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KEY WORD : VALUE ANALYSIS/TELEVISION PROGRAM/THA PHISUD

ANAN JANWOWWAM : THE VALUE ANALYSIS OF THE TELEVISION PROGRAM "THA PHISUD". THESIS ADVISOR :ASST.PROF.PANADDA THANASATHITTAYA. 175 PP.

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The purpose of this research was to examine the value of television programs produced in Thailand, based on a case study of the program "Tha Phisud" which was broadcasted on the Army TV.Station Channel 7 from 1988 to 1990.

Results were as follows :

1. The total value of the television program (Tha Phisud) was determined by the value incurred by several individual parties such as the TV. station, the marketing department, the time buyer, and the production department. The incurred value varied from one party to another. Nevertheless, the main value was still determined by the function or the utility of the program, which was its ability to make profits for the parties involved in the production.

2. The researcher applied the value engineering theory in his value analysis of the TV. program which was supposed to make profits for its producers like other manufactures.

3. The researcher found that the total value of "Tha Phisud" was the outcome of several parties' attempt to continuously increase the function or the utility of the program. Such an attempt, inconsistent with the value engineering theory, did result in a higher production cost.

4. The researcher presented the relationship among different parties in the form of mathematical formula. Though the numbers were omitted, the concept was presented in such a way that it can be used in further value analysis of the TV. program.