

SUTEERA INTARAWONG : THE PROCESS OF CROSS CULTURAL REPRODUCTION OF UBC'S LICENSED TELEVISION PROGRAMS. THESIS ADVISOR : ASSOC. PROF. UAYPORN PANICH. THESIS CO-ADVISOR : ASSOC. PROF. KANJANA KAEWTHEP, Ph.D. 147 pp. ISBN 974-334-533-7.

The objective of this research is to study the process of cross cultural reproduction of the UBC's licensed television programs as well as to study the influence factors towards the format and the content of the programs.

The result of this research reveals that the reproduction of the UBC's licensed television programs can be mainly categorized into 2 patterns which are:-

1. Maintaining its original format, content and meaning

This pattern consists of 12 programs which are Hallmark, ESPN, Star Sports, CNN, CNBC, BBC World, Channel [V] Thailand, MTV, Fashion TV, CCTV, NHK and TV5.

2. Adjusting its presentation format, but maintaining its original meaning

This pattern consists of 21 programs which can be specified into 3 groups. The first one is Thai subtitle i.e. HBO, Cinemax, Star Movies, Hallmark, TNT, UBC Kids, UBC Series and AXN. The second one is Thai voice-over i.e. Supersports Gold, Supersport, ESPN, Star Sports, Discovery Channel, Animal Planet and UBC News. The third one is Thai dubbing i.e. UBC Asian Movies, UBC Movies, UBC Kids, Cartoon Network, UBC Series and Jet TV.

The influence factors towards the format and content of the UBC's licensed television programs can also be categorized into 2 types. The first one is the internal factor which includes agreement, format of program, personnel and expenses. The other one is the external factor which consists of the characteristic of audience or target group, receiver's need and culture.

In order to specify the format and the content of each program, all factors will have to be considered together to find out the appropriate method to present to the subscribers.

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