

# THE DISCOURSE OF NEGATIVE NEWS IN THAI ENTERTAINER IN THE NEW MEDIA ERA

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## ABSTRACT

The discourse of negative news in Thai entertainer in the new media era was the qualitative research aimed to study The negative news discourse of celebrities in the Thai entertainment industry by the context of society, culture, economy and politic in the new media era from 2011 until nowadays by using the textual analysis and the literature review. The findings revealed that the new media era of the internet and social media has changed the media landscape, anyone can define the discourse and meaning creation process to the society, including it has changed the thinking process, attitude, belief, custom and tradition. The negative news discourse of celebrities in the Thai entertainment industry is classified by an authority defining the discourse in the new media era as follows;

**1. Celebrities** – Many discourses are the negative news of celebrities communicated to the public for the positive image or minimize the negative news. The discourse is defined by celebrities such as ignorance, out of passion, cheater and move on etc., by the context of society and culture.

**2. Public** – Many discourses are defined by the public with specific vocabularies and communicated on social media for publicity and meaning creation at the public level. The public will apply those vocabularies for the negative news of celebrities in the Thai entertainment industry in order to comment on various topics. The negative news discourse is defined by public vocabularies on social media such as disclosure and number one of the principal wife etc., by the context of society and culture.

**3. Mass Media** – Many discourses are defined by the mass media for the same type of news such as uncensored clip, shotgun wedding, inharmoniousness and breakup etc., by the context of society, culture, economy and politic.

Keywords - Discourse, Negative News, Celebrities, Mass Media, Public, Thai Entertainer

## INTRODUCTION

The occupation in entertainer comprising of TV series actors, film actors, singers, comedians, newsreaders, TV host and radio broadcaster etc., which is responsible for entertaining the audiences or consumers perceiving their information and production through the TV programs and social media. In the past, reporting the entertainment news will have appeared in the printing media as Rom Bunnak (2008) said that in 1945 or after World War II, reporting the entertainment news of most actors who were from the theatre at Sala Chalerm Thai or Sala Chalerm Nakorn comprising of Siwarom, Thep Silp, Asawin Drama and 16 mm.–filmmaker, was appeared in the printing media; weekly or monthly magazine such as “Dara Thai” by Surat Pookkaves, “Padung Silp” by Aksorn Chuepanya, “TV Movie” by Cherd Songsri and Pairat Kasiwat, and “Dara” by Wichian Sanguanthai and Suphot Kiattitit; daily press such as “Ekkapab Raiwan” by Sompot Piyaoui, and “Siam Dara” by Siam Inter Multimedia PCL, which reported about music, TV series, film and all activities in the entertainment industry.

Entertainment news is interesting for the public comparing with other content of news which is “academic”, but the entertainment news is “non-academic” with a fully working process (Kanchana Kaewthep, 2002, P.8-10). Even though, the entertainment news seems to be useless but it is very popular in Thai society and being more interested than other topics as seen by a number of followers on the entertainment news fan page as follows;

**Figure 1**  
**Number of followers on the entertainment news fan page**  
 Source: <https://www.facebook.com/>



From a number of followers on the entertainment news fan page, it revealed that celebrities’ lifestyle or private life is interesting for the public especially the hot topic such as dressing naked at the award ceremony, pregnancy before marriage, abortion or uncensored clip etc. (Surasit Wittayarat, 2009) which is rather negative news than positive news as the scandalous news of celebrities in the entertainment industry. Thompson (2000) has described the scandalous news in 5 topics; 1) behavior that is incompatible with norm and value of the society, 2) a secret or non-disclosure story, 3) an unacceptable behavior that violates the terms of the society, 4) a disagreed comment by the public, and 5) risk to minimize their reputation. In consequence, entertainment news has an effect to celebrities and their society; positive news will create their good image, fan club or followers but negative news will create their bad image, imitation behavior or termination of their employment.

