

The Influences of Idol from Isara Amandhakul to Nowadays Journalists

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Abstract

This research aims to study the existence and the nature of influences. Qualitative research was used to collect two types of data, relevant documents and interviews with key informants. The result of this research found that there are two stages of Isara Amandhakul's Influences of Ideas: 1. The contemporary period with Amandhakul (1920-1969) which are contemporary journalists with Amandhakul when he was the leader of the organization and got the ideas to fight for the sake of fairness to society. 2. After the death of Amandhakul (1969-present), this group of journalists has adopted the ideas to create the concept of professional ethics. The results showed that Isara Amandhakul had a history of life and works in two indistinguishable status which were journalist and writer. He had influences on both writers and journalists. The most obvious and concrete was the establishment of "the Isara Foundation" after he died to develop journalism profession. Also the Journalists' Association of Thailand named the title of the annual news and news photo award "The Isara Amandhakul Award" which most of the awards are investigative news on corruption issues and to create fairness for society based on the Isara Amandhakul's Ideas.

Keywords: Thai Journalist, Thailand Investigative Reporting, Journalism

Introduction

Today, studying of journalism is mainly based on the history of the newspaper but the lack of informations on the life and work of journalists, such as Sukanya Teeravanich (1977) Faculty of Communication Arts, Chulalongkorn University, studied "*History of newspapers in thailand under absolute monarchy*" stated that "The focus of newspapers is on how evolution evolves. I do not care about the history of journalists". Acharaporn Kamutpichsamai (1989) Institute of Thai Studies Thammasat University's Research on "*Issues in Thai Society Before the Revolution, 1932: Reflections on the Writings of the Newspaper*" which explored the factors or problems within Thai society that resulted in the 1932 change of government. Pornpirom Iamtham (1977) studied "*the Political roles of Thai newspapers*". The purpose of this paper was to study the political role of newspapers as a medium for communication, checking government performance. As well as the study of Sukanya Teeravanich (1983) the Faculty of Communication Arts, Chulalongkorn University studied "*Thai Newspaper: From the Revolution of 1932 to the Revolution of 1973*" which examined the political, economic, and social pressure on the newspaper.

While the life and works of journalists themselves as important persons in the newspaper industry, who involved and experienced in important events, political, economic and social aspects of Thai society have no studies supported as many as they should be. It may be said that journalists have professional culture that is journalists are the record of the country's history but they do not record their own history. Sombat Thamrongthanyawong (2005: 18) Faculty of Public Administration, National Institute of Development Administration research "*Thai Politics: The Dictatorship-Reformation*" stated that there had been struggles for freedom of the press through out the ages. Journalists are the one who experienced the major events. A studying of the life history of journalists and contemporary journalists is also a

record of events in the country especially with politics for example a political change, a fight for freedom of the press, a social justice claims. Since the military coup of Field Marshal Sarit Thanarat on September 16, 1957, a group of journalists was a target that the revolutionary government wanted to eliminate.

Today, the Thai news industry is in the midst of a major challenge and transition because of the change both economic and capital, political and social situation as well as modern communication technology. These factors impact the work of journalists. Concentration or exclusivity of media ownership leads to the conflicts of interest and market power and the lack of diversity in thought in society, the defilement of right to use media and access to information. It also controls the right to freedom of expression, political opinions which are the dominance in cultural idea. (Kaewthep cited in Petchprasert, 2005: 33-38)

Newspaper organizations as mass media under theories of critical theory, political economy of mass media have the main aspects of business. There are many opportunities for profits. They were taken over by the capitalist empire that is a capital group with diversified business, apart from being a profitable organization. it is also a force that protects the interests of the capital realms as well. (Petchprasert, 2005: 16) It is interesting that journalists have adapted and practiced in the midst of change. Ubonrat Siriyuwasak (2002: 142) Faculty of Communication Arts, Chulalongkorn University stated that the mass media industry was formed by capitalist media. Mass communication organizations need to be in a growth and expansion and business competition system. It is part of the economic structure in the information service sector. This is a fast growing business. Mass media professionals, executives, and workers rely heavily on the mass media industry.

