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WITTAYA POOBUA : THE INFLUENCE OF AMERICAN MUSIC ON THAI
POPULAR SONG. THESIS ADVISOR : SUGREE CHAROENSOOK, M.M.E., D.A., ANAK
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Music is an important aspect of intercultural relations. Since the introduction of popular American music into Thai society it has affected the characters and styles of Thai popular music. Through education, trade and modern technology American music continues to influence Thai music. The most important factor at present in process is the continuing progress of information technology.

Important factors indicating The influence of American music in Thailand are the comments of Thai music critics in their articles and the recommendations of professional Thai musicians. Today, Thai popular music can be summarized as being a copy and reformation of original American music.

The purpose of this study is to show the influence of popular American music on Thai music. This influence is evidenced in three levels: duplication, reformation and musical idiom. Standard music theory was used to study analyze and compare the data in eleven popular American songs and ten popular Thai songs.

The study results showed all ten popular Thai songs were influenced by original American music through reformation. In summary, popular American music has and continues to influence popular Thai music and Thai culture.