

C450201 : MAJOR MASS COMMUNICATION

KEY WORD: DRAMA PROGRAM/TELEVISION DRAMA BUSINESS

ARUNEE PRADITTERA : TELEVISION DRAMA BUSINESS OF DRAMA PROGRAM OF
THAI TELEVISION CHANNEL 3 W 1992. THESIS ADVISOR : ASSO.PROF.

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This research has the objective to study the Television Drama business of Drama Program of Thai Television channel 3 in 1992. It is also the various factors affecting the Television Drama business and the impact on creativity of Television Drama.

The finding of this research indicate that Television Drama production companies were dependent on producer employment policies of Thai Television Channel 3. Later, the operation of this business were developed for commercial purpose. That can be counted 12 companies, with 21 Television Drama in this year (1992). We can category to 3 type of business system :
1) Production and Co-ordinator companies 2) Co-Ordinator Companies 3) Production Group.

Television Drama production companies, not independently operating, relating with the Operating Structure of Thai Television Channel 3, and being impacted on the environment factors to determining the direction, policy and marketing activity.

Many entrepreneurs, were resulted of Television Drama companies expending, produce the number of Television Drama quantity, and also reduce the diversity of than. It trends to supply "mass" as commercial purpose.