

PUNPONG SUWANVATIN : THE LOGIC OF COMSUMPTION AND THE CREATION OF
THAI POPULAR SONG MUSIC VIDEO : A CASE STUDY OF MUSIC VIDEO BY GRAMMY
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The purpose of this research is to understand the logic of consumption and its influence on the creation of Thai popular song music videos in both forms and contents.

The findings are that music video viewers through television consume usage value on the basis of the functional logic of usage value from diversified contents. Contents of music videos include those with the contents of love, those providing viewpoints in various aspects as well as those portraying images of artists to achieve entertaining purpose. The signifiers used to represent contents are costumes, shots, lighting, shadow, settings and locations. According to the economical logic of exchange value, its laxity is found in music video itself. The reason being that the production purpose is to boost sales promotion, not directly for sales. However there is an exchange value for music videos when they are sold in the form of "karaoke". As for the logic of symbolic exchange, consuming music videos has become a symbol of modernity and life style of a new generation. The logic of sign values found in music videos has the characteristics of universality, artist images and extravaganza life style.

The functional logic of usage value results in the creation of music videos in terms of format selection to represent the songs. Among those are story format, non-sequential format and semi-story format, aiming at arousal of feelings to achieve its usage value. Nevertheless, the importance of rhythm, melody and artists of the songs are also put into consideration. The logic of sign value results in the contents of music videos as an effort to touch feelings, to gain good impressions and recognitions from the consumers through television broadcasting.