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State media amid new social challenges and dynamics

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ABSTRACT

Media dynamism is the movement in the fusion of media technology and the continuous strengthening of interactions among media consumers, namely media dynamism as a social changer or society as a changer. Media dynamism with the objective of changing the reception. Society's knowledge leads to a correct understanding of each issue. Especially related to the media, the Internet. In addition, political communication strategies must be able to choose, adapt, learn and choose to receive political communication technology appropriate to the current era. Political communication channels have been integrated with technology. Broadly advanced communication As a result, political communication has made great progress and advanced communication networks can be used to mobilize political support. It is even facilitated as a point of contact for operations in the political world with the online political world. Therefore, one must be aware of 5 important factors: the level of ability to achieve the set goals depends on the level of ability. Political communication technology of the government sector will be how advanced it is. What are the opportunity factors that exist at that time? Factors in the risk level of the strategic plan Whether it is acceptable or not There is a level of risk. Relationship with political communication technology used by the government sector If you choose to use different communication technology even if you are in the same department. Situational factors that exist at that time when the social and political environment is online Every day and month the situation of political communication changes. and the factors of power and existing abilities of government organizations When faced with society Online politics and its capabilities will be gradually diminished. Increasing public political literacy will increase online political participation to such an extent that it will be difficult to control it all.

Keywords: Political media, New social dynamics, Digital society

Introduction

The era of borderless communication Communication has been an important tool or mechanism in Thai politics since the past. It plays an important role in transmitting and expanding ideas and political ideologies for propaganda and inducing popularity. confidence and loyalty At the same time, the current society has resulted in economic, political and social situations changing over time. Political development in democracy has progressed in tandem with the development of communication technology, including the development of people's knowledge, understanding and participation in politics. Nowadays, communication technology has become a base for connecting people. Our analysis of contemporary politics therefore requires a deep understanding of the dimensions of politics and contemporary political, social, economic and cultural life. which has been greatly affected since the development of communication infrastructure via the Internet This facilitates two-way communication from a web browser. social network connection which leads to content from many users and citizen journalism, but this does not mean that the internet space It truly belongs to the masses alone. On the other side, from the side of the general internet user, capital groups, businesses, powerful people, and information technology capabilities both nationally and globally are all aiming to seize control. Create influence and benefit from society in developing this area together. Therefore, the politics of the digital age has a complex relationship dimension parallel to society in the process as well (Castells, 2022).

Therefore, entering the era of "Thailand 4.0" that aims to drive the economy through innovation and bring modern technology to help develop the country. At the same time, there has been a trend of providing services in a new way in the digital age, which can be called "Disruptive Technology" has suddenly gained popularity due to its ability to respond to consumer needs in the current way, especially in the case of Thailand after the allocation of frequencies by the Broadcasting Board. Television Business and the National Telecommunications Commission (NBTC) that provide wireless high-speed internet services Moreover, when the price of smart phones in the market is cheaper. It's more accessible to more people. As a result, online services

are rapidly spreading in Thai society. This leap forward in change is in the big picture that the World Economic Forum calls the Fourth Industrial Revolution. It refers not only to intelligent systems and machines that can only be linked together But it has a much wider scope than that. Especially at the beginning of the year 2020 (2020) where the global situation is in a health crisis due to the COVID-19 pandemic. that has a severe and profound impact on the health system, economy, society and politics, causing people around the world, including Thailand, to adjust their behavior and lifestyle by working and living at home for long periods of time There are activities through telecommunications services and more adjustment to the digital age, including online meetings, working, studying, shopping and conducting transactions in daily life. The role of technology in influencing citizens and stimulating major adjustments in all sectors. Push citizens towards faster digital transformation. It has become what is called the new normal. In addition, disease control measures have become necessary for the government sector to collect personal information of citizens to track the movements of infected people as well (Contact tracing). These factors raise questions about the balance between public security and safety in living connected to the online world. privacy Personal data protection (Data Protection), access to government and private sector data, and disclosure of government data for the public to access and use (Open Data), etc. (Supinya Klangnarong, 2021). In addition, at present Participatory democracy 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 the lives of the people, including such opinions being taken into consideration as government policy and decision-making. Public participation is an open communication process, that is, it is a two-way communication, both formal and informal, which consists of sharing information among stakeholders and strengthens social unity. Because public participation increases the quality of decision making. Reducing costs and wasted time It's about building consensus. and make it easy to put into practice It also helps avoid confrontations. “Extreme cases” help establish credibility and legitimacy. and help inform public concerns and public values, as well as develop public expertise and creativity. This is consistent with the Constitution of the Kingdom of Thailand, 2007, which has been provided in Section 3, Rights and Freedoms of Thai People, in Section 10, Rights to Information and Complaints in Sections 56 -62, for example, in Section 56, a person shall have The right to know and access public information in the possession of government agencies. Government agencies, state enterprises, or local government agencies unless the disclosure of information or information will affect the security of the state. public safety or is personal information This is as provided by law. An important component of participation is that the public is "involved" in decision-making. The public's values and concerns are incorporated into organizational decision-making. They are involved in decision-making. “Administration-oriented” has two-way communication and interaction. There is a dialogue (dialogue), there is coordination and cooperation.

