

SIVAPORN HONGJINDAKES : A WAY OF LIFE IN DISCOURSE EXPRESSION FROM RADIO DRAMA OF "KESTHIP" PRODUCTION IN 1993. THESIS ADVISOR: ASST. PROF. PANADDA THANASATIT, 160 pp. ISBN 974-584-50904

This study looks at the way of life portrayed in the radio drama discourse and the radio production process of Kesthip Radio Drama Company.

As a qualitative research, this study analyses the discourse of 75 episodes of the drama "Kerd Phen Pu Chai" broadcasted in 1993. It also incorporates concepts about way of life and about radio drama structural characteristics into the analysis.

Results indicate that in the drama "Kerd Phen Pu Chai," the following aspects of the way of life are most noticeable in the drama discourse: helpfulness, love, recreation, social mobility and social survival. It also finds that the portrayal of the way of life was created by the drama production process strategies. The producer based her judgment regarding the production of this popular radio drama on her anticipation of audiences gratification and her own experience.