Although the news from the newspaper are like an institution that serve to monitor the government. The philosophy of freedom is at the heart of the profession. But it is a profit-seeking business organization and tend to manage the business and development in terms of business organizations. This is why the need for synergies between producing content on the principles of professional philosophy and business development is so important therefore in terms of management and production processes, newspapers also have the industry feature as well. Though it is an industry that is more specialized than any other industries which have product in social contents and roles which has led to many changes. The technological aspects of the newspaper industry, such as the structure of the industry. Patterns and methods of reporting of journalists affected by technology. Affecting Content Standards and the growth of online newspapers cause fights over readers' share or affect in content quality competition or to add an alternative to the readers. How can journalists adapt? (Siriyuwasak, 2002: 292)

Isara Amandhakul was the first president of the Thai Press Association. And the only one in the history of the Journalists Association of Thailand who took the post for three consecutive terms (1946-2501), which was the period of the state under the leadership of Field Marshal Sarit Thanarat and the newspaper' s new age. Amandhakul was both a famous journalist and novelist. He had determined his ideology in the struggle against absolute power for liberty. This study should be considered to lead to the development of knowledge and understanding of role models in the nowadays journalists.

Research Objectives

This research is aimed to study the existence, characteristics of influence and analyze the influences of Isara Amandhakul to the nowadays journalists.

Research Methodology

The methodology of this research is qualitative. The data gathering tool is a collection of documents related to the history and works of Isara Amandhakul from the Library and Data

Center of Journalists and Journalists Association of Thailand, as well as libraries of higher education institutions that provide education in mass communication and journalism. Informal interviewing five important informants, such as Bhanyat Thasaneyawet, Manich Suksomjit, Pongsak Phayakvichien, Buddha Srilertchai and Jackkrich Permpoon in the issue about opinion on the influences of Amandhakul to nowadays journalists. The researcher selected key informants by two factors, namely, the journalist who was involved in the contemporary news industries with Amandhakul, consideration based on the research papers. Journalists who have important roles in today's professional news organizations. The 5 key informants are qualified for these two factors. Analysis of this data, Researchers compiled data from documents and interviews. The accuracy of the data is verified by affirming the documents and the interview data. Specifically, the selection of data documents with consistent references. The report was prepared by three experts in the field of Communication Arts, namely, Associate Professor Dr. Darunee Hirunrak, Associate Professor Malee Boonsiribhun and Associate Professor Dr. Sukanya Buranadeejachai. There are two main areas of data analysis: the existence and the characteristics of the influence of ideas on nowadays journalist.

Research Results

Isara Amandhakul's life and work after entering the news industries and newspapers. Fighting against tyranny through his life between 1921-1969, from the end of the reign of King Rama VI until the 9th reign for four kingdoms. He was in the midst of the coup of the coup and the World War II in the reign of King Rama VIII, as well as being with journalists who fought against the political darkness in early 9th reign of the King. His contemporary journalists were journalists after the government's change, World War II era and journalists who fought against Marshal Sarit Thanarat's dictatorship. The study found that the journalists related to the life and works of Isara Amandhakul, which influenced the characteristics of Amandhakul were Kularb Saipradit, Sanit Charoenrat, Malai Chupinich, Chalerm Wutthikosit, Ari Leeveera.

He has two backgrounds works as a journalist and a writer. Both Influenced on writers and journalists through time. "A number of people in this world have a unique life. They have lived a powerful and meaningful life through their life" said Bhattara (2010: 145). "When death comes, it does not take everything away but turns the life into the great life. All the pages of history. Even they were not in this world but their sculptures are still there. The treadmill that they carry will influence people to think about and follow it indefinitely. They are immortal. Amandhakul is like that. It's an open statement about the biography of Amandhakul, which Bhattara Khumpithak senior journalist wrote in the article: "*For the sake of giving*". Isara Amandhakul is the "*Elder brother of the Thai newspaper industry*". Proved by the study of most documented records. Journalists and writers often call him: "Brother Isara". For the influence of ideas of Amandhakul has two aspects.