Every type of media has a process of constantly evolving and changing itself. To be able to increase the potential of work to respond to the use of the audience that is always changing and to allow the media to continue to live in the world of communication. Dan Kasfi (cited in Thitinan B.Common , 2010) explains that when various types of media arise, there will be 4 stages of development and change as follows.

1. Establishment (Inauguration) is the process of setting up the emergence of media in society.
2. Establishment (Institutionalization) is the process in which the media is widely used by the people and developed until it is accepted as a social institution.
3. Self-protection (Defensiveness) is the step that the media has to protect itself from the challenges of new media that arise and the competition for audience groups between them.
4. Adaptation (Adaptation) is the process of adjusting oneself in order to survive. There are 3 forms: modifying and applying oneself to be able to survive (Adaptation), merging with other media (Convergence) and the final form is Deaths occur because the media cannot adjust itself. (Obsolescence)

The long-term direction of political communication must take into account advances in information technology. and communication The birth of social media It has changed the communication style of the whole people. interpersonal communication between groups of people and between people which is significant mass communication Therefore, there must be a change in techniques, methods or strategies for political communication through new media and social media. To expand the power of political communication from the real world to the virtual world. To be aware of new communication styles, new ways of thinking, new ways of life, new attitudes, new values and new beliefs. Online society can create a participatory and informed political culture for politicians, which will gradually reduce the authority of the state. At the same time, it has opened up public political space like never before seen. Create broad and limitless online social political participation of the people in a new form of mass mobilization. Political communication strategies must therefore be able to choose, adapt, learn and choose to receive political communication technology appropriate to the era. Nowadays, political

communication channels are widely integrated with advanced communication technology. As a result, political communication has made great progress and advanced communication networks can be used to mobilize political support. It is even facilitated as a point of contact for operations in the political world with the online political world. Formulating a strategic political communication plan Therefore, you must be aware of 5 important factors as follows:

Factor 1: The level of ability to achieve the set goals depends on the level of ability. How advanced will the government's political communication technology be?

Factor 2: Opportunities available at that time. It refers to how much or how little one understands political communication technology. The less one understands, the chances of that are also reduced.

Factor 3 Risk level of the strategic plan Whether it is acceptable or not There is a level of risk. Relationship with political communication technology used by the government sector If choosing to use different communication technologies Even though they are in the same department same ministry or same government It is very difficult to overcome this obstacle, namely risk.

Factor 4: The situation that exists at that time when the social and political environment is online. Every day and month the situation of political communication changes.

Factor 5: The existing powers and abilities of government organizations. When faced with society Online politics and its capabilities will be gradually diminished. Increasing public political literacy will increase online political participation to such an extent that it will be difficult to fully control it.

In addition, if the television media has problems, what will inevitably result is that the people who receive news from the television media will also have problems and it is considered that it will lead to social problems as well. There are many problems with news on television, such as:

1. Problems with the accuracy and reliability of television news. You should be careful of this problem as much as possible because news content that deviates from the truth, is inaccurate or unreliable. As a result, many news recipients perceive stories that are different from the truth, causing misunderstandings and possibly leading to conflicts.

2. Problems with neutrality of television media This problem is also considered important by the media which is supposed to present the truth honestly but there are many types of unbiased media.

