Acknowledgments

This dissertation is an invaluable gift of which reflects my entire endeavor both physical and spiritual strength and also assisting to grant me the prudential knowledge of profound and resourceful in the mass communication and research methodology proficiency. It would be served as well as my commencement of knowledge development in the future.

This thesis was completed under the careful guidance of the supervisor, Prof. Dr. Lalita Puangmaha. Tutor's profound professional knowledge, rigorous academic attitude, work style of excellence, tireless noble ethics in teaching, noble style of self-discipline and forgiveness, simple and approachable personality charm have far-reaching influence on me. I can not help but set up a lofty academic goal, master the basic research methods, but also make me understand a lot of people and people to deal with the truth. From the topic selection to the completion of this paper, every step is newly completed under the guidance of the tutor, and the tutor has devoted a lot of effort. Here I would like to express my high respect to the teacher.

Moreover, giving special thanks are also regarding to the advisor including an examining committee for the guidance until the complete development of this dissertation and the findings of both academic and practical usefulness. I am also thankful to qualified professionals who provided the quality assurance to my research tools and profoundly thanks to my key informants and all cooperated respondents who provided research data which have enabled this research to successfully achieve its accomplishment.

Dong Yifeng