

Thesis title	Film and Identity : A Social Construction of Southern Thailand
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### **Abstract**

This Qualitative Research consists of text and audience analysis. Two films: Dear Dakanda, constructed Southern identity by others and Shadow Lovers, constructed Southern identity by self-ascription are analyzed and Southern audiences are interviewed in depth. The theory of the Social Construction of Reality, the concept of Film Narration and Identity are applied.

The purposes of this research are:

1. To study the construction of Southern identity in Thai films.
2. To study the encoding of Southern audiences about the construction of Southern identity in Thai films.

The research findings are:

1. Two films have the same encoding of Southern identity: They constructed Southern identity dualism that present both positive and negative points. For Technique, two films have the different construction of Southern identity: Dear Dakanda, constructed Southern identity by others, use binary opposition technique to compare between the South and the Center and use stereotyping technique to present about Southerner's physical appearances and characteristics. Shadow Lovers, constructed Southern identity by self-ascription, use self-criticism technique to present various Southerner's identity.
2. Southern audiences have the different decoding of the meaning: In Dear Dakanda, Southern audiences decoded more negotiated and oppositional reading

than preferred reading. In *Shadow Lovers*, Southern audiences decoded more preferred and negotiated reading than oppositional reading because the process of both films constructed Southern identity by producers with different cultural capital.