3. Problems with news presentation The format of news presentation by the mass media on television has changed a lot. News reporting, which is the most appropriate thing, is seen as backward and boring, so new forms of presentation are being created.

4. Problems with media power Sometimes society can have problems if the media is dominated, for example, the media is dominated by the government. But in truth, what is likely to cause more problems for society is that the government is dominated by the media. This is a new problem today where the media has too much power to influence. Until the media can act as a judge or issuer of orders themselves.

From the situation in political communication for security in various areas, the use of presentation formats to create credibility by a process that can be analyzed from various situations is the principle of communication (SMCR) with emphasis on study. Only the part of the communication channel or C in the SMCR model. The theory states that the communication channel (Channel) is the channel and media that connects the sender and the receiver. It serves to convey the content of the message from the sender to the receiver. The ability of the media will lead to the interpretation or decoding of the message effectively. Both from touch, seeing, hearing, smelling and tasting. After that, the receiver is the person who decodes the message into various meanings. The recipient must have good communication skills. Have knowledge of the content of the information that they receive Understand the communication process and understand the social and cultural conditions of the messenger and their own For the work between C or R, (Pilan., O.2006) divided the conceptual framework into 2 perspectives: the first perspective is a perspective outside the receiver. and second view It is a perspective from the receiver. In this article Have chosen to analyze the communication channel (C) from a perspective outside the receiver and analyze the circumstances or context surrounding the communication, such as the familiarity between the receiver and the sender. The environment during communication which will reveal the factors that make the communication channel work more efficiently.

From such importance, state media can be raised in the midst of challenges and new social dynamics in order to move in a better direction. However, social dynamics change according to different concepts and screening processes. To create more diverse media channels. In addition, living in modern society requires learning methods for self-protection that are consistent with the environment in which it occurs.

Literature review

Theoretical concepts of political communication strategies

Proactive communication strategy

Sathapitanon., P (2005) described proactive communication strategies in managing Applied Management Communication, which is various processes related to the organization's operations in terms of planning, decision-making, and adjusting various tasks related to the organization's information and information perception management. various news among the public in order to maintain relationships between the public and the organization and stimulate behavior the public in the desired area, that is, Proactive Communication Strategy, consisting of 5 important strategies:

1. Strategy for setting up an information dissemination system Setting up an information distribution system (Information Dissemination) is another important strategy. The organization needs to carefully consider the qualifications of the team and the target group before choosing a system for disseminating information through media using various systems, including:

1.1 Information Exchange System includes operations that focus on exchanging information in a balanced two-way manner. through meetings between organizations with various groups of the public, which may be conducted through conferences and seminars Exchanging information through webboards (Webboard) or opening opportunities to exchange information through other media.

1.2 Information Searching System is the preparation of information to be consistent with the interests and needs of the target group and the establishment of an information dissemination system based on requests from the target group mainly to support the organization. Take various actions to achieve the specified goals. This system is suitable for organizations that may be enthusiastic or have many other missions that they may not have time to organize various proactive activities or organizations that have a budget to organize various activities. Limited but recognizes the importance of disclosing various information to the public. while the target group is highly enthusiastic They also give importance to designing the appropriate layout of various media for searching information. Easy to access and orderly as well as being ready to allow interested people to come in and use or borrow.

1.3 Information distribution system It is a system that focuses on distributing information through media that Can be controlled and through various alliance groups to reach the public at large. Controlled media refers to media that is under control. or closely control the organization's content, such as brochures, posters, booklets, music tapes, advertising spots, etc. Important things include: Content text and various formats that appear in those media Often it looks exactly like the original. or the needs of the organization in all respects The distribution of information may be carried out through various media owned by the organization. It is therefore popular because of the information that is distributed to The public will be accurate, clear, and consistent with what the organization wants to present.

2. Strategy for developing and maintaining relationships with various public groups

For the media group It reflects the uncontrollable characteristics of media. (Uncontrolled Media), which refers to various media that are not controlled, supervised, or controlled by the organization. The organization cannot buy space or time to disseminate news information in a format and content that matches the organization's needs or original content. For this purpose, the organization must coordinate and cooperate with the mass media. close up With the hope of disseminating information that has news value (News Value) to the main target group of the media. They call this uncontrollable dissemination of information through the media. “Public Relations” and considers the development of relationships with groups of people who are mass media or “Media Relations” is considered an important component in public relations as well.

