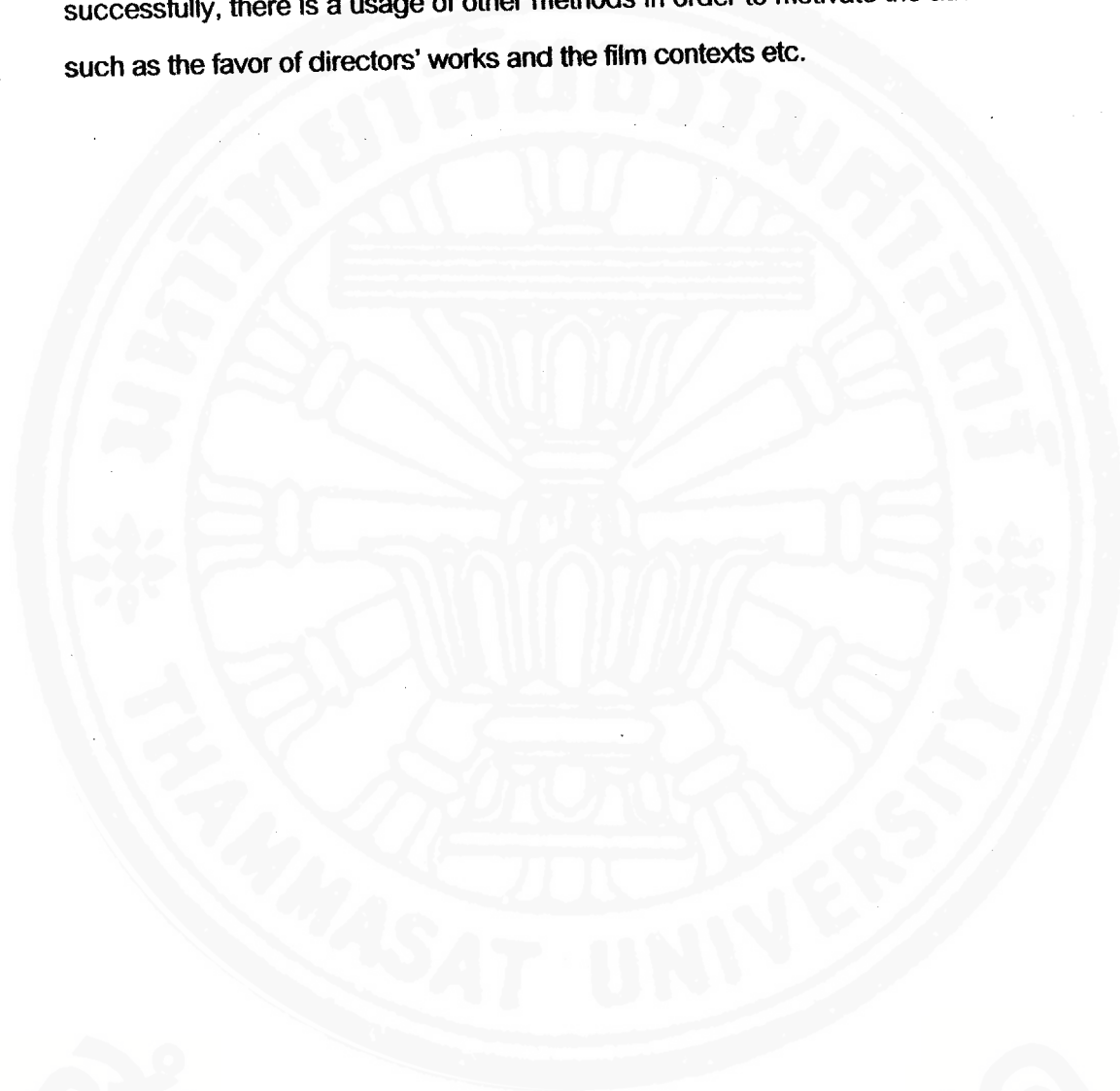


Abstract

According to the research about the Thai film star system, I build the studying scope for two aspects, namely, the star system of Mitr Chaibancha's period and the star system after Mitr Chaibancha's period.

The first period of Thai film is recognized in 1935. Since then, the star favor has increased and continued until the period of Mitr-Petchara, that is, from 1957 to 1970. This period is considered as the golden time as the stars were most popular and admired in Thai film history. People, in addition, paid their attention and favor to the stars more than their roles. Consequently, the films acted by Mitr-Petchara were the most popular no matter roles they acted. Since these two stars had acted many films, so Mitr Chaibancha created "queuing" system, which has been used until now. After the death of Mitr Chaibancha, the Thai film industry changed and the period of new stars began. We can see the changes quite clearly in three aspects. First, the screenplays were adjusted and more considered in terms of quality and the association to the reality. Second, the way of new young blood directors entering in Thai film industry. Third, there were new actresses in the Thai film industry, who were paid more attention than the actors (heroes). Because of more film producers, there was the lack of actors/actresses as the existing ones were older and could not play realistically. Moreover, the new ones could not be popular like Mitr-Petchara, so the producers and directors tried to present new stars in their attributes. As a result, there were a lot of new stars acting as heroes and heroines. At present, the new stars usually have experience in other fields of entertainment before entering in Thai film industry such as beauty queens, models, singers or students etc. We can see that the new stars were popular and disappearing from the entertainment industry in a short time because of their age or no audience's favor. So, the research can answer a question of the star system after the death of Mitr Chaibancha. This is the start of "various newness" in the film industry such as new stars, new directors and new film styles, which can be "decisively judged" that the period of star favor, when the audience admired only the stars in Mitr-Petchara period, has gone

and there will be no period like this again. At present, there is only the superficial favor of new stars, who are "easily popular and quickly gone." Consequently, there is an attempt to build the favorite star system again. Since the system cannot be performed successfully, there is a usage of other methods in order to motivate the audience's favor such as the favor of directors' works and the film contexts etc.



สำนักหอสมุด