

Abstract

The study of Communication, Identity and the Consumption of A Traveller's Postcard is a qualitative research. The objectives of this study are to study and to analyze the consumption of travelling postcard. The relationship between the consumption of travelling postcards and the process of conveying the identities of postcard consumers is investigated. The consumers of travelling postcards are divided into three groups as follows 1) general consumers of travelling postcards 2) consumers of own travelling postcards 3) consumers of on-line travelling postcards. The researcher studied and analyzed two relationships, communication and the consumption of travelling postcard and one with the process of forming identities, supported by the following theories: Communication and identity and Media consumption were integrated in this research in combination with technique of empirical study, observation, dialogue and deep interview.

The result demonstrated that consumers had four objectives in consuming postcard media; imitation, differentiation, forming strengthening and keeping company and the last sharing knowledge.

In addition the researcher found that in spite of small-sized printed media, travelling postcard can fulfill the process of communication with various levels e.g. intrapersonal, interpersonal and group. Furthermore pattern of consuming postcard media is exceptional. Some consumers consumed postcard only while the others were the creativitots designing own postcard too.

The last finding was the consumption of travelling postcard media associated with Identities forming of white collar both in constructing and nuturing facet. Individuals used postcard for conveying the message that "Who am I?" through diversified consuming processes. The archetypes of media consumption for constructing and nuturing identities were composed of 3 kinds. First consuming only in leisure time as consumer only, second consuming both in leisure and working hours as consumer and creativitor designing own postcards too and the last, integral media

consuming which is the fusion of delaying postcard with the accelerated -online media both as consumers and creativitots.