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KEY WORD : THAI MOVIE/INDUSTRY

CHARAN THONGKASEM : STATE'S CONTRIBUTION ROLES IN THAI MOVIES INDUSTRIES. THESIS ADVISOR : ASSO.PROF.SIRICHAIR SIRIKAYA, Ph.D., 94 PP. ISBN 974-636-736-6.

The main purpose of the study is to find out how the roles of the state's organization played in promotion and development of the Thai movie industry and how the state's mechanizing and policies affected the movie industry so that recommendations and guidelines formulated from the study could be created for more effective promotion and development of the Thai movie accordingly.

The finding of the study indicated that the Thai Movie Industry Promotion Committee, appointed by the Prime Minister, is one of the good organizations of the Government in facilitating the public agencies for the promotion and development of the Thai movie industry. But the weak point of the mentioned Committee is still existed due to the fact that it is chaired by the Prime Minister or the Minister who is delegated by the Prime Minister each Government. When the Government has been changed and the members of the Committee have been dissolved automatically. This would result in delaying the activities approved by the previous Government and leading towards obstacles for the further actions.

Regarding recommendations, it is suggested that the Government should formulate the effective policies for the promotion of the Thai movie industry and assign the independent body to be responsible for the matter rather than being attached to the Office of the Prime Minister so that the unforeseeable circumstances for planning and promotion can be eliminated accordingly.

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