

The objectives of this research were to study what beliefs and values the television drama "KhooKam" transmitted to the people in Thai society and how it did so. Functionalism, Text Emphasizing Theory, Semiology and Cultural Indicators were used as theoretical framework for analyzing text or television drama "KhooKam" that had been recorded when it was broadcasted on television during 14 July-15 September, 1990. This research also included the study of factors that effected the content of this television drama and the study of elements that made this television drama very successful according to the opinions of its audience. The information for these two parts derived from the documents, the discussions, and the interviews of key informants.

The research found that the factors of the senders: Tamayantee, the writer, Salara Sukkhanawat, the playwright, and Phairatch Sangworributr, the director highly effected the content of the television drama "KhooKam". From analyzing the text, it was found that this television drama transmitted six major concepts reflecting the beliefs and values in Thai society. There were the concept of love, the concept of responsibility in family, the concept of social roles in accordance with sex, the concept of the way of living, the concept of hierachy and the concept concerning religion and beliefs. These concepts were transmitted through the conversations and actions of the characters. As for the elements of success, it was found that there were six important elements: the novel, the language style, the content of the drama, the characters, the actors and the production.