3. Strategy for suggesting issues in the media Giving advice on issues in the media (Media Advocacy) means any action. To make the media interested in the information or various news sources which will cause the media to pay more attention to Issues and people involved By principle Guidance on that issue Popular with the media Especially if the organization has an interesting story. Has news value or there is an interesting person acting as a point person. As for pointing out issues through various interesting stories, it was found that stories are often novel and have content that reflects values. beneficial to the public or is related to other matters that the public is interested in at that time

4. Communication strategies through various activities Communication strategy through activities (Activity-based Communication Strategies) places importance on organizing various activities that are consistent with the objectives and goals set. It can be divided into activities organized by the organization itself or activities organized by the organization in collaboration with other organizations. and activities for which the organization acts as a sponsor (Sponsor), such as budgetary support, etc. in the case where the organization is the host of that

activity Organizations may emphasize the importance of organizing various activities, such as activities that demonstrate the organization's capabilities, products, service systems, or activities that emphasize the participation of target groups, activities that call for interest, and various campaign activities, etc.

5. Strategy to stimulate public participation Stimulating public participation is another important strategy. Regardless of whether the organization determines the modes of communication in terms of persuasion, which emphasizes heavily on providing information and guiding opinions or various behaviors or giving importance to communication in the form of creating mutual understanding which emphasizes heavily on Exchanging information and stimulating public participation It will lead to the development of communication based on the exchange of information. This will give organizations and various groups of the public an opportunity to know each other's information. Exchange attitudes make to understand each other. or expand cooperation to organize various activities together in the future, etc.

Defensive communication strategy

Sathapitanon (2005) explains that Reactive Strategies means planning the various actions of the organization in order to solve various problems that are the main obstacles (Issues) in moving towards the goals. designated or to deal with crises Various (Crisis) that the organization cannot control by considering the environment Target group and objectives in Organizational communication is the place Reactive communication strategy consists of 6 main strategies as follows:

1. Strategy for scrambling to provide information to the public Scrambling to provide information to the public means that organizations report information about crises to the public. Before other organizations take any action related to the crisis, whether it be opposition, protest, condemnation, or revealing the truth, etc., organizations often use press conferences or interviews with the media so that the media can act as An intermediary for spreading news to the public

2. Strong reaction strategy Reacting harshly means taking any action in terms of attack or causing embarrassment to the other party, who may be a competitor, opponent, or enemy After opponents tried to provide information to the public about the crisis, And try to point out that the organization is the perpetrator, as the organization and opponents like to use press conference tactics with the media or providing information directly to reporters one-on-one or in specific groups

3. Defensive reaction strategy Defensive reaction refers to the organization's attitude of denying that it is involved in the crisis or being the source of the crisis, or attempting to make excuses for various issues that have been asserted, or attacking or trying to coin new terms. To use in explaining this crisis to make the public feel relieved about the seriousness of the crisis, defensive reactionary strategies are used. It is popular to use the strategy of giving interviews to the media, holding press conferences and giving information directly to specific media or producing various media such as news for public relations or various articles and publishing such media through the mass media. As well as having a reliable third party come out to do the job. Provide protective information on behalf of the organization

4. Strategy for speaking to look pitiful Speaking to look pitiful means showing various gestures to stimulate the public to feel compassion for the organization facing the crisis that has occurred. This strategy can be used in 2 cases:

1. In cases where the organization is still unclear about the crisis and
2. In cases where it is clear that The organization is the source or directly involved in the crisis.

5. Strategies for corrective behavior actions

Corrective behavioral actions are strategies that are implemented in two cases:

1. In the case where there is still no clarity within the organization about the origin of the crisis and

2. In cases where there is clear information that the organization is the source of the crisis In cases where there is still no clarity Organizations may use strategies to provide information to the media from time to time. Regarding efforts to investigate further information and developments that have occurred or to coordinate the invitation of reliable persons in society. which represents various groups of the public to conduct further investigations with the organization and report information to the public periodically.

6. Strategic strategy of not moving The lack of tact or indifference is It means taking no action that reflects the organization's stance, views, and reactions regarding the crisis. But at the same time, we try to use this moment to closely follow the situation of other groups' movements in the crisis-related areas.

