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MUNYAT PHONGPHAIBOON : TELEVISION DOCUMENTARY WITH ANTI-REALISTIC IMAGES AND VIEWERS' PERCEPTION OF MEANING AND AESTHETIC VALUE. THESIS ADVISOR: SUPAPORN PHOKAEW, 264 pp. ISBN 974-13-1822-7.

This qualitative research was to produce the experimental TV documentary with the objectives to find and create the new presentation techniques using anti-realistic images, and to assess their effectiveness in relation to the viewer's perception of meaning and aesthetic value.

The research methodology was divided into 2 steps. Firstly, the TV documentary was produced, utilizing creative research. Secondly, the program's effectiveness was assessed, using 1.field experiment and group interview with 35 viewers, 2.focus group with 10 TV documentary producers and academicians.

It is found that, by using anti-realistic images in TV documentary, the viewers are able to perceive the denotative meanings and also clarify the connotative meanings. However the interpretations of images vary with the viewer's psychographic and value & lifestyle. Although the viewers interpret the images differently, they can still perceive the key messages of the story. In addition, the viewers' emotions and feelings depend on their perceptions of true meanings.

By using the anti-realistic images, this program still maintains the characteristics of TV documentary. This new presentation offers new alternative in producing TV documentary that is capable of 1.stimulating the viewer's thinking; 2.clarifying the connotative meanings, emotion, and feeling; 3.telling abstract messages. Nevertheless, the characteristics of the viewers and the context of communication should be taken into consideration whenever anti-realistic images are used.