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WERA SUPA : A STUDY OF THE PRODUCTION OF THAI TELEVISION DRAMA
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The purpose of this research is to study the production process of Thai television drama series and the factors affecting the process, looking specifically at the series broadcasted on television channels 3,5,7 and 9 after the 8.00 pm. news programs in 1993. As a qualitative research, data were gathered by depth interviews with producers from each station, and by participant observations, in which the researcher participated as a producer of Thai Television Channel 3 of MCOT. (The Mass Communication Organization of Thailand)

Results indicate that the drama series production process consists of four stages: planning, preparation, shooting and evaluation. The ten most important factors determining the success or the failure the production process are the personnel, the policy, the budget, the audience, the sponsor, the time, the location, the technology, the social environment, and the competition. Among these ten factors, the executives policy and the financial return are the most influential factors.

The most prominent problem noted in this study is the fact that both the producers and the television regulating board don't have clear guidelines in judging the appropriateness of the messages conveyed by the series through visual and sound transmissions. Both the producers and the regulators should work together to set up clear guidelines instead of basing their judgments on personal preferences.