

พิมพ์ต้นฉบับบทความวิทยานิพนธ์ภายในกรอบสี่เหลี่ยมนี้เพียงแผ่นเดียว

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KEY WORD: FAMILY LIFE / SOAP OPERA

SUNISA CHANTARABUL : PERCEPTION OF FAMILY LIFE THROUGH TELEVISION SOAP OPERA. THESIS ADVISOR : ASSO. PROF. KANJANA KAEWTHEP, Ph.D. 199 pp. ISBN 974-636-346-8.

This research was aimed at investigating the perception of family life through television soap opera. Its focus was on an analysis of perception, interpretation and construction of family life through television soap opera in general and comparing the meaning of family life between the encoding process of sender and the decoding process of audiences through television soap opera named "Torfun Kub Marwin" through depth interview of 30 audiences.

Results demonstrated that samples perceived the pictures of unwarmed and nuclear family life most since the pictures that were presented through television soap opera reflected the pictures of family in society at the present time and the stories were formed to attract audiences to see the shows continuously. The samples tended to construct the pictures of wamed family life with direct experiences of their own families most.

The samples could decode the same meaning of family life in television soap opera as the encoding process of the senders since everybody had to surpass family life. Besides that the audiences could get indirect experiences from the varieties of family life in television soap opera thus they could perceive the meanings of family life through television soap opera easier.

ภาควิชา.....การสื่อสารมวลชน.....

สาขาวิชา.....การสื่อสารมวลชน.....

ปีการศึกษา.....2539.....

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ลายมือชื่ออาจารย์ที่ปรึกษาร่วม.....