

CHEERABOONYA THASANABANCHONG : THE ANALYTICAL STUDY OF THE CHARACTERISTICS OF THAI POPULAR YOUTH MOVIES. THESIS ADVISOR: ASSO.PROF.SIRICHAIRIKAYA, Ph.D., 276 PP.

The purpose of this study was to make understand the characteristics of Thai popular youth movies with special emphasis on their contents, types and techniques-used in the production.

The qualitative analysis technique by using semiology in analysing the context, apart from this the researcher also has gotten the informations from the co-workers of the producers by way of interview.

The movies in this project were Thai popular youth movies that produced between B.E.2530-2532 and have recieved the income more than 5-million Baht.

The results may be concluded as follows; The frame of the content stressed on the school-children and student's life and the atmosphere surrounded them. The stories began with the relationship among friends and the problems were created, followed with the way of problem-solvings and ending with success and happiness. The comical section as an important role was added. The concepts of these movies were the relationships among friends with stressed on honesty and sympathy.

The movies also reflected the different aspects of Thai social culture and value in that period.