

c851189 : MAJOR MASS COMMUNICATION

KEY WORD:

Sasivimol Santiratpakdee : A Comparative Study of Cultural Transmission through the Novel and Television Drama "SI-PANDIN". Thesis Advisor : Uayporn Panich. Associate Professor, 239 pages, ISBN: 974-636-386-7

The objectives of this research were to study what form and content of Thai Culture which was transmitted and how differences of culture transmission through the Novel and Television Drama "SI-PANDIN" with an analyzed and comparative study. The Concept and Theoretical Framework of the Reproduction for Culture Transmission, The Mutual Illumination of the Media, Intertextuality and the Adaption Methodology from the Novel to be the Television Drama were used for analyzing text and forms of Thai Culture. In addition, this research also included the study of an interviewing of Personnel Source and search from Documentary Source and seeing video tape "SI-PANDIN" which was broadcasted on television for 85 chapters.

The reserach found that the Novel and Television Drama was able to maintain all 8 main cultures, however, some sub-cultures in each main culture have been adapted in both of an increased and decreased content because of Production Factors (Props/Costumes) including the Nature of Media. All production factors have an influence to the difference of culture transmission in the Novel and Television Drama "SI-PANDIN".

ภาควิชา.....การสื่อสารมวลชน.....

สาขาวิชา.....การสื่อสารมวลชน.....

ปีการศึกษา.....2539.....

ลายมือชื่อผู้คิด.....

ลายมือชื่ออาจารย์ที่ปรึกษา.....

ลายมือชื่ออาจารย์ที่ปรึกษาร่วม.....