Negative news caused the crisis of celebrities in the entertainment industry, its discourse would be able to minimize or maximize the reaction on it. The researcher has defined the word “crisis” by the concept of Coombs (2007) that it is an unexpected situation affecting the organization’s efficiency and image, and the concept of Doorley and Garcia (2007) that it is an irregularity affecting the undesirable situation and image. From the definition, negative news caused the crisis and bad image of celebrities in the entertainment industry. Most of the negative news violates the ethics or expectation of the public especially the hot topic such as the case of “a princess of the entertainment industry” who had a good personality and image, and never had any negative news from 1992 until 2005, she held a press conference on the eighth of September telling that she was five months pregnant before marriage. This topic was focused on her lying and decline that her changed body was not pregnancy but taking haematinic named “Benlo”, then she gave a speech “I didn't do anything wrong, I didn't mean to offend anyone, but there is something I want to tell you today which is very good news.” (Prapaipan Puengchim, 2017). From this topic, the discourse of “Benlo” and “good news” is applied for a similar case of pregnancy before marriage or lying by the mass media.

From the above topic, in considering the discourse that (Nattaporn Panpothong, 2013) has concluded; it is a systematic practice or meaning creation process and idea or perspective towards anything. The discourse of “Benlo” is represented to lying and reflected a pregnancy before marriage which is incompatible with Thai tradition as “a princess of the entertainment industry” should not act, and the discourse of “good news” is represented to a pregnancy which is not wrong but a good start of the complete family. In addition, there were negative news discourses in the Thai Entertainment Industry such as; “ignorance” in case of an inappropriate act

that violates the ethics, morality, culture, society or legal; “cheater” in case of a relationship with two persons at the same period; and “out of passion” in case of a relationship breakup etc., which is consistent with (Burr, 1995) said that it could have more than one discourse describing the same topic with different storytelling and meaning.

The discourse of negative news is defined by an authority in each era and period controlling a thinking process as the power relationship; interpersonal relationship or relationship between the group, institute and organization by the interest of the linguists. It can be referred to by the concept of (Norman Fairclough, 1989 as cited in Nattaporn Panpothong, 2013) the power by coercion and power by consent is from an authority in each era that controls the social concept by the context control. In the past, entertainment news will have appeared in the mainstream or traditional media such as printing or television media etc. In consequence, most of the discourses are defined by the mass media but nowadays, the media landscape has changed by the new media such as the internet and social media, then anyone can define the discourse such as sources, celebrities and the public.

A study of the discourse of negative news in Thai entertainer in the new media era has to study the context of society, culture, economy and politic including other related context in each era. In the new media era from 2011 until nowadays is a period of change in the entertainment industry by reporting the entertainment news on both social media and traditional media. There was a Facebook fan page for the entertainment news in 2011, TV Pool Facebook fan page as it has been a popular entertainment magazine in the traditional era reporting the eye-catching news and criticism in lifestyle and private life of celebrities especially the negative news that attracts interest, comment, criticism and word-of-mouth from the public. This research focused on a study of the negative news of celebrities in the entertainment industry by the discourse concept of power, media landscape and social context for the use of mass media education especially the entertainment news as the discourse is a study of authority of communication such as the mass media, producer, celebrities and reporting the entertainment news on the social media.

## **OBJECTIVE**

To study the negative news discourse of celebrities in the Thai entertainment industry by the context of society, culture, economy and politic in the new media era from 2011 until nowadays.

## **LITERATURE REVIEW**

### **1. Concept of Discourse**

The concept of the discourse of Norman Fairclough (1995b, p. 59) said the critical discourse analysis is a type of social practice, which implies that discourse and society are related as a dialectical relationship and social discourse (knowledge, identity, relationship of people in the society) as the discourse is defined by society. In consequence, the relationship between discourse and society as mentioned must be demonstrated in the critical discourse analysis which can be used as a concept for a study of the negative news discourse of celebrities in the Thai entertainment industry by the context of society, culture, economy and politic by the objective.

### **2. Concept of Media Landscape**

The elements of media landscape analysis (Time, 2014) comprising of the communicative type, target and platform or channel which is defined to study a relationship of discourse and media landscape as a change of the power that defines discourse and the power practice with the critical analysis.

### **3. Concept of social context**

A study of the negative news discourse of celebrities in the Thai entertainment industry by the concept of the discourse that discourse and society are related, the social context must be applied for the critical discourse analysis by the context of society, culture, economy and politic by the objective.

## METHODS

### Target group

The target group of the study is the negative entertainment news retrieved and selected by purposive sampling, comprising of the number of sources and the type of news. The researcher has selected the target group from 10 negative entertainment news by their distinction of discourse in forms and methods of reporting news by various social contexts.

