

# Managing Enterprise Resources in News Department to Cope with the Changes in Technology of Thailand Digital Television Broadcasting Business

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**Abstract** - This research focuses on the study of structure of the news department in the digital television broadcasting business under a change of technology, and desirable characteristics of reporters. This research is carried out by qualitative research method. The data collection was done by the in-depth interview of 1) national policymakers of telecommunication and communication, 2) digital television broadcasting business administrators, 3) Communication Arts academics, 4) reporters in the news department of digital television broadcasting business, and 5) reporters of foreign bureaus in Thailand. The data analysis was carried out by interview, concepts and theories for Media Convergence Theory, and 4M Management Theory, as well as information synthesis. The analysis results reveal that the news department in the digital television broadcasting business has to produce clearly new contents meeting the liking of different audience. Small but productive reporter department, and high quality news contents using technological innovation, simple control of department structure, short chain of command which is easy for commandment and quality control. For reporters, they should be skillful and have the ability to work more than one type, and can converge all work to originate 3 knowledge bases, which are, the convergence of thought skills, technological instrument skills, and various channels use, to deliver the news contents to the audience

via various types of communication equipment.

**Keywords** - Thailand Digital Television, News Department, Reporter, Technology

## I. INTRODUCTION

The change of broadcasting system all over the world by television industry from analog system to digital system affects all production process. Moreover, the rapid change of telecommunication and communication speed facilitates more convenient inter-communication, and the communication instruments are improved and developed for the users to use easily [1].

These help the news and information be delivered via communication technology such as audio and picture information. In addition, the development and improvement of quality on communication technology and instruments help the delivered information be delicate and sharper, communication instruments are small and portable, as well as having a small price.

Also, the period of new media which converges technologies such as social media play an important role in the daily life of people in society in various ways, especially in terms of communication. For such qualifications, a number of users on new media in the period of technological convergence are increasing rapidly [3].

Recently, several news televisions broadcasting business tried to apply the 3G technological systems to the news presentation, and support the information search of the reporters, as well as extending cooperation with groups of audience by receiving the news contents, audio and video information via communication equipment which supports 3G technology to be used for news representation [4].

Furthermore, the technology which is going to be developed to 4G makes a result of managing department, administration, and operation of reporters in the television broadcasting be going to change and get improved consistently [2].

This research will help realize the suitable structure of news department for digital television broadcasting business in Thailand under the consistent changing of technology, and characteristics of reporters in the news department for digital television broadcasting business in Thailand in terms of news operation to be in accordance with new technology use by converging the digital television system and telecommunication technology of 3G and 4G system.

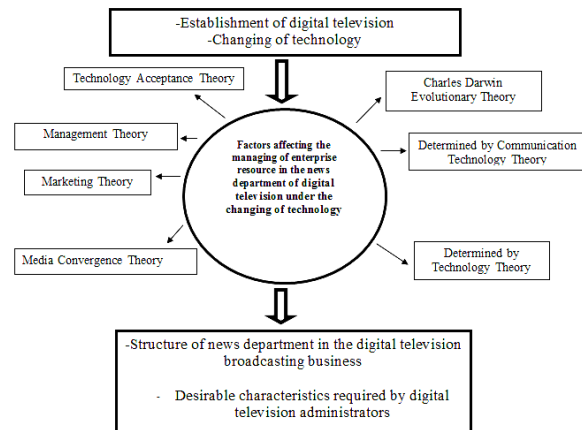
## II. PURPOSES OF RESEARCH

1. To study the form of managing the structure of news department for news television broadcasting business under the changing of technology.

2. To study the form of managing the reporters to operate under the use of new technology for doing news television broadcasting business.

For concepts, theories, and related researchers of this study consist of 1) Evolutionary Theory, 2) Technology Theory, 3) Communication Technology Determinism, 4) Media Convergence Theory, 5) Technology Acceptance, 6) 4M concept and theory, and 7) Marketing Theory.

## III. CONCEPTUAL FRAMEWORK



## IV. RESEARCH METHODOLOGY

This qualitative research used 2 data sources: related documents and in-depth interviews. Both sources were collected and analyzed.

## V. SCOPE OF RESEARCH

The data collection was carried out by in-depth interview from individuals opinions which consist of 1) 3 national policymakers of telecommunication and communication, 2) 9 administrators of news television broadcasting business, 3) 5 academics and researchers of communication arts field, 4) 9 reporters operating in the news department of the news television broadcasting business, and 5) 5 reporters of foreign bureaus in Thailand.

## VI. EXPECTED RESULTS

1. To acknowledge the structure of the news department in the news television broadcasting business under the changing of technology.

2. To acknowledge the desirable characteristics of reporters required by the news television broadcasting business on operation in accordance with the changing of new technology for news report.

## **VII. RESEARCH RESULTS: ORGANIZATION**

The research results reveals that the changing of technology becomes the key factor to cause change in various parts of the society, including the changing of livelihood and social contexts, especially in terms of communication technology which occurs all the time and avoidably. The technology helps extend the opportunity for entrepreneurs in digital industry together with the opportunity extension for the audience of digital television since the technology helps the contents be transferred more rapidly. To refuse technology is considered as creating a frame to block the audience themselves. Technology helps increase the effectiveness and ability of operation on equipment to do several functions which provides various contents while its size for producing the contents is smaller.

The news department in the news television broadcasting business is managed its size not to be too big for high quality of operation, rapid change and modification, responsibility reduction to remain only producing the news contents to be in accordance with the needs of each digital television audience group, which is caused the segmentations.

