

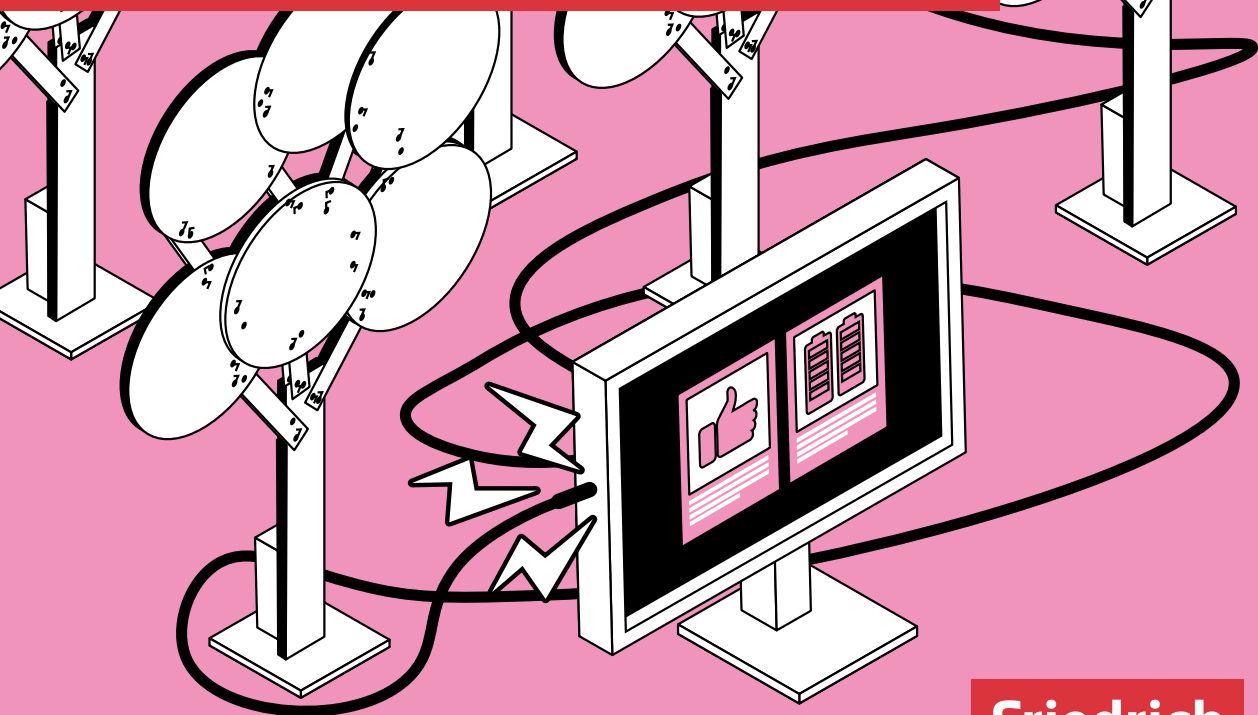
STUDY

Pijitra Suppasawatgul

Institute of Asia Studies, Chulalongkorn University

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Energy Discourse in Thai Media



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Responsibility for content and editing

Henning Effner | Resident Director
Ploypailin Tinkan | Program Manager

Contact

Phone: +66 2652 7178-9
Website: thailand.fes.de
Facebook: Friedrich-Ebert-Stiftung Thailand
Email: info.thailand@fes.de

Design/Layout

Deddeaw Laosinchai

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Executive Summary

Thailand has established ambitious climate targets, aiming to achieve net-zero greenhouse gas emissions by 2030. However, despite government efforts, the country's progress towards these goals has been hindered by the low share of renewable energy in its energy consumption and a declining trend in renewable energy production. This research seeks to comprehensively analyze the media discourse on energy and climate issues in Thailand, identifying key themes, misconceptions, and public perceptions. By examining media coverage and its impact on public opinion and policy formation, the study aims to contribute to a deeper understanding of the media's role in shaping energy policy decisions. The research applies a content analysis method by examining 209 news articles from eight prominent Thai news agencies, conducted between July 2023 and June 2024. The analysis focused on the representation of energy issues, including framing techniques, key themes, and stakeholder involvement.

Key Findings

The content analysis reveals that Thai media primarily focuses on energy issues related to policy, regulation, and economic aspects, with less attention to environmental concerns. This emphasis reflects the top-down structure of the Thai energy industry and the economic implications of traditional energy policies. Key themes identified include pricing, government subsidies, and the economic dimensions of energy issues. In addition, fossil energy remains dominant in news coverage, while renewable energy sources receive less attention, and natural gas is frequently

misrepresented as clean energy. Positive/negative framing techniques are prevalent, often emphasizing government intervention and solutions. State entities and private sector actors dominate the discourse, with limited representation of civil society organizations and academic institutions.