As a writer

He entered the news and newspaper industries, while the world of newspaper and literary in Thailand was crowded with pioneering journalists. And well-respected writers. This study found that he had worked in the newspaper with major pioneers in Thailand such as Kularb Saipradit, Malai Chupinich and Sanit Charoenrat, who were all prominent journalists. Sala Likitkul (1973), former senior journalist as mentioned in the magazine "*Fha Muang Thai*" that in those days, there are three major newspapers are Saipradit, Chupinich and Charoenrat. It was the time when writers and journalists were indistinguishable. Most writers have crossed over to be journalists such as Kularb Saipradit, Malai Chupinich, Chawaing Sawetathat, Sarapaiphaphat, Ari Leeveera, Supha Sirimanont, Chalerm Wutthikosit, Sathit Semanil, Kukrit Pramoj, Suwat Woradilok, Lert Asavavas etc. At the same time, the

journalists have crossed over to be writers such as Sakchai Bamrungphong, Taveep Voradilok, Uthorn Pholkul, Satein Pantarangsri, Salao Rekaruji, Lawan Chotamara, Tawee Ketawandee, Satein Ketsamphun, Nares Naropakorn, Thongbai Thongpao, Somboon Worrapong, Nopporn Boonyarit, Wilas Maneewat, Rattana Yawapraphat etc. This situation has affected the era of Amandhakul during the last decade of the semi-buddha time period. And even after the Marshal Sarit Thanarat's revolution in 1958. (Bhanyat Thasaneeyavech, interview)

He helped creating writers by providing an opportunity for contemporary journalists. This has resulted in the current journalism "*Siwa Ronnashit*", the pseudonym of Suwat Woradilok, Thailand's National Artist, wrote in "*Journalist 1946-1947*" that "My personal life changed at the Ministry of Interior, back then I was just a clerk in the Ministry of Interior. When Amandhakul or "*Brother Isara*", a famous novelist and journalist tell me curtly and easy to work on some newspaper, he planned to do a daily independent newspaper at Prayoon Homwilai's printing house. I changed myself from the government officials to do the newspaper". While Somboon Worrapong (2008: 30) senior journalist identified the influence of Amandhakul that "If Tawee Ketawandee did not caught writing short novel about Isara Amandhakul. There is no "*Rom Ratiwan*".

The study found that he reflected the concept of social phenomena through his works of fiction and short stories. He wrote from the environment surrounding him, people in Thai society and people in the world. It is an environment both near and far in both Thailand and in the world but they are influential environments affected his thoughts then reflected on the impacted mind and the realization thought into the message. Amandhakul's stories were picture of society which have political, moral, ideals, ambition and his heart. His thoughts on society and events are intertwined. Journalists and contemporary journalists in his era, many of whom have modeled him on the concepts of writing short stories and novels, such as Tawee Ketawandee, Satein Ketsamphun. He was a pioneer of writing methods known as "*swing idioms*" and had a literary approach called "*Realistic*", which reflected the society. He was selfless, this was appeared in both his behavior and reflected his authorship of the story.

As a Journalist

He is a role model for the ideology of newspapers. It is notable that he was a journalist and contemporary journalist who played a role in the newspaper industry during World War II, in the minority who did not apply for journalism courses at Chulalongkorn University, which many of his colleagues, journalists, and senior journalists attended, including Nares Naropakorn, Somboon Wirayasiri, Somboon Worrapong, Tawee Ketawandee, Tull Siritat, Chot Thasaneeyavech, So Trapniran, Krirk Paradorn, Singhachai Bangkadhanara, Yodtham Bunbandarn etc. He has many qualities such as resolute mind and the commitment to sacrifice. Both qualities are indistinguishable. Because the sacrifice of a purposeful mind and a determined mind only to engage in self-sacrifice as shown in his view. (Manich Suksomjit, interview)

"The newspaper in the eyes of the people may be a piece of paper. When finished reading, it would be thrown away or better kept up the to sales in kilos. Anyway, I would like to say that the newspaper is a historical document. And the reporter is a record of day-to-day, week by week, month by month and year after year history. Today newspaper will become certainly a historical proof in the next day, no suspense."

The ethical and professional ethics concept of his newspaper are also recognized and respected as "*The Principles of Reporter*" after that reporter died. This message appeared in the journal call "Reporter" of the Journalists Association of Thailand.

"Journalists should do everything in their power to make the news report available to the public, the reader is absolutely correct. To report any news. Journalists should use knowledge and ability. Check to ensure that there will be no mistakes. Distortion of the facts or a

deliberate restraint of the facts are not the morals for journalist who is honest about the profession. "

"Remember that every individual has the right to defend his reputation, honor and unity. With this right the press has to respect by refraining from offering news that violates the personal story of any person. Except, the ones needed to act for the benefit of the mass. "

"On reporting the news, it is strictly prohibited to interfere with the opinions. News and opinions must be separated."