Strategic communication In addition to selecting appropriate communication methods according to the situation In this research, there are also other concepts that are related to strategic communication. It is necessary to choose the appropriate communication format according to the situation.

Concepts and theories regarding state security and political policy

Security concepts and theories

Some security analysts consider that The stability or instability of a state is the result of The “anarchic” structure of the international system forces states to seek political hegemony. soldiers to protect interests which leads to international conflicts However, the end of the Cold War in the early 1990s led to a shift in security thinking in five areas:

1. Source of the threat Traditional security thinking sees threats as coming from other “states,” either neighboring states or superpowers, which have both opportunities. (capabilities) and motivation (issues of territory, ethnicity, ideology, and beliefs). New thinking criticizes traditional security for focusing only on external threats through military force from other states. But the latter The Cold War analyzed both external and internal threats from states and non-state players, such as terrorist movements and separatists, as well as threats to citizens or "individual security" from problems of legitimacy and use. State power

2. The nature of threats in the past focused only on traditional threats, which are “military” threats from other states, but today we will look at broader threats. Covers military, economic, and social issues, including the environment or new threats (Non Traditional Threats) such as transnational terrorism. Transnational crimes, trafficking in women, children and drugs, as well as environmental degradation problems

3. Responding to threats Conventional security emphasizes forceful response to military threats by developing weapons or seeking military alliances. But as the nature of the threat changes The solution or response also changes from the military to the economic dimension. Politics and society, such as the development of democracy building state capacity civil society development and economic development

4. Responsible Person The traditional security concept places importance on the state in strengthening national security. But the post-Cold War neologism emphasizes the interdependence and cooperation of states because security is a shared problem of humanity, not of any single state. Because non-traditional threats pose a threat to everyone in the world, states must cooperate in a multilateral framework to deal with security problems. Moreover, international organizations, both global and regional, must play a greater role in managing these new security problems.

5. Important values The traditional concept emphasizes the protection of important values of the “state” such as independence, democracy, and territorial integrity. But the new concept sees these values as Change as a result of global trends (Globalization) The state which was once the center of power and its value is decreasing in importance New values will focus on the individual and global community levels. At the individual level, important values are human rights and needs. At the global level, transnational values are being developed, such as political and economic freedom and good living, and free from transnational dangers such as disease, drugs, crime, etc.

The concept of creating cooperation for security (Cooperative Security) is to consider using military resources to support the government in building cooperation with neighboring countries, friendly countries, and various major powers, both bilaterally and multilaterally, in order to create an atmosphere. Friendliness maintains neutrality. Reduce conditions and reduce the potential for conflict. Including protection Do not allow conflict to expand beyond control by adhering to the principles of preventive thinking. Such measures are based on coordinating benefits with various countries under a win-win strategy, not one side losing the other side in a Zero-Sum Game.

Buzan (1983) analyzed the level of security that it can be divided into 3 levels: the individual level (Individual Security), the national level (National Security) and the international level (International Security) and said that the concept Regarding security, one must look at the overall picture to see that all three levels of security are interrelated. tightly What level of security is considered?

One level must be fully considered. There is a relationship between the other two levels as well. If we consider only one level of stability alone, we will get an idea that does not correspond to reality.

Chinwanno (2004) said that security is another important concept in international relations. It generally means independence or a state free from threats to important values in the initial stage. The concept of "security" was also influenced by the Cold War and the Realist school of view, just like the concept of "strategy". Emphasizes the military dimension, especially threats from both strategic and nuclear weapons and conventional weapons.

(Conventional Weapons) and other as well. A state is stable only if it does not face threats that could affect its most important values. They must also be able to uphold these values if challenged. Therefore, stability in the narrow sense involves the ability of states and societies to maintain their identities with freedom and integrity. That is, to protect independence, sovereignty, territorial integrity and social identity.

In conclusion, security should be viewed holistically to cover various related elements, namely military and politics, economics, society, psychology and science-technology, which is The various aspects of national power or the national ability to achieve national interests are security and independence. As the security environment in the region and the world has changed, many countries have changed their security policies from the established or use the policy of cooperation for mutual security to strengthen military relations and cooperation with neighboring countries and national partner countries in other areas for the sake of peace.