Moreover, the public is deeply interested in the economic dimensions of energy issues, particularly pricing and government subsidies rather than environmental issues. There is evident popularity of pricing-related news, showing the sensitivity of Thai audiences to energy prices. While the media's focus on pricing may be driven by genuine public interest, there is also a possibility that it is strategically chosen to generate engagement and increase viewership, ultimately benefiting the media outlets' businesses. The research finds out that media and businesses can strategically employ the "gift" metaphor to frame energy policies and initiatives in a positive light, associating them with benefits and generosity. This framing technique can be seen as a form of persuasion, designed to influence public opinion and create a favorable perception of energy-related measures.

Discourse Analysis

Discourse analysis reveals that Thai media constructs narratives and shapes public opinion on energy issues through economic focus, state influence, public engagement, positive framing, and limited representation of alternative voices. These factors contribute to the public's understanding and perception of energy policies and their potential impact on society.

1. **Economic Focus:** The public's deep-rooted interest in the financial implications of energy policies is reflected in the media's dominant focus on economic aspects, such as pricing and investment.
2. **State Influence:** The significant role of the state in shaping the energy landscape and public perception is evident through frequent references to government policies and institutions.
3. **Public Interest and Engagement:** The public's sensitivity to energy costs and desire for affordable energy is demonstrated by the high engagement rates for pricing-related news.
4. **Positive Framing and Persuasion:** The use of positive framing techniques, such as metaphors and emotive language, aims to influence public opinion and create favorable perceptions of energy policies.
5. **Limited Representation of Alternative Voices:** The prominence of state entities and private sector actors in media coverage suggests their significant influence in shaping public discourse, while civil society organizations and academic institutions may be underrepresented.

Recommendations

To improve the quality and impact of the discourse, it is recommended to foster greater transparency and accountability in the energy sector, encourage diverse perspectives and public participation, promote media literacy and critical thinking, enhance media coverage quality, and invest in research and analysis. By implementing these recommendations, Thailand can create a more informed and engaged public discourse on energy issues, leading to more effective and sustainable energy policies.

1. Introduction

Thailand has set ambitious targets to achieve net zero greenhouse gas emissions by 2030, aiming for a 75Per cent reduction. To support this goal, the government has implemented policies like the National Energy Plan, which seeks to increase the share of clean energy in electricity generation to 50Per cent by 2050. However, despite these targets, the current renewable energy share in Thailand's energy consumption remains relatively low. Furthermore, a five-year linear trend analysis indicates a decline in renewable energy production, raising concerns about the country's progress towards its climate goals. In this context, the media plays a pivotal role in shaping public understanding and influencing policy decisions on these critical issues.

This research seeks to comprehensively analyze the energy discourse in Thai media, identifying

key themes, misconceptions, and public perceptions related to energy and climate issues. Additionally, the study aims to assess the impact of media narratives on public opinion and policy formation. To achieve these objectives, a content analysis of 209 articles from eight prominent Thai news agencies was conducted. The analysis focused on the representation of energy issues in the media between July 2023 and June 2024. By examining the media coverage and its influence on public discourse, this research will contribute to a deeper understanding of the role of media in shaping policy decisions on energy and climate issues in Thailand. The findings will be valuable for policymakers, media practitioners, and civil society organizations seeking to promote informed public debate and develop effective solutions to these pressing challenges.

2. Research Objectives

1. Identify key themes and misconceptions in Thai media coverage of energy and climate issues.
2. Analyze the impact of media narratives on public opinion and policy formation.
3. Develop recommendations to improve public discourse and media coverage of energy and climate issues.

3. Methodology & Scope of data selection

MEDIA CATEGORY	MEDIA NAME	NUMBERS OF SAMPLES	TOTAL SAMPLES
1. MAINSTREAM	1. Khao Sod (21 million subs)	24	71
	2. Thai Rath (18 million subs)	24	
	3. Thai PBS (1.7 million subs)	33	
2. NICHE	4. Workpoint (4.2 million subs)	29	90
	5. The Standard (3.2 million subs)	27	
	6. MGR Online (1.6 million subs)	24	
3. ENGLISH	7. The Nation (0.2 million subs)	24	48
	8. Bangkok Post (1.3 million subs)	24	
Total			209

Table 1: Sample of Research Data

This study employed a content analysis methodology to examine the representation of energy in Thai media. A random sample of 209 articles was collected from eight prominent Thai news agencies operating between July 2023 and June 2024. The Minimum of two news articles or segments are collected each month from each publisher, resulting in a total of at least 24 news items per publisher. The selected media outlets were categorized into three groups: mainstream media (Thai PBS, Khao Sod, Thai Rath), niche media (Workpoint Today, MGR Online, The Standard), and English-language media (Bangkok Post, The Nation). To enhance the depth and breadth of the content analysis, the research included specific content related to environmental reporting and energy policy from the following programs: “Heat Up” on Workpoint Today, and “Policy Watch” and “Citizen Plus” on ThaiPBS. This diverse selection of news sources provided a comprehensive overview of energy coverage across different segments of the Thai media landscape.