The view of Amatakul appeared in literary works as a journalist and writer. In line with the ethics and ethics of today's professional media organizations and The National Council of Newspapers. Eight ethical principles of journalists as perceived by him have influenced journalists and affect the practice of journalists who believe in and respects professional ethics. (Jackkrich Permpoon, interview)

The influence of ideas as a journalist, which is reflected in the presence of nowadays journalists is stated clearly in Annual book of Journalists Association of Thailand, the book call "*Journalist teacher*" on the occasion of journalists March 5, 2008 of the Journalists Association of Thailand journalists. With the reporter Contemporary journalists such as Narathipprapanpong, Kularb Saipradit, Uthorn Pholkul, Ari Leeveera, Suwat Woradilok, Supha Sirimanont, Satein Pantarangsri, Chalerm Wutthikosit, Chot Praibhun, Chot Maneenoi, Kukrit Pramroj, Sanit-Sermsri Ekachai, Khumpol Wacharaphol, Chot Thasaneeyavech, Taveep Voradilok, Kitti Chupinich, Somboon Worrapong, Manich Suksomjit, Kanchai Boonphan, Pongsak Phayakvichien, Samitra Manasrudee, Bhanyat Thasaneeyavech, Chaleang Katleradaphun, Preecha Popsuk etc.

In summary, the influence of ideas of Amandhakul may be divided in chronological order. 1. Contemporary Period with Amandhakul (1920-1969) and 2. After he died (1969-present), the presence of influence has two different times.

1. Contemporary Period with Amandhakul (1920-1969). This are contemporary journalists, who may have joined the newspaper with him or not. During the time he was the leader of the organization. People have been given a particular concept of fighting for fairness to the social part such as Supha Sirimanont, Sakchai Bamrungphong, Satein Pantarangsri, Sanit Ekachai, Somboon Wirayasiri, Tanong Satthathip, Chot Maneenoi, Chot Thasaneeyavech, Nares Naropakorn, Sermsri Ekachai, Chaleang Katleradaphun, Tawee Ketawandee, Satein Ketsamphun, Suwat Woradilok, Thongbai Thongpao, Wipha Sukkakit, Somboon Worrapong, Somjet Wathanathorn, Bhanyat Thasaneeyavech, Manich Suksomjit, Pongsak Phayakvichien and Samreang Khumphau etc.

2. After Amandhakul died (1969-present). Journalists in the present day who adopted the standard concept of conduct according to the Code of Ethics in news profession. A later journalists who did not participate in a newspaper with him. As the latter journalists who have faith in professional ethics and confine to practice, such as Sommai Parichart, Jackkrich Permpoon, Prasong Lertratthanawisuth, Bhattara Khumpithak and Chavarong Limphattamapanee etc.

As shown on Table 1, reflects the influence of ideas in two periods. In addition, there may also be journalists, both in his age and after his death. The faith and the concept of fighting for justice. The ethical code of professional journalism.

Table 1 Journalists are influenced by the Concept of Isara Amandhakul.

Period	Journalists	Influenced
1. Contemporary Period with Amandhakul (1920-1969)	Supha Sirimanont, Sakchai Bamrungphong, Satein Pantarangsri, Sanit Ekachai, Somboon Wirayasiri, Tanong Satthathip, Chot Maneenoi, Chot Thasaneeyavech, Nares Naropakorn, Sermsri Ekachai, Chaleang Katleradaphun, Tawee Ketawandee, Satein Ketsamphun, Suwat Woradilok, Thongbai Thongpao, Wipha Sukkakit, Somboon Worrarong, Somjet Wathanathorn, Bhanyat Thasaneeyavech, Manich Suksomjit, Pongsak Phayakvichien, Samreang Khumphau	To get ideas, especially to fight for justice for the public.
2. After Amandhakul died (1969-present)	Sommaiy Parichart, Jackkrich Permpoon, Prasong Lertratthanawisuth, Bhattara Khumpithak, Chavarong Limphattamapanee	Adaption of conduct in the professional ethics and practice, also the founder of “the Isara Foundation”, including award for Best Investigative News Reporting. Most of the awards are investigative news on corruption issues and to create fairness for society based on the Amandhakul’s ideology.

