

KRISDA KERDDEE : A COMPARATIVE ANALYSIS OF THAI FILM CRITICISM  
PROCESS : SANANJIT BANGSAPAN AND SUTHAKORN SANTITAWAT. THESIS  
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The objectives of this research were, first, to study and compare the context in which Sananjit Bangsapan and Suthakorn Santitawat wrote their critical analysis of the Thai films, secondly, to study and compare their writing styles, formats and the roles as perceived by them as a film critic. Methods used in this study included content analysis and indepth interview.

The findings of the study were as follows : (1) Both critics performed four functions in their writings ; to inform, to evaluate, to interpret and to provide guidelines for filmmakers. Moreover, persuasion and reports of the current social situations were found in Sananjit Bangsapan's writings. (2) Both critics, differing in their personal background and personality, proved to be dissimilar in their roles and their writings. (3) The Ultimate goal of the two film critics was to promote the advancement of Thai film production.