The content will be analyzed using a coding scheme developed specifically for this research. The coding scheme will identify key themes, framing strategies, and rhetorical devices employed in the media coverage of energy and climate change issues. By systematically analyzing Thai media content, this research aims to provide insights into the ways in which energy and climate issues are portrayed in the Thai media landscape and how these portrayals may influence public perceptions and policy debates.

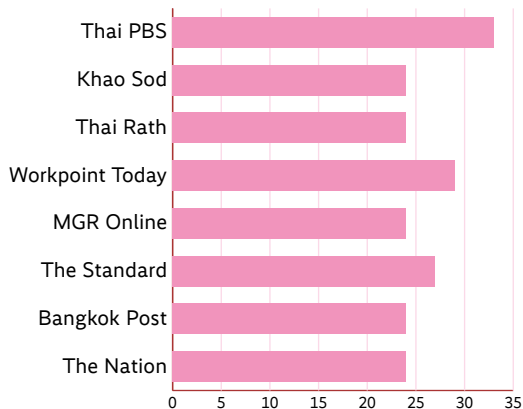
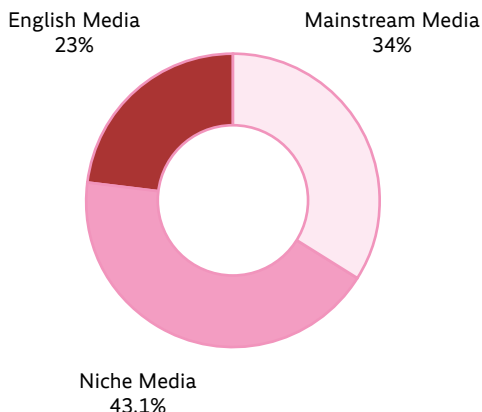


Figure 1: Media sample

4. Concept of Media Framing

Media framing explores how media represents a specific topic by drawing attention to specific issues at the expense of others, the various factors and actors who may influence this selection process, and the potential impact news framing may have on its audience's perceptions and actions (Scheufele, 1999). Bolsen who studies effect of media framing Media in renewable energy news found that framing is a method in which a communicator emphasizes a particular aspect of an issue or policy, which audiences may rely on more heavily when forming an opinion (Bolsen, 2022). Regards to energy policy that Media framing in renewable energy in public discourses can play a powerful role in shaping citizens' belief. For example, if the media, politicians, or policy advocates emphasize the cost-savings of renewable energy relative to coal-generated power, or the economic benefits and associated job-growth in this sector, these messages – especially as they are encountered repeatedly over time and across contexts – can influence the public's view about

the comparative costs of transitioning to renewables, ultimately increasing support for policies promoting clean energy sources. This research select 4 technique of media framing methods to examines how Thai media frames energy news, focusing on issues, moods, and tones. Four framing techniques are identified:

1. **Positive/Negative Framing:** The portrayal of energy issues as positive or negative developments.
2. **Problem-Solution Framing:** The presentation of energy challenges alongside proposed solutions or recommendations.
3. **Conflict Framing:** The emphasis on disagreements or tensions among stakeholders involved in energy issues.
4. **Consensus Framing:** The highlighting of shared goals or agreements among stakeholders.

5. Result of the research

By conducting a thorough content analysis, the research gains valuable insights into the media landscape surrounding energy issues in Thailand and understand how media representations contribute to public discourse and policy formation. The distinguishing points are following this issue:

1. Framing and Narratives

Dominant Narratives

The content analysis revealed that Thai media predominantly focuses on energy issues related to policy and regulation, constituting 32Per cent of the total coverage. Business and economic aspects of energy also received significant attention, accounting for 18.6 per cent and 12.4 per cent respectively. Environmental concerns were addressed in 10Per cent of the articles, while infrastructure, security/crisis, and energy sources were covered in smaller proportions. This emphasis reflects the top-down command structure of the Thai energy industry, which is heavily dependent on government and state committees.

This suggests a strong emphasis on the policy and regulatory frameworks surrounding energy in Thai media, reflecting the importance of these factors in shaping the country’s energy landscape. Additionally, the media discourse on energy is often shaped by the economic implications of traditional energy pricing policies and investments, rather than exploring new energy sources or promoting alternative players. This focus on established energy corporates highlights the potential for market concentration and limited competition within the Thai energy sector.

The analysis identified the most frequently mentioned keywords within the energy-related news coverage. “Pricing” emerged as the dominant keyword, appearing in 64 articles. Other prominent keywords included “EV investment,” “government’s subsidy,” “promotion,” “solar investment,” “national policy,” “sustainability,” “green transition,” “corruption,” and “safety.”

