

4085096428 : MAJOR MASS COMMUNICATION

KEY WORD: THAI FILMS / NEW GROUP OF DIRECTORS / POSTMODERN CONCEPT

PENSIRI SAWAITVIHAREE : THE INFLUENCE OF POSTMODERN CONCEPT PORTRAYED IN
THE THAI FILMS OF NEW GROUP OF DIRECTORS DURING B.E.2538-2540 . THESIS ADVISOR :

ASSOC. PROF. SIRICHAIR SIRIKAYA , Ph.D. 143 pp. ISBN 974-332-045-8.

This research was aimed at analysing the content and style of presentation of films by new group of directors during B.E.2538-2540 to find out the postmodern concepts used in the films and the way they influenced the directors production. The research was based on the qualitative approach to study text meanings and methods of presentation with the use of the concept of Film Narration , Semiology , and Postmodern concepts. The results are as follows :

1. Thai films produced by new group of directors during B.E.2538-2540 applies postmodern concepts in terms of content and style of presentation. Anyway , postmodern concepts , in general , are partially applied for the aim of reference or signification , not criticism. Thai films , thus, could not be decisively considered as postmodern ones

2. The production following postmodern concepts might be influenced by directors ' familiarity to contemporary media culture such as music videos or television commercial ads. In other words, technological and ideological changes affect their worldview.

3. New group of directors' films presents the portrayal of Thai society in Postmodern era . The society is one factor that framed their initiative and enables them to present a form of films imploding meanings . The main purpose of form is to serve the viewers enjoyment. Films then turn to be the commodity for entertainment.

ภาควิชา.....การสื่อสารมวลชน.....

สาขาวิชา.....การสื่อสารมวลชน.....

ปีการศึกษา.....2541.....

ลายมือชื่อนิสิต.....เพ็ญศิริ.....เสาวฤทธิ์.....

ลายมือชื่ออาจารย์ที่ปรึกษา.....ส.ร. ส.ร.ม.:

ลายมือชื่ออาจารย์ที่ปรึกษาร่วม.....