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MANTHALEE SILAVISESRITH : POLITICAL IDEOLOGY TRANSFER OF
MONARCHISM IN "ROYAL TALES" TELEVISION SERIES. THESIS ADVISOR :
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The objectives of this research are twofold; to study the political ideology of "royal tales" in present day television series and to study how these ideologies are being transferred. Seven series of "royal tales", broadcast during September 1992- July 1993, were selected. There were four traditional tales-Mongpa, Chantokorop, Sanonoi Ruan Ngam and Sang Silpchai, and three modern tales (written expressly for television)- Luksao Phra Athit, Chaochai Khom and Apiniharn Taptim Dam.

The study shows that traditional "royal tales" portrayed the monarch as a deity in Brahmin cosmology. By using modern television production techniques such as special effects, computer graphics, the producers were able to glorify the grandeur of the monarch. Together with the endowment of magical power and possession of kingly weapon through royal succession he could rightly gain political legitimation.

As opposed to traditional "royal tales" modern tales portrayed the monarch as a meritorious king or Dhammaraja. This is an analogy to the Lord Buddha in Buddhism. Visual images and the dialogue of benevolence king and queen were emphasised to demonstrate their virtues of meritoriousness. The weapon and the magical power of the main characters were obtained by their courage and by doing good deeds. Their political legitimation could only be maintained through merit-making and not royal succession. This shows that there is a gradual shift from deified monarchism to Dhammaraja presented in the "royal tales".