

C350200 : MAJOR MASS COMMUNICATION

KEY WORD : THAI POP SONGS/POSTMODERN AESTHETICS

NILOBOL COWAPITUKTAS : THE ANALYSIS OF THAI POP SONGS IN THE VIEW OF POSTMODERN AESTHETICS. THESIS ADVISOR : ASSOC. PROF.SIRICHAI SIRIKAYA, Ph.D. 120 PP. ISBN 974-581-326-5

The purpose of the study is to understand the features of postmodern aesthetics concept and cultural indicators approach. The qualitative method is employed, the data collection is based on the analysis of content and the focused interview techniques.

The results of the analysis indicate that the aesthetics in Thai Pop songs is, to a certain extent, similar to the postmodern aesthetics in many ways. Firstly, there is an occurrence of repetition in Thai Pop songs. Its types of repetitions founded are the retake, the remake and the series. Secondly, the world of everyday lives and adolescent culture become the content of the songs; that is the connection between art and life. Thirdly, Thai Pop songs draw on the break with conventional and aesthetics form of former culture both in writing verse and music. Fourthly, Thai Pop songs penetrate to sensation. Finally, there are an increasing the form of art and a mixing of styles, codes and subject matters formerly confined to separate realms in populist direction, opening it to popular values.