of participation and participation. The mass media is therefore an important channel, producing and distributing political news to recipients or the public, which is a political shaping process. In addition to political news having an influence on the public, it also affects political trends in various aspects. Therefore, both Thai politicians and the public who receive the news cannot ignore the importance of the media. The media that presents official news and the presentation of news information by the media is considered to provide the public with an opportunity to learn and understand democratic governance. It can be said that at present, the public's political knowledge and understanding are the result of learning through the media than learning directly from educational institutions or other communication channels. (Pleumpitichaisakul, T. (2017).

Objective

1. Analyze the problem of the role of online media in the direction of Thai politics in presenting news in two forms: the first type is the type that presents news in a constructive, correct and neutral way, and the second type is the type that presents news in an attacking way.

Related theoretical concepts and conceptual frameworks

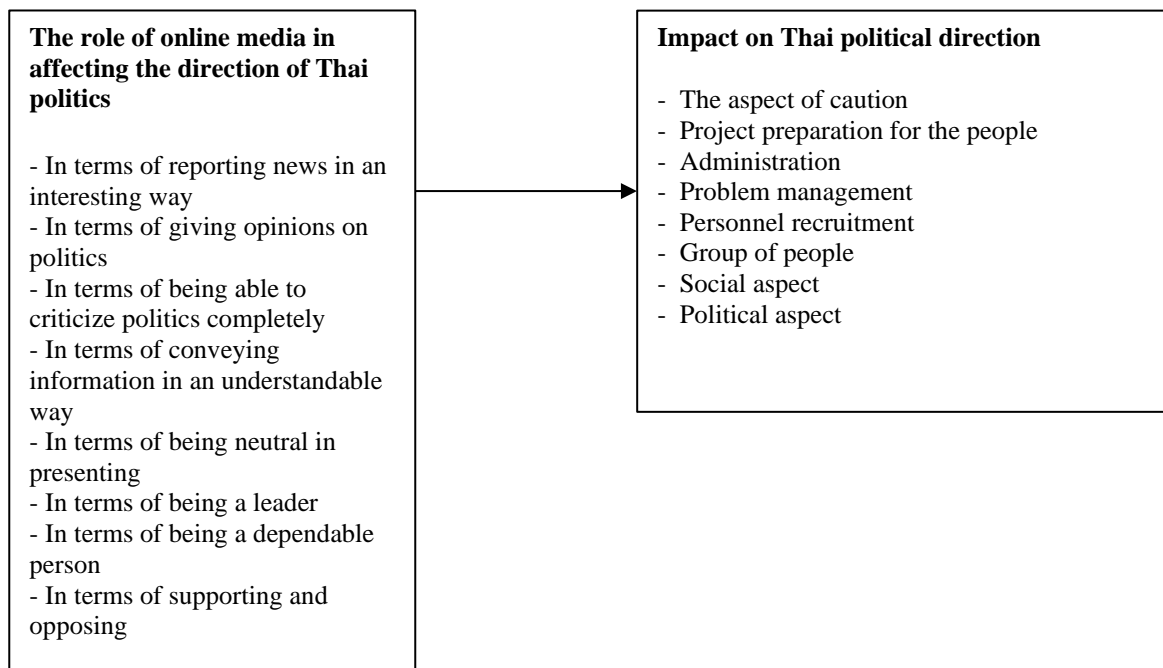
1. The concept theory of the role of online media

The role of online media is the most important role in this era. It cannot be denied that online media helps people receive more information and news. Anyone who is interested in news can also report.

The role of being a journalist is no longer limited to studying this line of work. Because news can be learned and interested in the general public. Being aware of changes in society will allow us to improve and develop our lives for the better. The days of closing the eyes and ears of the public are over. People in today's society have not lost their knowledge as many people think. But because they have expressed themselves and received convenience from work, life, study, and technology has spread to more areas. Therefore, it is part of what makes online media popular because it is easy to access. It is not necessary to rely only on "mainstream media". It can be said that it is time to change the presentation of news to be truthful. Real news reporters need to filter news to be accurate and true to the real situation as

much as possible because news reporters are truly being scrutinized by the public sector. It is not just the news sector that presents news, but now the public sector can also present news. The tendency to receive news and information will increasingly be received from online media. (Morakotsin, P. (2012). The reason for this is because there is a lack of trust and confidence in mainstream media. Mostly, it presents only one side of the story. Even though those in power assure the public through mainstream media that they “have standards and present news from both sides,” their actions are not as they say. In the past, people might have believed what those in power said, but now things have changed. They don’t believe anything easily, which is in line with the teachings of the “Kalama Sutta” of the Lord Buddha. (Morakotsin, P. (2012)

Conceptual Framework



Research Methodology

From the study on “The role of online media in affecting the direction of Thai politics” this time is a qualitative research. By studying the Role of online media in affecting the direction of Thai politics, the study and research methods were determined for data collection and analysis by studying the organizational structure, organizational culture, and organizational products in terms of news by searching from documents

Results

Researchers analyzed They found that currently, online media is fast in presentation because nowadays almost everyone has a mobile phone. And today's online media is a medium that can be viewed on mobile phones and tablets. It is fast, convenient, and can be viewed at any time, no matter where you watch it. You can easily follow the news without having to go back to watch it on TV like in the past. And currently, all the informants of the researchers answered in one voice that currently, online media is very diverse in presenting political ideas. There are various platforms used to present various things, such as Facebook, Youtube, X or Twitter, Instagram, Line, Tiktok, etc. But some platforms, if there are too many advertisements, people may overlook them and not pay much attention. (Sukonrat,N. (2013).