### Research tools

The research tool of the study is the textual analysis, to study the objective for the critical discourse analysis in order to develop the negative discourse by the context of society, culture, economy and politic.

## RESULTS

The findings of a study of the negative news discourse of celebrities in the Thai entertainment industry by the context of society, culture, economy and politic in the new media era from 2011 until nowadays by selecting 10 negative entertainment news by their distinction of discourse in forms and methods of reporting news by various social contexts, it revealed as follows;

**Table 1**  
**The Discourse of Negative News**

No.	Discourse	News Topic	Year
1	Uncensored clip	An uncensored clip of Marsha Vadhanapanich published as blackmail	2011
2	Shotgun wedding	Jenny Tienposuwan has a shotgun wedding with Ae Chonsawat	2013
3	Ignorance	Punpun admitted that she used to take drugs and photos with her ignorance	2013
4	Inharmoniousness	Wawwa Nicharee acts an inappropriate behavior and inharmoniousness to the producer, Tu Piyawadee	2014
5	Breakup	The breakup of the singer, Peter Corp Dyrendal and his wife, Ploy Ployphan after the rumor of their problem early in the year	2015
6	Out of passion	Oat Pramote, telling his reason for the breakup of 11-year relationship with his former girlfriend	2018
7	Disclosure	Mink Savaphat admitted the faked pregnancy as her love for the former boyfriend, Captain Chonlathorn, as the hashtag #MinktheDisclosure	2018
8	Cheater	Pop Pongkool, telling his cheating and double-dating	2019
9	Move on	The breakup of Patricia Tanchanok Good and Peach Pachara and her quick start of a new relationship, not a double-dating but a quick-cut	2019
10	Number one of the principal wife	Tanya Tanyaret, telling about a womanizer of her husband	2020

From the table of the negative news discourse of celebrities in the Thai entertainment industry in the new media era from 2011 until nowadays, it revealed that the celebrities, public and mass media have their own social media for sharing their lifestyle, thought, opinion, emotion, feeling, experience and daily routine. Anyone can define the discourse and meaning creation process to the society, including a change of the thinking process, attitude, belief, custom and tradition. The negative news discourse of celebrities in the Thai entertainment industry is classified by an authority who define the discourse in the new media era as follows;

**1. Celebrities** – when the negative news ruins the image and popularity of celebrities, they will communicate to the public for the positive image or minimize the negative news. The discourse is defined by celebrities as follows;

- **Ignorance:** case of the press conference of the teenage actress, Punpun Sutatta, admitting that she used to take drugs by her ignorance. In considering the meaning by the Royal Institute's Dictionary, 2011, “ignorance” means it did not expect that something bad will happen. This discourse is defined that taking drugs is illegal, inappropriate and incompatible with the socio-cultural practice of the actress as being the role model for society, but her case did not expect that something bad will happen as an accidental act. The discourse of “ignorance” is applied for her case and other cases as the first fault as the public could normally make it.

- **Out of passion:** case of the former girlfriend of the singer, Oat Pramote, telling his reason for the breakup of their 11-year relationship on her social media which caused a negative reaction to him. In considering the meaning by Thai-English Electronic Media Dictionary: Lexitron, “passion” means fascination or affection. The discourse of “out of passion” is applied for the breakup as it normally happens, but it caused a negative reaction in the case of Oat Pramote as he has a playboy personality including the Thai social and cultural framework that female rather be disadvantageous than male after the breakup. This case received a lot of negative reactions on social media and the discourse of “out of passion” is applied for a similar case by the mass media and public.

- **Cheater:** case of the press conference of the singer, Pop Pongkool, describing his relationship with two women at the same period. In considering the meaning of “cheater” means a relationship with two women at the same period with completely separating their spaces, they will not know each other as living in a separate world. This is incompatible with the socio-cultural practice that it should have only two persons in the relationship, the third person is unacceptable. This case received a lot of negative reactions on social media and the discourse of “cheater” is applied for a similar case by the mass media and public.

