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MASS COMMUNICATION

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CHANYA LIEWTRAKUL : THE DEVELOPMENT OF IMPORTED ANIMATION
FILMS BROADCASTED ON THAI TELEVISION CHANNEL 9(MCOT). THESIS

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The objective of the research are to study the development of imported animation films broadcasted on thai television channel 9 (MCOT.) and the influential factors of importing and broadcasting animation films on television. The study analyse data which is gathered from 3 sources ; documents, key-informant interviewing and animation films aired during January,1997.

The results show that the importing of animation films broadcasted on the television have changed from American-animation films to Japanese-animation films.This analysis could be divided the development into 5 periods ; 1) 1955-1958 : Black&White broadcasting system ; non-system programing. Most of films were supported from USA. 2) 1959-1969 : All films were imported from America. Animation films have shown as the children program. 3) 1970-1976 : Live Thai Lip Sync. A few Japanese-animation films were imported. 4) 1977-1995 : Color broadcasting system ; The domination of Japanese-animation films, recorded Thai Lip Sync, more business oriented. 5) 1996-1997 : The return of American-animation films. However the Japanese-animation films still dominate. It also finds that the development of imported animation films are effected by several factors. Significantly, the technology and management are the main factors from the first to the third period. After the third period, the major factor has changed to be economic pressure. Apart from these factors, the specific attributions of Japanese-animation films concluding plots, contents, aesthetic and management of industrial business are impact to this development.

ภาควิชา.....การสื่อสารมวลชน.....

สาขาวิชา.....การสื่อสารมวลชน.....

ปีการศึกษา.....2540.....

ลายมือชื่อนิสิต.....จรรยา พลินหาญกุล.....

ลายมือชื่ออาจารย์ที่ปรึกษา.....อ.อรรณพ วงศ์.....

ลายมือชื่ออาจารย์ที่ปรึกษาร่วม.....