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KEY WORD:

MODERN WOMAN / POPULAR SONG

MITRAPORN YOOSATHAPORN : CONSTRUCTION OF MODERN WOMAN IMAGES

THROUGH THAI POPULAR SONGS DURING 1984 - 1996. THESIS ADVISOR :

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Thai popular songs, as one of an ideal medium, convey to construct the images of modern women. Therefore, the objective of this research is to study the whole image of modern women, their thoughts, values, and attitudes towards themselves, love, and society as well as the production process of image-making. The 53 female pop singers have been selected in order to analyze the elements in their own music albums.

The results reveal that the images of modern women are demonstrated in 3 characteristics:- (1) audacious women, (2) strong women, and (3) smart women. Through the lyrics, which from the research undertaken has shown that there is a higher percentage in love songs than other forms, modern women have defined themselves as independent, self-directed, powerful, intelligent, flexible and critical of men. In addition, modern women show their freedom in thoughts, the growth of opinion, and awareness of the dignity of themselves and others. Believing in their efficient ability and openness to new experience are also placed on the whole images of modern women.

The research, moreover, indicates that the production process of music which is the selection of the singer, the image-making and the promotional process have an influence on the creation of modern women's images. The attractive and unique style have been selected to support the outstanding personality of women. Therefore, the production process and the emphasis of a woman's own personality reflect the combination of modern women images between the ideal type and reality .

In conclusion, each element of the music albums partly assists to create modern women in their forms of appearance rather than in the contents of their music albums which are still focused on love themes.

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