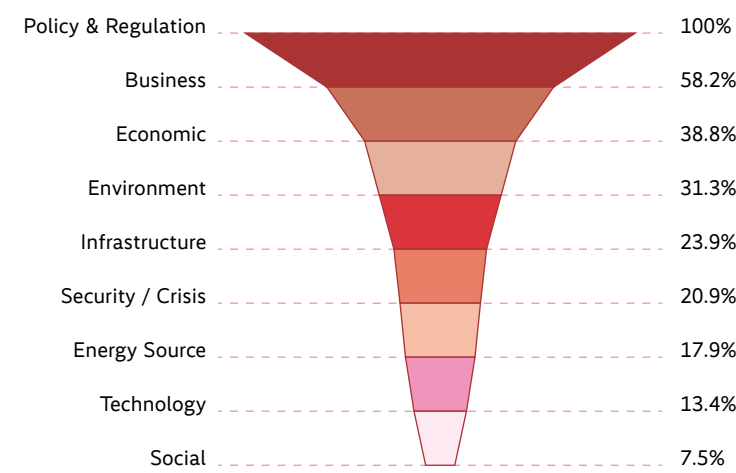


Figure 2: Issue Framing in Energy Issue

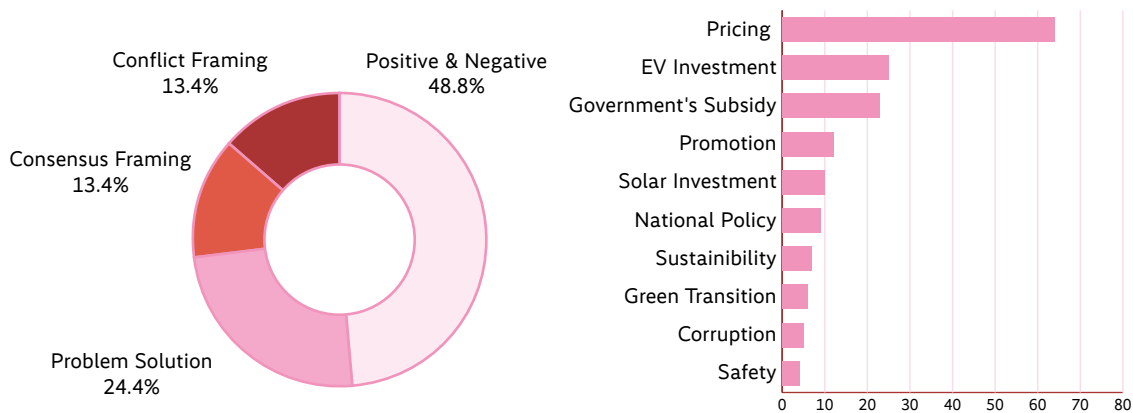


Figure 3: Framing Strategies and Rankin of the Most Mentioned Content

The prominent emphasis on “pricing” and “government’s subsidy” within the Thai media landscape underscores the public’s deep-rooted interest in the economic dimensions of energy issues. This consistent focus throughout the year suggests that these topics are considered highly relevant and impactful to people’s daily lives. While the media’s coverage may be driven by genuine public interest, there is also a possibility that pricing and government subsidies are strategically employed by the government to shape public opinion and garner support for its policies. By manipulating these economic levers, the government may aim to influence public sentiment and enhance its political standing. This reflects the public’s keen interest in the economic dimensions of energy and the pivotal role of state policies in shaping the energy landscape.

Framing Strategies

The content analysis revealed that the most prevalent framing technique employed in Thai media coverage of energy issues was positive/negative framing, accounting for 48.8 per cent of the analyzed articles. Problem-solution framing was the second most common technique at 24.4 per cent, followed by conflict framing and consensus framing at 13.4 per cent each.

This suggests a tendency to present energy issues in a polarized manner, emphasizing either positive or negative aspects to stimulate audience emotions, particularly in relation to government energy policies. While problem-solution framing was also significant at 24.4 per cent, it frequently focused on government subsidies within the context of energy policy. This suggests a tendency to frame energy issues as challenges that require government intervention and solutions. However, the relatively lower prevalence of conflict and consensus framing (13.4 per cent each) indicates a less collaborative and consensus-oriented approach in the media discourse.

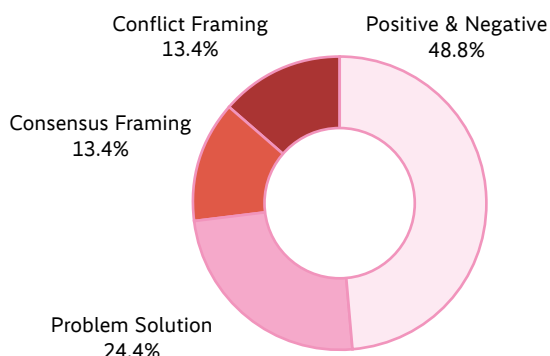
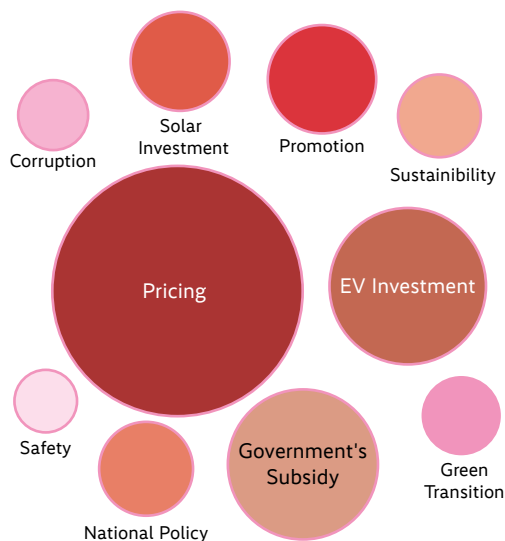


