

CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND

Referring to the Thai history, Thailand has avoided to be colonized from western countries, by adopting western culture in various fields since the reign of King Rama IV. For instance, King Rama V had the Royal Grand Palace constructed in his reign and King Rama VII officially offered the institute to all people. That period of time was the outset of culture transferring in Thai history. Nowadays, Thai society has received a large number of cultures from most countries all around the world. Thai people appreciate the influx of modern and extravagant cultures. There are several types of cultures extending into Thai way of life: costumes, hair design, languages, transportation, cartoons, and music. As a result, it is pitiful that Thai people, especially teenagers nationwide, neglect Thai classical music which is one of the most valuable national heritages. Thailand, our nation, has a unique Thai classical music which reflects our daily life. Sompan Wongdee (สัมพันธ์ วงษ์ดี, 2544, น.1) stated that Thai classical music has been involved with Thai people in several ceremonies such as funerals and wedding ceremonies. Our ancestors created classical Thai songs, and also invented the fabulous Thai musical instruments i.e. dulcimer, oboe, flute, cymbals, xylophone, three-stringed fiddle and so on. We prefer artists from Korea, Japan or western countries. The international singers rocked Thai teenagers' heart with trendy clothes, cool hair styles and wonderful appearances. This can be considered as the critical phenomenon for Thai society. Even though some students who have graduated in the major of Thai classical music can help preserve this music culture, the majority of people in the society tend to omit this kind of art. Therefore, we must find the reason why Thai teenagers are bored with Thai classical music culture. As Watcharapha Kuntsamang (วัชรภา ชันสำอางค์, 2543, น.11) stated the atmosphere of the classroom influences the interest of children significantly; therefore, the environment in school will be considered. All factors that let students neglect Thai classical music ought to be analyzed in order to obtain suggestions to

encourage Thai teenagers to play Thai classical musical instruments and sing Thai classical songs so that Thai classical music can last forever for Thai people.

1.2 STATEMENT OF THE PROBLEM

What are the attitudes of Thai teenagers in Bangkok towards Thai classical music?

1.2.1 Why does the mass media broadcast international songs and neglect Thai classical music?

1.2.2 What value do Thai teenagers as well as their parents in Bangkok give to Thai classical music?

1.2.3 What are some of the strategies public and private institutions should adopt to promote Thai classical music?

1.3 OBJECTIVE OF THE STUDY

1.3.1 Main Objective

To identify both positive and negative attitudes of Thai teenagers in Santhiravithayalai School towards Thai classical music

1.3.2 Sub-Objective

1. To ascertain how the mass media, television, radio, internet, leaflet etc. broadcast international singers rather than Thai classical music

2. To measure the value Thai teenagers as well as their parents in Bangkok give to Thai classical music.

3. To identify effective strategies that public and private organizations should adopt to encourage Thai teenagers to play Thai classical music.

1.4 DEFINITIONS OF TERMS / VARIABLES AND DEFINITIONS

Definitions of the terms of this study are the following:

Thai classical music

In this study, Thai classical music is defined as Thai musical instrument playing, Thai classical music watching, and singing Thai classical songs. A number of Thai classical instruments, some instruments are chosen for the study: Zither, Mandolin, Three-Stringed fiddle, Alto fiddle, Soprano, Dulcimer, Soprano xylophone,

Alto xylophone, Large gong circle, Small gong circle, Steel soprano xylophone, Alto xylophone, Indian drum, Oboe, Noise Maker composed of a set of wooden slats, Wood blocks for the Sepha Chant and Medium size fipple flute.

Attitudes

Attitudes refer to an individual opinion of Thai teenagers in Bangkok towards Thai classical music. The components of attitude surveyed in this study are like, dislike, motivation, interest and value towards Thai classical music.

Thai teenager

Thai teenager mean teenagers aged between 13-19 years old in a high schools on Phyathai subdistrict Ratchathewi district, Bangkok.

1.5 SCOPE OF THE STUDY

This survey intends to study the attitudes and factors influencing Thai teenagers in a high school in Bangkok. The researcher will include the concept and the theory of attitude, motivation, and educational psychology. Both Thai classical instrument and Thai classical singing will be involved in this study.

1.6 SIGNIFICANCE OF THE STUDY

This result of this study will reveal the attitudes, values, and motivation as well as limitations of Thai high school teenagers in Bangkok towards Thai classical music in order to identify the reason why Thai teenagers neglect Thai classical music so that the researcher can show the suggestion or solution to promote and preserve Thai classical music.

1.7 ORGANIZATION OF THE STUDY

The study of Thai teenagers' attitudes towards Thai classical music in this paper is divided into five chapters. The first chapter is an introduction which includes background, problem statement, objectives, definitions of terms/ variables and definition, scope, significance, and organization of the study. The second chapter provides a review of literature which covers theories and concepts relating to the study and relevant research. The third chapter, methodology, will present subjects, materials, procedures and data analysis. The fourth chapter reveals the results from

the questionnaires which consist of general information and attitudes of Thai teenagers toward Thai classical music with three sections: factors affecting teenagers' attitude toward Thai classical music, personal attitudes of Thai teenagers toward Thai classical music, suggestions to encourage Thai teenagers to play Thai classical music. The fifth chapter, Conclusion, Discussion and Recommendations, will present a summary of the study, summary of the findings, discussion, conclusions and recommendations for further research.