- **Move on:** case of the interview of the actress, Patricia Tanchanok Good, describing her breakup with Peach Pachara and her quick start of a new relationship with a businessman which caused a negative reaction as the double-dating. In considering the meaning by Thai-English Electronic Media Dictionary: Lexitron, “quick-cut” means move away or move forward. The discourse of “Move on” is applied for a quick start of a new relationship after the breakup, but it probably likes a double-dating in the public perspective. In consequence, the discourse of “Move on” is applied for hiding the incompatible with the Thai social and cultural framework, and applied for a similar case by the mass media and public.

**2. Public** – in the new media era, the specific vocabularies are applied for the public and social media for publicity and meaning creation at the public level. The public will apply those vocabularies for comment on the social topics and negative news of celebrities in the Thai entertainment industry. The negative news discourse is defined by public vocabularies on social media as follows;

- **Disclosure:** case of a text on the social media of the teenage actor, Captain Chonlathorn, telling Mink Savaphat has a disclosure on her faked pregnancy and finally, she admitted her faked story. In considering the meaning of “disclosure” is defined by the public on social media referred to by sanook.com, which means the secret is disclosed or the truth is revealed. The discourse of “disclosure” is applied for this case as Mink claimed that she is pregnant by Captain which is not the truth, she received a lot of negative reactions on social media for her lying as it is incompatible with the socio-cultural practice and unacceptable. The discourse of “disclosure” is also applied for a similar case by the mass media and public.

- **Number one of the principal wife:** case of a womanizer of the actress's husband, Tanya Tanyaret. In considering the meaning of “number one” is defined by the public on social media referred to by kaosodonline.com, which means distinction, shoo-in or number one. The discourse of “number one of the principal wife” is applied for encouraging her as no one could be replaced, then any woman of her husband received a lot of negative reactions on social media as it is incompatible with the socio-cultural practice and

unacceptable. The discourse of “number one of the principal wife” is applied for a similar case by the mass media and public.

**3. Mass Media** – the negative news discourse of celebrities in the Thai entertainment industry in the new media era is defined by the mass media for a similar case, the discourses from the target group of the study are as follows;

- **Uncensored clip:** case of the uncensored clip of the singer, Marsha Vadhanapanich which is published on social media by the malicious person. In considering the meaning by the Royal Institute's Dictionary, 2011, “uncensored clip” means getting out of somewhere. The discourse of “uncensored clip” is applied for the undesirable video clip (naked, scandalous, private photos) which is published on social media as blackmail and incompatible with the socio-cultural practice of the singer as being the role model for society. The discourse of “uncensored clip” is applied for a similar case by the mass media and public.

- **Shotgun wedding:** case of the shotgun wedding of the actress, Jenny Tienposuwan, by her marriage registration with Ae Chonsawat. In considering the meaning by the Royal Institute's Dictionary, 2011, “shotgun” means rapidity or unexpected situation. The discourse of “shotgun wedding” is applied for her unexpected wedding which is incompatible with the socio-cultural practice that it should take time for the relationship before the marriage registration. In consequence, the discourse of “shotgun wedding” is interesting in the public on their inappropriateness to the Thai social and cultural framework.

- **Inharmoniousness:** case of the inappropriate behavior of the actress, Wawwa Nicharee, to the producer, Tu Piyawadee. In considering the meaning of “inharmoniousness” is referred to by [thai194wordpress.com](http://thai194wordpress.com), which means dislike or incompatible. The discourse of “inharmoniousness” is applied for the inharmoniousness between the actress and the producer. In considering the economic context, the problem between the actress and producer should not happen as it could affect her occupation. In consequence, the discourse of “inharmoniousness” is interested and applied for a similar case by the mass media and public as the capitalism of their business.

- **Breakup:** case of the breakup of the singer, Peter Corp Dyrendal and his wife. In considering the meaning of “breakup” is referred to by Oxford Languages, which means being divorced or separated. The discourse of “breakup” is applied for a case of the breakup of the singer, Peter Corp Dyrendal and his wife as it could happen in any spouse. In addition, the socio-cultural practice that the breakup normally happens from the third person which is incompatible with the Thai social and cultural framework, then he received a lot of negative reactions on social media and the discourse of “breakup” is applied for a similar case by the mass media and public.

## CONCLUSION

The new media era of the internet and social media has changed the media landscape, anyone can define the discourse and meaning creation process to the society, including a change of the thinking process, attitude, belief, custom and tradition. The negative news discourse of celebrities in the Thai entertainment industry is classified by an authority who define the discourse in the new media era as follows;

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