Figure 4: Proportion of Media Framing Strategies and Most Mentioned Content



2. Key Themes and Priorities

Energy Sources

The content analysis revealed a significant focus on fossil energy within Thai media coverage. Of the sampled articles, fossil energy was the most frequently discussed topic, accounting for 56.4 per cent of the total coverage. Renewable energy sources followed at 41.1 per cent, while nuclear energy received comparatively less attention, comprising only 2.3 per cent of the analyzed content. Within the broader category of fossil energy, petroleum and natural gas emerged as the most frequently discussed topics. Petroleum was mentioned in 60 articles, followed by natural gas at 52. Electricity, primarily linked to fossil fuel sources, was covered in 42 articles. Renewable energy sources, including electric vehicles (EVs), solar, wind, and hydro, received less attention, with EVs being the most prominent among these at 35 mentions.

While renewable energy sources, including electric vehicles (EVs), solar, wind, and hydro, received less attention, EVs gained prominence due to increased promotion from new players in the automobile industry. However, solar and green energy were often portrayed in a less favorable light, with some

articles highlighting the environmental impacts of renewable technologies, such as waste from wind turbines and solar cells or the ecological effects of hydroelectric dams. This suggests a potential bias in media coverage, which may downplay the environmental benefits of renewable energy while emphasizing their perceived drawbacks.

Environmental Impacts

Thai media frequently overlooks environmental concerns, with only 10% of content samples discussing these issues. One notable example is the portrayal of hydropower projects. Mainstream outlets often present positive narratives about domestic hydroelectric dams and international collaborations, such as the “Battery of Asia” project in Laos. However, these narratives frequently lean towards promotional content or corporate social responsibility campaigns.

In contrast, in-depth discussions of environmental impacts are limited to public media like Thai PBS and niche outlets like WorkPoint Today. For instance, Thai PBS’s “Citizen Plus” platform has featured civil society critiques of hydropower dams’ environmental exploitation in the Mekong River Basin. Additionally, WorkPoint Today’s “Heat

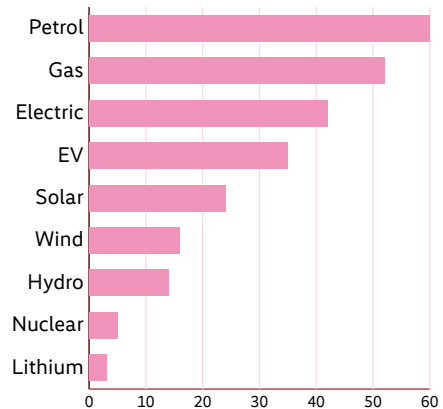
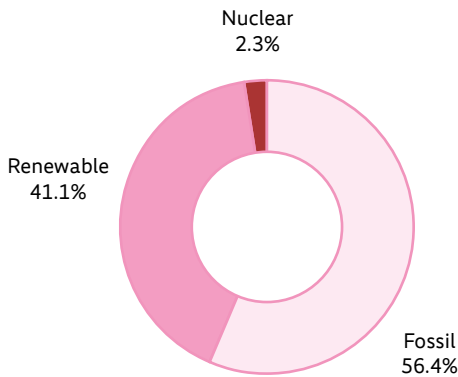


Figure 5: Proportion of Content toward Energy Source

Up” series has hosted Thai intellectuals who have expressed concerns about the environmental drawbacks of hydroelectric power plants.

Social and Economic Impacts

Despite the energy transition, Thailand continues to rely heavily on fossil energy. According to the Energy Policy and Planning Office, natural gas accounted for over 50% of the country’s electricity production in 2023, while renewable energy sources contributed only 10–15% (Ministry of Energy, 2023). However, Thai media frequently misrepresents natural gas as a “clean energy” source¹, despite its classification as a fossil fuel with lower carbon dioxide emissions compared to coal and oil. This misinformation often appears in advertorials, such as headlines proclaiming natural gas as “clean, convenient, and economical²”. Such deceptive representations can mislead the public and hinder progress towards a sustainable energy future. By promoting natural gas, media outlets may inadvertently reinforce the country’s

reliance on fossil fuels and delay investments in renewable energy infrastructure which increases the country’s risk of carbon lock-in. The framing of energy issues in Thai media is often influenced by economic considerations and conflicts of interest. The close relationship between the energy sector and the Thai economy, coupled with the reliance of media outlets on advertising revenue from both the government and private sectors, can lead to biased reporting.