As for the distortion of information by online media in presenting facts, most of the informants to the researchers answered both sides: distorting information and not distorting information. It depends on the presentation in which direction to present it to attract viewers or create a trend. Currently, most online media will present this way. It is fast and distorts the truth. It is rare that it does not distort the truth. Because the current capitalism is a trend that everyone wants to see. Another thing that can be seen is that currently, online media has people asking for donations, such as helping to give stars, following, or buying stickers as gifts that can be exchanged for money. (Chitsang, K. (2023).

Currently, most online media are not politically neutral and their presentation is mostly based on benefits. Very few have ethics in presenting information. The same goes for ethics. Currently, online media has both ethics and no ethics in presenting information. It depends on each organization whether they want accuracy or want it to be trendy in order to get people to follow and like them. For example, the case of Uncle Pol who killed Nong Chompoo, but the media presented Uncle Pol's life as having a good-looking past, following his daily life until he became a celebrity at that time. It neglected the essence of the story, who was right, who was wrong, who was the murderer. But the media has already judged that Uncle Pol is a celebrity. It is an irrelevant presentation and also violates personal rights by following his daily life, what he does every day. (Isarachai, Y. (2004).

Nowadays online media emphasizes speed, likes, and shares. In presenting, speed must be the first priority. The more the presentation is ranked first, the better. Because online media will be very popular, accepted by the public as a media worth following, fast in presenting, fast in breaking down different issues that are unique, to the point of neglecting professional ethics, lacking morality, and violating personal rights. However, solving these problems may not be possible in the current capitalist era. But there are still some online media organizations that still stand firm in their profession, ethics, and morality. Although not many, they still exist in the current era. (Isarachai, Y., 2004).

In terms of the role of online media in Thai political direction, it was found that online media currently presents interesting news because online media has a variety of news presentation formats, including images, infographics, and video clips, which makes it interesting. In addition, the use of phrases or words that are interesting is another way to make news consumers interested. In addition, online media tends to provide concise, interesting information that is not too long-winded, and has a modern presentation format, making news accessible to all groups of people more diversely. Especially nowadays, people have shorter attention spans, so they prefer to consume news that is easy to understand, short, and concise. Online media is another channel that highly responds to the needs of people in the present era. (Isarachai, Y. (2004).

Conclusion

Online news reporting today emphasizes speed, attention-grabbing, trend-following, and exposure. Even though reporting news may affect individuals, violate personal rights, lack ethics, and morality, it must be done for the survival of oneself and the organization.

The impact of the Disruption trend has caused the media industry to be severely affected, to the point where many agencies had to close down. The reason for this is probably the change from the way Thais normally receive news through newspapers or seek knowledge through books, magazines, and television, to reading news and acquiring media through online channels more and more. Businesses that can adapt themselves to online media will be able to overcome the Disruption.

Globalization has changed the world society from an industrial economy to a digital economy. Both internal and external environments have changed significantly in every dimension. The globalization trend that has been continuously intensifying has increased risks and challenges to adapt from the rapid movement of information, especially political information that can be communicated via online media in various and fast channels, such as the Internet and social media. Such communication allows people to receive political news quickly and in time.

The Role of online media or social networks is like a two-sided coin that tends to become an important tool for people to unite to carry out various public activities, especially political activities that use media to attack, undermine, or distort the facts of the opposing party, which may lead to hatred and create more severe divisions within the country. It may also affect international relations if the media is used to attack or undermine other countries that support the opposing party.

Therefore, it can be said that neutrality of online media is rare nowadays because good neutral media in this era will not be popular and followed, and will have to be closed down. When it is closed down, some groups may see this opportunity and come in to take over or interfere, buying online media for themselves to use to attack their opponents who are problems for themselves and their political allies. Online media has become a tool for political individuals and political parties to use as a fortress to attack the other side, dig up stories, and expose issues that have existed before to be problems in order to be politically restricted, resulting in fewer competitors. The path to political success will be smooth and easy.

