

# # 4085890628 : MAJOR MASS COMMUNICATION  
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PÀRICHAT SVETASRENI : THE PROCESS AND FACTORS OF CASTING IN THAI  
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The purposes of this qualitative research are to study the television casting personnel and to understand the process and factors of casting in Thai television drama. The method used in in-depth interviewing the following 5 groups : the television personnel, actors and actresses, advertising agencies, audiences, and mass media critics.

The result shows that there are 4 stages of casting process using the following guideline in staffing. Planning, recruiting, selecting, and training and developing. However, there are no apparent standards in casting process. Moreover, there is no emphasis on the auditions of actors and actresses because the casting usually depends on the producers and the authoritative personnel of each television station. These people make a decision using personal point of views and preferences on the basis of the marketing suitability to the audience's gratification. Therefore, patronage systems and marketing play an important role in casting in Thai television drama. There are 9 factors affecting the casting in Thai television drama. / The television casting personnel / the advertising agencies/ the audiences/ problems and conditions deriving from actors and actress/ the skills and talents of the actors and actresses / the patronage systems / on air schedule/ time limitation of the television/ casting personnel / the competitive situations.

ภาควิชา.....การสื่อสารมวลชน.....

สาขาวิชา.....การสื่อสารมวลชน.....

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ลายมือชื่อนิสิต.....ปาริชาติ สเวตเสเรณี.....

ลายมือชื่ออาจารย์ที่ปรึกษา..........

ลายมือชื่ออาจารย์ที่ปรึกษาร่วม.....