If the news department in the digital television has too big size, it can cause damages to the news television broadcasting business because the news department in the news television broadcasting business is not a kind of numerously profitable unit. Likewise, the news department established in terms of news television broadcasting business is not suitable for competitiveness in the television industry.

The news reporter team in the news department of digital television has to reduce a number of employed workers of each team but still maintain the work effectiveness and high quality of news contents production from technology application. This affects the reduction of news personnel who do not change themselves since technology can cause

change in a practical way, and create the new ideas of operation as substitution.

When comparing the management of smaller structure on the news department to the past size of it, it can be seen that the administrators of the news department have to select news personnel from the increased qualifications, that is, to select the personnel who can perform more than one type of duties, and select only professional ones to work with. These reduce the complexity of command structure for the news department of the news television broadcasting business, which is easy for making commands and control quality of work.

Therefore, the executives will be able to work with the operational employees more closely and treat the employees thoroughly, as well as specifically treating some skillful employees and developing the potentials of operational employees more, including reducing the problem of having no work for some employees.

## **VIII. RESEARCH RESULTS: REPORTER**

The technology which is changing consistently not only enforces the changing in the news department, but also enforces the reporters, one of the news personnel, have to change themselves unavoidably, such as developing thoughts and ideas to catch up with the rushing time, advance planning, changing the ways of working, and determining the ways of working to be in accordance with the competitiveness of the digital television industry which is changing rapidly.

The specific characteristics of the reporters are that they should have high quality, be able to use technology well and mix or converge all technology types to meet with the news qualitative work. Moreover, the reporters have to be able to deliver the produced contents via direct use of technology to the digital television audience in order to connect loyalty for the organization, be able to study the digital television audience to acknowledge their needs clearly, and be able to adjust and

support the rapid change of the news department which holds the flexible and changeable forms according to the situations.

Thus, the concept of convergence is used for the news production to produce the news contents with high quality and completeness as needed. The digital television audience becomes the crucial factor of the news department in the news television broadcasting business. This is because technology is the key factor to cause convergence among the Ideas Convergence, Functional Convergence, and Media Convergence.

The Ideas Convergence is originated by several stories which are put together until they are able to be analyzed or synthesized as the real stories from convergence of all things. Moreover, the adjustment according to the technology means adjusting thought, ways of thought, ways of presentation, specific skills of communication since technology makes information be communicated more easily.

Whereas the Functional Convergence is about the convergence of various technologies such as tablet, iPad, Smartphone, etc. to be used as the instruments of news contents production, for all taking pictures, audio recording, editing, delivering news contents, finding news, entering into broadcasting system of the news television broadcasting business, or as the instruments to report live situations substituting the instrument of expensive signal, such as reporting via satellite system.

The Media Convergence makes the news department in the news television broadcasting business be able to transfer the information to the audience completely and in every group, such as the audience watching from television screen or from other communication instruments such as tablet, iPad, Smartphone, or via online system. The convergence helps the news department higher flexible for operation.

Also, the reporters who perform the duty as producing the news contents have to apply the

concept of convergences because the reporters who are qualified are able to apply the convergence concept to the news operation. Moreover, they can be treated by the administrators of news department more, such as higher employment conditions, or special compensates.

## **IX. RESEARCH DISCOVERY**

The conclusion of research reveals as follows: For Part 1; the concept of Human Convergences has to occur with the reporters of the news television broadcasting business themselves by converging in 3 aspects as the following:

1. **Idea Convergences:** the reporters have to perceive the change rapidly, have more knowledge base, know how to research the additional information, be skillful in analysis or synthesis, be able to mix or converge all things altogether, for example, representing the news content about government policies which have to mix all politic knowledge base and politic concept to be in accordance with the knowledge base of economy, as well as describing the effects from government policies to people in society, the necessity of educational system which supports the policies description to make understanding through people in society, and represent the criminal problems which might be followed from using the policies in the practical ways.

2. **Functional Convergences:** the reporters have to pass the learning process more in order to protect the opportunity to the reporters and news department, for example, the ability to use the camera from Smart Phone to take a picture of news, or edit the pictures on mobile phone, and deliver the pictures to the broadcasting system of the news television broadcasting business, or the ability to use the mobile phone to report the lively news of important situations by the real time and transfer the news through mobile phone communication system to the broadcasting system of the news television broadcasting business.

3. **Media Convergences:** such as transfer of produced news contents via the television broadcasting, or from other communication instruments such as tablet, iPad, Smart Phone, or online system.

Part 2; the concept of Marketing Journalist: this has to be happened in the concept of the reporters of news television broadcasting business, especially the acquiring of information for making an idea to set the news point, the reporters of the news television broadcasting business has to think based on the consumer behavior. The consumer refers to the digital television audience, in order to be able to respond the needs of watching really, as well as designing the form of representation to be in accordance with the perception needs of audience.

Part 3; Researcher Journalist: this has to be happened in the process of finding information for producing the news contents of the reporters of news television broadcasting business to create the answers of the news events needed to be known by audience. The news is represented in terms of description to let the audience understand at the beginning from cause to final answer that how the happened news is meaningful both direct and indirect way.

Part 4; Concept of Analysis Journalist has to come from the synthesis process data derived from the journalists researched, to ensure that the securitized formation can be reliable and without any error before presenting the data in a news cast on the audience.

Part 5; Concept of Narrative Journalist has to come from the completed information term and the information which is passed to the audience by making the audience interested to get to and trust. This concept is similar to writing plays or novels where the viewer or readers feel conformable with information in line with the presented information.

Part 6; The technology determines the change unavoidably. The technology causes

the Human Convergences, and this Human Convergence makes the reporters become the utmost importance in the news department of the news television broadcasting business over the technology which enforces to originate the technological change.

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