

## C850783 MAJOR : MASS COMMUNICATION

KEY WORD: CONSTRUCTION OF MEANING /YOUTH CULTURE/TELEVISION/  
VARIETY PROGRAMMES

WIPAWEE WIROTPAN: CONSTRUCTION OF YOUTH CULTURE MEANING  
IN TELEVISION VARIETY PROGRAMMES. THESIS ADVISOR :  
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The objectives of this research are : to study the form and content of television variety programmes presenting youth culture and to study the construction of youth culture meaning in such programmes. This research analyzes the programmes broadcast on free television which have teenagers as target audience during the weekend of November 1996 -January 1997, including Teentalk ,TV Campus , E for Teen , Sat'Uhu , Sunday Club and Pheun-Kan-Wan-Sao. The study uses semiotic approach to analyze the televised text supported by interviewing the programme producers.

The study reveal that the form and content of television variety programmes have to simultaneously serve the needs of young target audience and benefit the business of programme owner and its sponsor.

The process of constructing youth culture meaning consists of hierachical structure of codes. In the first level , the cultural text is encoded by social code to be perceived as " youth culture reality". Secondly ,they are encoded by MTV technical code. Consequently , in the third level , the ideological code makes the audience perceive and interpret the televised text according to dominant ideologies i.e. modernism , consumerism and westernism

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