Discussion of results

1. From the study, it was found that at present, it is known that there are many problems of Thai political communication, such as problems of media domination, problems of political communication in terms of media user ethics, and problems of personnel working as media personnel. However, the trend of Thai political communication is that the media should be more public and shared due to media reform, including freedom of newspapers and printed media, which will increase after the enforcement of the Printing Notification Act B.E. 2550. However, the tendency to solve such problems may occur through social movement with the idea of creating public space to create a strong civil society, which may result in various problems being solved by themselves. In the current socio-political situation, media is an important tool for seizing or participating in and owning media. It is considered the heart of the operations of business organizations, government organizations, and even civic politics or people's politics, which is considered the heart of the movement. Therefore, government movements, business movements, and socio-political movements have the same desire, which is the desire to own media, which means having tools or channels to create knowledge and understanding, public relations, and propaganda to the public. It can be seen that the impact on society from the influence of mass communication on political communication is many, such as the impact on the structure of society, the organization of political information, the new class in political communication, and the ownership of political information. Political participation and the role of sovereignty, including globalization, etc.

Since participatory democracy currently places great importance on public participation, public participation is a process in which citizens or stakeholders have the opportunity to express their views and participate in various activities that affect people's lives, including the use of such views in considering government policies and decisions. Public participation is a communication process in an open system, meaning it is a two-way communication, both formal and informal, consisting of sharing information among

stakeholders and enhancing social unity. This is because public participation improves the quality of decision-making, reduces costs and time wasted, builds consensus, and makes it easier to implement.

It also helps to avoid confrontation in the "worst case", helps to build credibility and legitimacy, and helps to know the concerns of the public and public values, as well as to develop public expertise and creativity, which is consistent with the Constitution of the Kingdom of Thailand 2007, which is stipulated in Chapter 3 Rights and Freedoms of Thai People, Part 10 Rights to Information and Complaints in Sections 56-62, such as in Section 56, a person has the right to know and access public information in the possession of government agencies, state agencies, state enterprises or local government organizations, except that the disclosure of such information or news will affect the security of the state, the safety of the people or is personal information, as stipulated by law. The important components of participation are: the public "participates" in decision-making, the values and concerns of the public are incorporated into the organization's decision-making, participates in "administrative" decision-making, has two-way communication, has interaction, has dialogue, has cooperation.

At present, Thailand is facing a political conflict, which is considered a national crisis. Political communication during a crisis is extremely necessary. Whenever there is a conflict between politicians or stakeholders and the administration of the country, which will lead to violence, the urgent and necessary thing to manage the conflict is "political communication during a crisis." It is extremely necessary to focus on solving the problem using peaceful communication processes. Most importantly, such methods must be consistent with the principles of good governance, with the following important principles and methods: 1) Participation in political communication during a crisis requires a participatory process that will allow all stakeholders to be aware of and seek solutions to the conflict together. 2) Acceptance of diversity and differences in political communication during a crisis. 3) Solidarity in political communication during a crisis. 4) Justice in political communication during a crisis. 5) Building trust and confidence in political communication during a crisis.

From all these concepts, the principle of political communication during a crisis is to present information that will make the conflicting parties or stakeholders trust each other by using a method full of compassion, which will allow those involved to have a "bridge" or a way to find a solution for the conflict between the conflicting parties. The communication must not be based on personal interests without any regard for the state of society. For reasons that focus on personal interests in this manner, it may lead to division among the people in society who receive the message.

At present, political communication in Thailand has become very intense, especially the process of using modern technology, such as political communication which is modern technology and new communication strategies, such as using the Internet, satellite TV, VDO Link, Phone-In, etc., as tools for each side's political struggle. Therefore, the public who receive political media or current communication must carefully consider the information with reason and be aware of the information and news that are political facts, without believing in the propaganda process to incite to cause damage to the country. The related agencies, both the government and the mass media, should enhance the public's knowledge and understanding of democracy correctly and strengthen the citizen's politics to be strong and aware of the politicians and political parties or political groups in each side that are driving and fighting in terms of current political ideas and ideology and how to lead to the unity of the people, including promoting the process of developing and learning democracy in Thai society.

Suggestions

In conducting research the researcher wanted the general public, academics, and researchers to read to increase their knowledge and be aware of the role of online media that affect the direction of Thai politics, by gaining knowledge and understanding through the researcher's work. The researcher hopes that the researcher's research can help and be further developed for other researchers who have the idea of doing research on the same topic as the researcher, and hopes that the researcher's research will help with the information, at least a little. In this research, the researcher has devoted a lot of effort and time to doing this research, both researching, finding information, interviewing relevant persons, thinking and writing up their own knowledge, and sincerely hopes that this research will be an important book that will help other researchers to use this researcher's information as a reference. As for suggestions for future research, the researcher hopes that there should be a study on political communication behavior via online media or the internet and political participation of civil servants in various agencies stationed in the parliament, such as soldiers, parliamentary police, etc., to see what their feelings or opinions are because these people work closely with politicians and see internal changes all the time. A comparative study of political communication via online media or the internet with political communication through other channels should be conducted. How does it influence people's political participation?

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