National security strategy

The Strategic Plan and Operational Plan (2020 - 2022) has important goals to manage the country's environment to be stable, safe, and have peace and order at all levels. From the national level, society, and communities, we focus on developing people, tools, technology, and large database systems to be ready to deal with threats and disasters of all types and levels of severity, along with preventing and solving security problems. stability that exists at present and that may occur in the future By using an integrated problem-solving mechanism with government agencies, the private sector, civil society, and non-state organizations, including neighboring and friendly countries around the world, based on the principles of good governance. Goals of the national security strategy the overarching goal for the 20-year period of the national security strategy is concrete and clear: “A stable nation. People are happy” with the goals of the national security strategy consisting of

Goal 1: People live well, eat well, and are happy.

Goal 2: The country is stable in every dimension and at every level.

Goal 3: The military, government security agencies, the private sector, and the public sector are ready to solve problems.

Goal 4: Thailand plays a role that is admired and accepted by the community. international

Goal 5: Security management has effective, concrete achievements.

Indicators

1. The population happiness index for Thailand will be among the top 10 in the world by 2037.

2. The level of domestic security and international police potential will be among the top 20 in the world by 2037.

3. The military and security agencies are ready in terms of personnel, technology, equipment, problem-solving system plans, and participation of the government, private sector, and public sectors in solving problems that cover all dimensions and all levels of severity. Including continuous effective training.

4. Presenting initiatives and solutions to international problems according to appropriate opportunities for Thailand.

5. Development of mechanisms (people and tools) including a holistic security management system to be effective.

Strategic national security issues

Issue 1 Maintaining peace within the country to promote peace and order and bring peace to the nation and country Make the main institutions stable It is a sustainable center of the mind, so that people live happily. There is security and safety in both life and property. Society is strong, united, harmonious and generous, ready to jointly solve national problems.

Issue 2: Preventing and solving problems that affect security. To quickly resolve existing problems and prevent new problems from arising. This will result in the management and development of the country in every aspect to proceed continuously. and smoothly according to the philosophy of Sufficiency Economy which is an important key to achieving sustainable development goals

Issue 3: Developing the country's potential to be ready to face threats that affect national security. To enhance the capabilities of the military and security agencies throughout the country to be ready to protect and preserve the country's sovereignty. Including being able to monitor, prevent, solve, and deal with security problems in all dimensions, all forms, and all levels in an integrated manner.

Issue 4: Integrating security cooperation with ASEAN and international organizations, including government and non-government organizations, in order to promote peace, tranquility, security, and Sustainable

progress for the nation, region and world Including promoting cooperation between countries that can support common problems

Issue 5: Developing a holistic security management mechanism so that various important mechanisms can work efficiently. Able to truly and concretely promote and support national administration and development. The principles of good governance and law enforcement are strictly and efficiently applied. Able to seriously eliminate problems of corruption and misconduct. There is confidence that responsible agencies, both primary and secondary, are prepared to deal with all types of threats, both present and in the future.

In conclusion, the security strategy consists of 5 issues, which are: Issue 1: Maintaining peace within the country. to promote peace and order and bring peace to the nation and country. Issue 2. Preventing and solving problems that affect security in order to resolve them. Existing problems quickly disappear and prevent new problems from arising, which will affect the management and development of the country in every aspect. Issue 3. Developing the country's potential to be ready to face threats. affecting national security To enhance the capabilities of the military and security agencies The entire country's system is ready to protect and preserve the country's sovereignty. Issue 4. Integrating security cooperation with ASEAN and internationally. Including government and non-government organizations to promote peace, tranquility, stability and progress for the nation. Sustainable region and world Issue 5. Developing a holistic security management mechanism so that various important mechanisms can work efficiently. Able to promote and support the administration and development of the country in a real and concrete manner by using the principles of good governance and enforcing the law strictly and efficiently. All of this is so that the government sector can operate the system correctly and with potential under the strategy that has been set.

New dynamic concepts and theories

From the study of new dynamics in communication and the use of media to create a perception process. The researcher can explain from academics as follows.

For the management of digital media to be able to survive and for the opportunity to build a foundation for that media, it may be necessary to study “media organizations” in order to consider managing media organizations in the digital age to survive. And create marketing results until profits in order to expand the business. Digital media organizations must adapt and compete in the digital age. McQuail., D. (2010) explains the guidelines for developing media organizations as follows.

