

Abstract

This study has focussed on a radio program 'Jor Sor 100' as reflected phenomenon of newly relation in the Thai society. It has founded particular network among the middle class and also studied on how the formulation relates to the whole society. It consisted of its background, problems, objectives, the areas of studies, both theory, research paper, Jor Sor 100's image its member, case study of certain member, analysis and summary.

The studies have founded that its member are sound economy, middle class, chinese in majority, age of 30-49, rose up during rapid growth of Thai economy. As the result, they need to communicate with more people in networking, which posted them to be the part of society. Thus, it also led to the exchangeable board of information, social and economic incorporation. This life style will be however, able to insist on the changing society, ever since.