Conclusion and Recommendation

In conclusion, the research’s concrete effect of the concept was the establishment of the Isara Amandhakul Foundation in 1971 after he died on March 14, 1969 by contemporary journalists. To commemorate and honor as a living and a good example to those who have the same profession. There is also the same title as the Pulitzer Prize-winning journalist, Joseph Pulitzer, who presented the award to journalists who reported on the excellence news of the year. Manich Suksomjit and Pongsak Phayakvichien, Thai senior journalist praising Isra Amanakul a journalist in Thailand. And for the purposes of the Foundation this award is officially called “*Isara Amandhakul Award*” to the present (Pongsak Phayakvichien, interview)

Distinctive character appeared in his work were freedom of expression, equality and opposition to war. His writings are a reflection of society, not just as a journalist or writer but his works declare that he is a fair fighter in a society. His life as a journalist and writer is about 30 years. He was arrested to prison. No freedom for many years without fault but because of the government authority thought he was a threat to their power. Sombat Thamrongthanyawong (2005: 19) Faculty of Public Administration, National Institute of

Development Administration research *"Thai Politics: The Dictatorship-Reformation"* found journalists are important targets that the revolution requires. Those arrested were Amandhakul, head editor of Bangkok Daily News.

Journalist in the post-transition period, political turmoil resulted in hardship, and during World War II, the economic hardship of journalism was greatly exacerbated. Tiemjai Thongmuang (2007: 2) studied *"The role of mass media leaders in the fight for media freedom: a case study of Isara Amandhakul"* stated that "the economic, social and political situation in the country are unlikely to be favorable to produce valuable social reflections for sarcasm the government. But it turns out that he produced a work that can reflect and dig up the truth behind the scenes of corruption exploitation, the chicanery of politicians so well. The work was openly expressed in a straightforward manner. No vulgarity or hard to read and then irritated. At the same time, idioms are a serious expression that can make those who behave inappropriately shudder at any time".

Founding that a professional development organization by contemporary journalists after his death reflects the influences, the inspirations, and the respect of nowadays journalists. The Isara Amandhakul Awards began in 1972, and has also been established *"the Isara Institute"* to develop academic and professional news. Especially there *"Isara News Agency"* which focuses on investigative reporting. This is the main idea of Amandhakul that seized the news for justice. All these initiatives organization were established by contemporary journalists and operation by journalists. It can be concluded that they were inspired by his news ideology. It is highly recommended that his senior contemporary journalist, Sermsri Ekachai wrote her memoirs: *"He's dead... but the name is still there"*.

This influence is due to the background factors that affect his role as leader. Tiemjai Thongmuang (2007) found based on the fundamental factors of education Amandhakul is recognized as the media leader. And his media freedom struggle has been recognized and supported by his work and his exemplary work to date. The factors in the environment are the time when journalists were restricted in their freedom of expression. And the information perceived was very long. But he always expressed his ideas through his works, even in limited situations.

For the *"Isara Amandhakul Award"* which is presented to the annual news and photo, most of the awards are investigative news on corruption, equal to the society issues, which correspond to his ideology. Chavarong Limphattamapanee (2000: 14) studied *"The Role of Newspapers in Corruption Problem: An Content Analysis of the Isara Amandhakul Award"*. Most or about 80 percent are news related to corruption and misconduct of politicians and civil service officials. It apparently shows that there are many of the issues of corruption, especially of politicians and civil service officials. Investigative news and news coverage of corrupt corruption are significantly related. Moreover, Montree Juimongsri (2015: 198-199) studied *"The Development of the Best News, The Isara Amandhakul Foundation Award for Role Modeling And the way to report on investigating corruption"*. The news that won the award from 1972 to 2013, the total of 36 news play a key role in the claim of fairness in society, especially to help out and suppress the corruption problem in Thailand.

The researcher would like to propose more knowledge and understanding in the future. Issues related to the lives and works of Amandhakul in other dimensions, such as analysis of the language used in Amandhakul's news reporting, and the study of Characteristics and integration factors of journalists in the age of Amandhakul. The relationship between journalist and capitalists. There are businessmen, merchants and politicians.

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