

C350529 : MAJOR MASS COMMUNICATION

KEY WORD : STRATEGIES / VARIETY / TELEVISION

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TELEVISION PROGRAMS. 1989 - 1992 THESIS ADVISOR : ASST. PROF. KWANRUEN  
KITTIWATANA 260 pp. ISBN 974-581-771-6

The objective of the research are to study the program concept and the presentation strategies of the Thai variety television programs, during the period of 1989 - 1992.

The results reveal that the variety shows primarily aimed at entertainment put less emphasis on their content than on presentation techniques. In view of the content, the three programs share quite similar themes, namely the life and work of celebrities, music, movie, theatre and other interesting social activities. The differences lie in that Si Toom Square and the Twilight Show feature material of current interest, while Chan Kaprib usually opts for reminiscences. Concerning presentation techniques, improvisation is utilized in Si Toom Square, thereby creating a friendly and relaxed and relaxed atmosphere. Employing dramatization, Chan Kaprib strictly follows the principles of production and quality control. The Twilight Show presents a break with the investigation interview by the host. Guests and viewers may find the questions straightforward, tricky and sometimes a bit outrageous.