

THANARAT KAVEEVITYAVEJ : AN ANALYSIS OF IMPROVISATION OF
SMILE RADIO PROGRAM NETWORK 3, THESIS ADVISOR : ASST.PROF.
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This thesis is aimed to study characteristics of improvisation appeared in Smile Radio Program Network 3 and improvisation techniques of the program's disc jockeys by using Radio Program Presentation and Improvisation concepts. Results are as follows;

The characteristics of improvisation are divided into 7 categories:- 1. Ritual Improvisation 2. Pointless Improvisation 3. Prepared-topic Improvisation 4. Link-up Improvisation--topic derived from the previous dialogue 5. Guidance/Consultation and Problem Solving Improvisation 6. Improvisation stimulating the audiences' imagination and creativity 7. Improvisation started from the callers.

The research also, has been found that the improvisation techniques differ from the disc jockey's individual background and practical experience which can be grouped as follows; 1. the disc jockeys using real name-surname in conducting the program i.e. Hattaya Ketsang, Annop Kittikul, Thanet Saengchotikul and Kittipat Limpasutt, improvise systematically by using their emotion, sensation, intellect, wisdom, concentration, and practical experience in chatting with the audiences. 2. the disc jockeys using their alias of actor or actress in conducting the program, i.e. Shogun, Chen Ei Ling, Hema Malinee, Maemod Jiji, Rochana, Soomo, Srithanonchal, Dr.Slum/Sambe, Leiv Tue Hua, Jomjon Lupang and Kavin, improvise aimlessly. They can freely chit-chat with the callers. By using the alias in conducting the program helps the disc jockeys improvising unlimitedly according to the characters of the role or actor/actress they assume.

Conducting the program by improvisation aims to entertain, create pleasure, participation as well as generate the program's contents.