

C650570 : MAJOR MASS COMMUNICATION

KEY WORD: PROCESS / TELEVISION / CAMPAIGN / CULTURAL

MONTHIRA ROJANAVISUT : PROCESS ANALYSIS OF TV. CAMPAIGN ON THE
 "PROMOTING THAI CULTURAL PLAN" THESIS ADVISOR : ASSOC.PROF NANTRAIKA
 KOOMPIROOCHANA. 223 PP. ISBN 974-636-262-3.

The purpose of this research was first to study an office of the National Culture Commission's policy plan, and the operating procedures regarding Thai cultural promotion on the TV. Campaign. Secondly, this study attempted to survey content appeals, presentation styles and study the meaning of a message used in Thai cultural campaign broadcasting on TV. Content analysis analyzed from documents, 16 cultural programs of video tape and interviewed information were all employed during the completion of this work.

The results are as follows:

1. The policy of Thai cultural promotion originated from political belief and the demand to conform with the World Decade for Cultural Development 1988 - 1997 by UNESCO.
2. There was no plan for TV. Campaign. The operating procedures were to manage a budget of the campaign in two directions. One was the hiring of an advertising agency to plan and produce the media campaign. The other was to award a grant to support existing cultural programs. This policy was then employed and yielded substantial quantitative results.
3. The results of comparative of the two directions showed that the second direction had more programs than the first and had a lot of presentation styles, content appeals and scope of Thai cultures as well.
4. The spot named "Sawasdee Thai Cultural Promoting Year" marked the announcement of cultural promotion year in 1994. This spot had different meanings and was understood by Thai people rather than by foreigners. It symbolized other Thai customs which are inherited from adult to youth. Another spot named "The end of Thai customs" conveyed the ruin of Thai customs through the use of various symbols to represent these customs. The hidden meaning was to create awareness among Thai people in conserving and promoting Thai customs if these customs are to be preserved for the next generation to follow.

ภาควิชา..... การสื่อสารมวลชน

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