NIPAPHORN NIAMSANG : DEVELOPMENT OF "POSTER LANGUAGE" IN THAI MOVIE POSTER : AN ANALYSIS OF PRESENTATION AND TEXT BETWEEN 1957-1991. THESIS ADVISOR : ASSO. PROF.UBONRAT SIRIYUVASAK, Ph.D. 162 PP. ISBN 974-584-891-3

The objectives of the research on "poster language" in Thai movie posters are as followed; 1) to study the history and the production process of Thai movie posters 2) to study the development of "poster language" 3) to study the internal and external influences on the development of "poster language".

This study is a structural analysis of Thai movie posters based on a historical framework. Five hundred posters were selected among a total of 1,320 posters printed between 1957-1992.

In this study "poster language" is defined in terms of the structure of the form and content presented in the poster. The analysis is, thus, divided into the form of presentation and the type of content in the poster.

The analysis shows that there are 7 forms of presentation. These are; 1) photo collage 2) realistic painting 3) a combination of photo collage and painting 4) comic painting 5) animated painting 6) drawing 7) photo slide. For the content of the poster there are 6 types of content as followed; 1) action 2) melodrama 3) comedy 4) mystery 5) erotic 6) miscellaneous.

There are 3 significant periods in the development of "poster language". From 1957 to 1964 in which the major form was changed from photo collage to realistic painting. From 1964 to 1988 in which realistic painting established itself as the dominant form of presentation. And finally, from 1988 to 1991 in which realistic painting gave way to photo slide.

The analysis shows that the content of "poster language" in Thai movie posters is unique. It is consisted of simplicity but with a lot of detail. The majority of the content is presented in a straight forward manner and, therefore, the message could be easily understood.

And the analysis shows that there are four factors that influence on the development of poster language. These are: 1) the situation of Thai movie industry 2) the effectiveness of the form and content of presentation 3) printing technology 4) the professionalism and freedom of poster painter.