This bias can manifest in the overemphasis of positive aspects of energy projects, particularly those associated with economic growth or government initiatives. Consequently, media coverage often prioritizes investment growth and energy security over public participation and environmental sustainability. This reflects the reciprocity approach, as the proverb says ‘Claw me, and I’ll claw thee’ as in this research found that main source of information are the “government sector” 35.4% and the “private sector 27.7%.

¹ News headline on MGR Online (September 24, 2024) said: “Natural gas is a clean energy with great value, but it’s not easy to get!”

² News headline in Matichon Weekly (October 20, 2023) said: “LNG is clean, convenient, and economical.” With the phrase “...LNG, which is liquefied natural gas, is recognized as clean energy and environmentally friendly...”

One of the detrimental consequences of biased energy reporting is the tendency to exclusively highlight positive aspects of energy projects, often engaging in greenwashing. Much of the media coverage focuses on investment growth and lucrative energy project contracts secured by major energy companies. This leads to criticisms of the green transition, which focuses on “energy security” related to economic growth or populist policies, with the government or private sector as the key protagonists, while giving very little media space to “public participation” or “environmental sustainability”.

A notable example of this bias is the limited media attention given to the Net-Metering scheme, a policy that would enable decentralized renewable energy production and increase public participation in solar power adoption. Despite its potential benefits and implementation in other ASEAN countries, the Thai government has been slow to adopt this policy, and it remains largely ignored by the media.

In conclusion, the misrepresentation of natural gas and the biased framing of energy issues in Thai media can hinder the country’s efforts to achieve a sustainable and equitable energy transition. To

address these challenges, it is crucial to promote accurate information, foster public engagement, and ensure that media coverage reflects the diverse perspectives and interests of all stakeholders.

3. Stakeholders Involvement

The analysis identified the key stakeholders prominently featured in Thai media coverage of energy issues by analyze stakeholders as a source of information provider. State entities emerged as the most frequently represented stakeholders, accounting for 35.4 per cent of the coverage. Private sector actors followed at 27.7 per cent, followed by data-related entities (16.2 per cent), media outlets themselves (11.9 per cent), civil society organizations (5.2 Per cent), and academic institutions (3.3 Per cent).

The analysis identified a diverse range of contributors to energy-related news coverage in Thai media, including international media outlets, the state-owned energy company PTT, mainstream media, government agencies (the Energy Regulatory Commission, the Ministry of Energy), government officials (the energy minister and Prime Minister), social media influencers, and

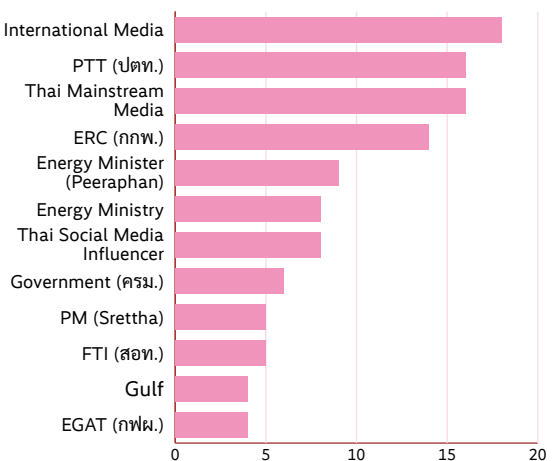
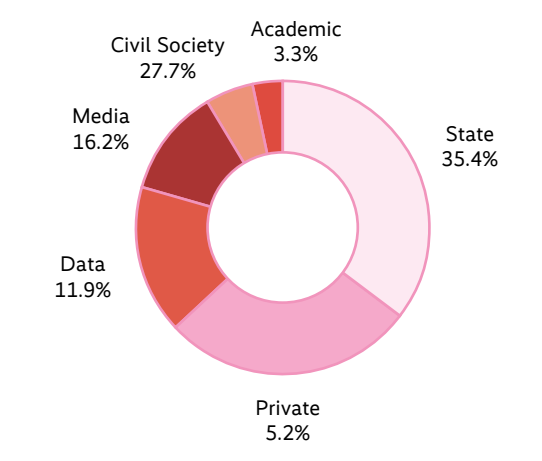


Figure 6: Proportion and Ranking of News Sources

industry organizations like the Federation of Thai Industries. This suggests a multifaceted landscape of information sources shaping public discourse on energy issues in Thailand.

The majority of news content related to energy issues in Thailand consists of brief reports, primarily focusing on pricing policies. In contrast, public broadcasting services, such as Thai PBS, offer in-depth investigative reporting on energy-related

topics. For example, Thai PBS’s “Policy Watch” program provides comprehensive monitoring of energy policies, supported by statistical data. Additionally, the “Citizen Plus” program facilitates public participation by allowing citizens to share their perspectives on energy issues. It is noteworthy that these two programs have relatively limited audiences, with viewership typically reaching around 1,000 or fewer individuals.