1. Media organizations must develop in the same direction as the digital system. (Digitalization) will be found in the digital media era. All of them have guidelines for developing media transmission under digital communication formats for efficiency and speed. For example, Channel 10 television station has developed a modern and agile transmission network system, clearly adapting to the use of digital systems. Support signal transmission, etc.

2. Media organizations must make a difference amid globalization. (Globalization) such as content, format, style, and methods of presentation. It will be found that the presentation of information or various contents of digital media in Thai society they all create a unique identity and must meet the needs of audiences of all ages. This depends on the media's own goals. An important factor is the emergence of program content creators. Outside of media organizations such as YouTubers that occur in the online world Can create quite high popularity as well. For this reason, media organizations must learn to build popularity within new communication contexts.

3. Media organizations must develop technology. By combining communication formats with technology as well as connecting digital systems with mobile communication devices and using different techniques to create interest in the "news" event, which is a condition called Convergence Media that can meet the needs of different audiences (cited in Denis, 2010. pp. 209-215)

In this regard, Rungsrirawat (2023) amidst the changes in media in the digital age. which has developed and dynamically stopped resulting in Media management is different from the traditional era. Both in terms of the format of technology presentation and the content of the issues. For this reason, this study aims to consider media management practices in the digital era, what are the characteristics? In order to study the challenges that will arise in the future. and the opportunity for digital media to be able to adapt and survive in the flow of change. In this sense, media adaptation is an important part of effective media management in the digital age. As well as establishing media management policies that must be in line with the needs of media consumers is also a factor that supports planning to continue to be successful. In addition, if we understand the format of presenting technology and content in media management in the digital era, it will allow us to analyze media management approaches to our goals as well. In this regard, in the opinion of Uwanno (2017), he said that the dynamics of Thai politics depends on the components. of Thai society and politics, 4 parts: the institution of the monarchy military

and civil servants, the middle class in Bangkok and large cities who can negotiate in a market economy, and the majority of people in the countryside which has difficult access to resources and lacks power Bargaining in the economic system It is the power relations of these 4 parts that create political and social dynamics from the past to the present. Including creating a government and destroying a democratic government.

When the dynamics of Thai politics depend on four main parts of Thai society The question therefore is, what should be done next in order to make Thai politics stable and effective in creating stability and well-being? Good for Thai people throughout the nation. For the author, the stability and efficiency of Thai politics will occur when

1. The Royal Institution still must be the main pillar of politics and government that His Majesty is political neutral and strictly adhere to the constitution and traditions of democratic governance, such as that of His Majesty King Bhumibol Adulyadej He adhered to it throughout his reign and his special powers. as he is The "Supreme Mediator" will be used when the nation has a crisis to the point where political institutions and other institutions cannot solve the problem in the normal way, and there must be a channel for the Royal Secretariat to make a statement. Fixed untrue rumors regarding The King and the Royal Family are officially

2. The political structure in the constitution must be designed to be able to accommodate the three groups of political forces in an appropriate official structure in order to create a "trinity" consisting of the majority of people in the countryside, the middle class in the cities, and the military officials. Civilians can make their "voices" officially heard and to "participate" in politics, reflecting the image of the Trinity in Thai society. This idea is not new. Those who study Montesquieu's book The Spirit of the Law (de l'Esprit des Lois) We all know that Montesquieu praised English rule in the 18th century because English society had a constitution that incorporated the British trinity, namely the monarchy. Monks and nobles in the House of Lords and commoners were kept in the House of Commons for this purpose. This constitution is currently being drafted. There should be a directly elected House of Representatives. The Rural Majority Council is the source of government and has the power to both make laws, approve budgets, and control public administration. Over the Senate and to achieve middle class proportionality in government Proportional list elections must exist so that middle class people who are not accustomed to campaigning in the countryside can enter the House of Representatives and be part of the government without qualification. The council should not use the electoral system. Directly like in 1997 because it will allow people to be represented in the countryside. This is a duplicate of the House of Representatives and it excludes the middle class and military and civil servants, who are important secondary powers in Thai society, from the political structure, which will lead to conflicts as has happened in the past. The senator had to redesign it. Providing middle class people with the widest variety of occupations Including military and civilian officials can become members. It is prohibited to belong to a political party. This may use the selection system first and then let the people vote to choose from the selection in order to create connections and legitimacy from the people. If this system is used, it may increase the power of the Senate to impeach. political office holder Appoint an independent organization according to the constitution. and to propose draft laws as well In addition, the government inspection system must be strengthened. and become freer without destroying Efficiency in management including accelerating the creation of good governance systems in both the public and private sectors to be clear, strong and efficient.

