

C450512 : MAJOR MASS COMMUNICATION

KEY WORD: MEANING/SCENERY/PROPERTIES

NITIPAT WICHITRAPAP : THE MEANING OF SCENERY AND PROPERTIES IN
THAI T.V. DRAMA "SIPAENDIN". THESIS ADVISOR: ASSO. PROF. SURAPONE
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The objective of this research is to gain understanding of a signification process presented in the scenes and properties of the 1991 Thai television series "SIPAENDIN" which was portrayed by Bangkok Entertainment Company (channel 3). Four outstanding scenes were purposively sampled as a representative of each transitional period from Thai History. The content analysis of the drama was undertaken along with an in-depth interview of the producer, the script writer, and the set dressing team. The main focus was the analysis of setting elements and presentation techniques as well as their problems and barriers under the conceptual framework of drama theory and semiology.

Results indicate that the integration of salient factors such as acting, lighting, sound, and camera angles are attributable to the success of the scenes and the properties in terms of their "meaning" conveyed to the audience. All those factors help to enhance functional role of the scenes as follows: (1) to signify periods, environmental atmosphere, times, and elicit involvement of the audience; (2) to aggrandize main characters in the drama.

In addition, it is also found that the effectiveness of the scenes and the property setting in the drama relies inevitably on a elaboration study at the preparation stage of the series.