6. Media Influence and Impact on Public Opinion

The analysis revealed a strong emphasis on the economic and business dimensions of energy issues in Thai media, often focusing on the impact on people’s livelihoods and investment. This aligns with the content analysis results, which identified both issues as significant themes. The media frequently references government policies,

particularly those related to oil and electricity prices, highlighting their impact on the Oil Fuel Fund and the Energy Regulatory Commission (ERC).

This framing suggests a public interest in the economic consequences of energy policies and the role of government institutions in regulating

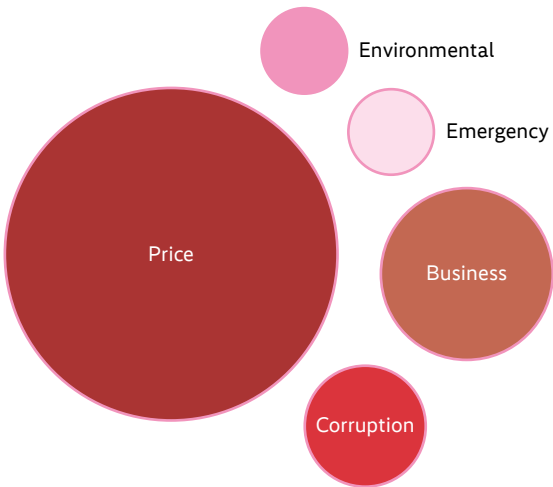


Figure 7: The Most Prevalent Issues with Highest User’s Engagement



Figure 8: How Thai Rath expresses 'the rise and decrease of petrol costs' on social media.

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พิธีพันธุ์ รมว.พลังงาน ลั่นเตรียมลดราคา น้ำมันเบนซิน ภายในปีนี้ เป็นของขวัญปีใหม่ให้ประชาชน เตรียมทำให้โครงสร้างถูกต้องมากขึ้น

วันที่ 18 ก.ย.2566 นายพิธีพันธุ์ สาสิริวิภากร รองนายกรัฐมนตรี และ รมว.พลังงาน กล่าวถึงการประชุมคณะรัฐมนตรีจะมีการหารือเรื่องมาตรการการปรับลดราคาน้ำมันเบนซินหรือไม่ ว่า จะมีการหารือเรื่องราคาน้ำมันเบนซิน เพื่อช่วยแก้ไขปัญหาค่า ซึ่งจะพยายามลดให้ทันเพื่อเป็นของขวัญปีใหม่ให้กับประชาชน แต่จะเน้นไปที่กลุ่มประเภทยางก่อน โดยจะเร่งคุยกับกรมธุรกิจพลังงาน ซึ่งในวันพรุ่งนี้ (19ก.ย.) จะไปหารือกับกรมศุลกากร



Figure 9: The Energy Minister's words on the reduction in oil prices, compared it to a "New Year's gift" for the people

energy markets. It also underscores the importance of energy affordability and its impact on people's daily lives. There is evident in the popularity of pricing-related news, with 23 articles garnering over 10,000 user engagements. This highlights the sensitivity of Thai audiences to energy prices. While the media's focus on pricing may be driven by genuine public interest, there is also a possibility that it is strategically chosen to generate engagement and increase viewership, ultimately benefiting the media outlets' businesses.

The media frequently use Positive/Negative Framing techniques, especially in mainstream media like Thairath and Khaosod. According to their social media platforms, such as Facebook, there will be posts on the issue of "oil prices/electricity prices" with news value such as freshness, closeness, and effect, and these posts will generate a lot of engagement. For instance, when discussing declining oil prices, Thairath used phrases like "Hurry up and fill the tank!" and emoticons such as "So sweet!" and "Smile." Conversely, during periods of rising oil prices, the outlet employed expressions like "Too much to bear!" and emoticons like "Crying" and "Angry."

Moreover, the analysis identified the use of metaphors to describe government subsidies and populist policies. These policies were often likened to "gifts," suggesting a sense of generosity or benevolence on the part of the government.

This framing can influence public perception by associating energy policies with positive outcomes and benefits.

As an example, during the September 18, 2023, announcement regarding measures to reduce gasoline prices, Energy Minister Mr. Peeraphan stated that a discussion would be held to address the issue and potentially lower prices in time for the New Year as a gift to the people. This framing positions the government's actions as a gesture of goodwill and generosity.

Similarly, the OR Group's advertising campaign on December 15, 2023, employed a similar narrative. The tagline "OR plays big and gives away gifts to Thai people" reinforced the idea of the company's generosity and the promotion of "No increase in oil prices for 10 whole days" further emphasized this theme.

These examples demonstrate how media and businesses can strategically employ the "gift" metaphor to frame energy policies and initiatives in a positive light, associating them with benefits and generosity. This framing technique can be seen as a form of persuasion, designed to influence public opinion and create a favorable perception of energy-related measures. By associating policies with positive emotions and benefits, such as generosity and gifts, media outlets and businesses can shape public attitudes and support for specific initiatives.