3. Traditional Thai political culture must be adapted to the culture. true democracy This must begin with providing economic and social freedom without further control by the state. In order for middle class people to stop depending on the state, for the poor the welfare state is coupled with the philosophy of sufficiency economy. His Majesty the King's orders will help open up social space and access to resources for the rural poor. As production methods change like this, social structures and culture will change accordingly by providing education on democratic values and behavior. This must be done in conjunction with changing production methods. It works because of the traditional Thai patronage culture, which is a result of the production methods and structural relationships in the economic system. Teaching democratic values alone without adjusting the production methods and social structure is teaching memorization for the final exam. But it's not true in everyday life. which is determined by the production method and the original social and economic structure

In summary, it is Thai political dynamics are determined by two parts: the formal structure determined by the constitution and the informal structure determined by the political culture resulting from the economic and social structure. Reforms that aim to solve only the formal structure will face problems. Just as the 1997 Constitution faced challenges, it is a matter of whether we can reform these two parts together so that "Athawanupap" 4 parts of Thai society create balance and create Thai politics with stability and sustainable efficiency.

Summary of study results

State media amid challenges and new social dynamics were found to be divided into 2 factors: 1) factors within the organization that affect news management and 2) factors outside the organization that affect news management. by external factors related to the economy It affects every station, which is an external factor that causes problems in managing funds within news organizations. Due to the problem of the country's economic condition not being conducive to news management and production. Political and legal control factors It is an external factor that affects the Thai media not having the freedom to present news to the people. causing the media to have limitations And there is no freedom in presenting the news. The impact comes from two parts: 1) the government sets the policy for presenting the news. 2) there is control over the presentation of news content according to Established laws and regulations Factors of interest and needs of the audience The researcher found that This is the external factor that has the biggest impact on creating popularity among viewers. Therefore, we must present within limits and be more careful in presenting news. The news from Channel 10 television station already has television media as the main media for disseminating news, but as the media landscape has changed, news organizations have adapted and used media fusion. Adopt new distribution channels for news management and use new forms of news media. By setting up an online news team specifically to promote the use of news distribution channels to be worthwhile and most beneficial to news organizations as well as beneficial to viewers whose behavior in receiving news has changed.

The results of the analysis are in terms of the role and duties of being a media in the digital age. The media still has the same roles and responsibilities as before.

1) The media must be neutral, not direct viewers, and not express personal opinions.

2) The media must perform its duty in presenting accurate news with facts that can be referenced to news sources and

3) The media must maintain decorum. Respect news sources both words and behavior shown to news sources Ethical aspects of being a mass media in the digital age It is considered to be the heart of the most important matter for the journalism profession in every era. Every news station is aware of and emphasizes this issue as an important aspect of social responsibility and responsibility to news sources, as follows:

1) Have social responsibility Taking into account the extent of appropriateness in presenting news, emphasizing the presentation of useful news Do not present news that has an impact on society. to the viewer or receiver and

2) Be responsible to news sources By honoring the injured Ask appropriate questions and do not force answers from news sources. and the media must protect news sources, etc.

New media always has the characteristics of old media. “The medium is the message.” However, the trend and influence of modern media technology, which is highly dynamic, allows people to be both receivers and senders at the same time. And there is no mechanism to effectively control ethical factors and editorial responsibilities in the dissemination of information. When combined with the low level of media literacy in Thai society, it will affect the order. Society in terms of communication, perception, beliefs and behavior of the people that In what direction? And the influence of modern technological media is another challenge. One matter for Thai society, although Thai society has a large number of various forms of media, Thai people still use media and information technology for entertainment rather than for learning and the development of arts and culture. Therefore, from the aforementioned phenomenon inevitably reflects the situation of people in society who are influenced by the media or are not aware of it. As far as the media is concerned Social media is very liberal and difficult to block. Presenting news is both constructive and destructive. Therefore, ethics and ethics and morality in using it need to be widely instilled in users of all genders and ages.

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