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KEY WORD: PROCESS OF COMMUNICATIVE MEANING / REPRESENTATION / MUSIC VIDEO

CHATURONG DOUNGMANEE : AN ANALYTICAL STUDY OF THE PROCESS OF
COMMUNICATIVE MEANING IN THAI MUSIC VIDEO BY GRAMMY ENTERTAINMENT
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The purpose of this research was to understand the process of
communicative meaning in Thai music video. An analysis of encoding patterns
as appeared in media representational codes was performed within a theoretical
frameworks of Structuralism and Semiology. Findings indicated that music video
were consist of three main factors are as follow :

1. There 're "main elements" of the codes which include song
elements (theme and rhythm or melody), characters (genre-general role and
story-particular role), storytelling (theme, exposition, conflict, donuement,
ending, priority of events, and properties), and phrases or sentences.
2. There 're "presentational elements" of the codes which include
setting, lighting, black&white shot, camera angle, camera movement, and editing.
3. There 're "relation of song and presentational elements" which
include the relation of song theme and rhythm or melody, relation of theme
and lighting, relation of theme and camera angles, and relation of rhythm or
melody and editing.

It was all so found that various encoding patterns were applied in
all these representational codes to facilitate creative flexibility of
communicative meaning in music video.

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