7. Public Discourse of Energy News

Discourse analysis can provide valuable insights into how Thai media constructs narratives and shapes public opinion on energy issues. By examining the language, framing, and underlying assumptions used in media coverage, this research can identify key themes, perceptions, and potential biases that influence public discourse.

1. **Economic Focus:** The dominant focus on economic aspects of energy, such as pricing and investment, reflects the public's deep-rooted interest in the financial implications of energy policies.

2. **State Influence:** The frequent references to government policies and institutions highlight the significant role of the state in shaping the energy landscape and public perception.
3. **Public Interest and Engagement:** The high engagement rates for pricing-related news demonstrate the public's sensitivity to energy costs and their desire for affordable energy. Moreover, the format of video and short pricing-related news gain more audience's engagement than long-complicate policy-related content.
4. **Positive Framing and Persuasion:** The use of positive framing techniques, such as metaphors and emotive language, aims to influ-

ence public opinion and create favorable perceptions of energy policies. While less common, problem-solution framing often focuses on government intervention as a solution to energy challenges. In addition, the use of metaphors, such as "gifts," and emotive language can create positive associations with energy policies and influence public attitudes.

5. **Limited Representation of Alternative Voices:** The prominence of state entities and private sector actors in media coverage suggests their significant influence in shaping public discourse. While the research shows the limited representation of civil society organizations and academic institutions which may contribute to a lack of diverse perspectives.

8. Recommendation

Based on the analysis of Thai media coverage on energy issues, the following recommendations can be proposed to improve the quality and impact of the discourse.

1. Foster Greater Transparency and Accountability

To enhance transparency and accountability in the energy sector, it is crucial to ensure public access to data and information on energy projects, policies, and investments by collaborating with global social media platforms. Additionally, promoting open and transparent decision-making processes can foster trust and confidence among stakeholders. Holding government agencies, energy companies, and other relevant actors accountable for their actions and decisions is essential for maintaining public trust and ensuring that the energy sector operates in a responsible and ethical manner.

2. Encourage Diverse Perspectives and Public Participation

To foster diverse perspectives and public participation in energy-related discussions, it is essential to support the growth of independent media outlets that can offer alternative viewpoints and critical analysis. Additionally, creating platforms for public engagement in decision-making processes and policy development can empower citizens to contribute their insights and concerns. Encouraging the active involvement of civil society organizations can further enrich discourse and ensure that diverse perspectives are represented in shaping energy policies and initiatives.

3. Promote Media Literacy and Critical Thinking

To enhance media literacy and critical thinking skills among the public, it is needed to implement programs that educate individuals about these vital competencies. Additionally, promoting fact-checking initiatives can help combat misinformation and disinformation prevalent in media coverage. Supporting independent journalism that prioritizes accuracy, impartiality, and investigative reporting can further contribute to a well-informed and engaged public.

4. Enhance Media Coverage and Quality

It is crucial to encourage media outlets to invest in in-depth investigative reporting by considers journalist work as a public service to enhance the quality and depth of media coverage on energy issues. Additionally, ensuring that media coverage includes a diverse range of sources and perspectives can contribute to a more balanced and informative discourse. Promoting ethical standards and transparency in media reporting can help address potential biases and conflicts of interest, ensuring that the public receives accurate and reliable information.

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About the Author

Associate Professor Pijitra Suppasawatgul is a distinguished researcher affiliated with the Institute of Asian Studies at Chulalongkorn University. Her expertise extends to the realm of digital literacy as a Steering Committee member for Facebook’s “We Think Digital” project, supporting its expansion across the Asia-Pacific region. Furthermore, she serves on the advisory committee for the ANNIE Lab at Hong Kong University.

Professor Suppasawatgul holds the position of National Consultant for SheTrade, a collaborative initiative of the United Nations and the European Union, focusing on the media landscape and digital disruption. Her scholarly contributions have been recognized with a distinction award from the National Research Council of Thailand for her research on hate speech within Thai publishing.

Her current research endeavors center on the challenges facing the news industry in the digital age and the evolving landscape of Over-The-Top (OTT) media. With over two decades of consulting experience, Professor Suppasawatgul possesses significant expertise in areas including internet governance, digital literacy, political data analytics, and data journalism. She is also a leading figure in the “Open Data” campaign, advocating for governmental transparency regarding COVID-19 vaccine information. Her recent research includes an examination of OTT regulation in Thailand, and she contributed a chapter on mobile communication and online falsehoods in Asia to the 2023 publication “Trends, Impact and Practice.” Demonstrating her commitment to community development and digital empowerment, she founded “Local Cube,” a media incubator aimed at enhancing local media skills and fostering value creation within local communities.

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Pijitra Suppasawatgul

Institute of Asia Studies, Chulalongkorn University

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