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**MONSAK KESSIRINTEP : ESSENTIAL FACTORS IN CREATING THAI MOTION PICTURE
SCRIPTWRITING FOR THAI SCRIPTWRITERS 1995-1999. THEMATIC PAPER ADVISORS : DUANGPORN
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Motion Picture are one of The Mass Communication Channels long introduced to Thailand. Although they have a considerably long history in this country, their development seems to be slow. One of the major problems is the lack of good scripts. This research aims to study the factors affecting the process of writing in the works of Thai scriptwriters. It explores the manner in which these writers create their scripts and the factors affecting them.

This research used an outlined interviewing methodology. The interviews were conducted with three different sources groups scriptwriters, people directly involves in the production and other people indirectly involved in the film industry. There were seventeen writers, four producers and nine film directors as well as two film critics. The first two groups were selected from those who worked for major film companies - Five Star Production, Sahamongkol Film, Tai Entertainment, RS Film and Grammy Film - from 1995 to 1999.

The study found that the writers usually see themselves as employees for the company, expect, however, their scripts to be their personal satisfaction and consider the audiences as entertainment seekers who like the films not to be too complicated and usually are young people. The major working problems and obstacles for the writer are the short period of writing given, lack of experience, too little wages, conflict with producers and directors and with a team-writing system. There are also problems with a low budget of the production, the marketing problems, censorship and the quality of actors.

The producers would normally choose the script which they found interesting and could solve the marketing problems. It should also follow the policy of the company and not generate any problem with censorship. The problem facing the producer is the lack of experience of the writer. The problems for the director are the conflicts with the producer, low production budget, marketing condition and the lack of experience of the writer.

The study found three manners of working on a script. Firstly, the producer initiates the idea. Secondly, the director initiates the idea. Lastly, the writer proposes the idea and develops the script with the producer. This study concluded that the factors affecting script writing are the writer himself, the role of the producer and the director acting as gatekeepers, the company's policy and censorship.