

Abstract

This thesis focuses on the study of the phenomenon on the viewing and using of television media in everyday life. The study applies the ideas from 'the new audience studies,' one approach from Cultural Studies, and the theoretical and methodological perspectives from the Sociology of Everyday Life. The aim of this thesis is to understand the activities of viewing and using television media in specific context and to understand relations between that context and activities in everyday life. My topic of study is the viewing and using of television media in everyday life of the street people, the group of people who are working at night, on one road in Chiangmai city. As an ethnographer, I visit this road in order to know this group of people, to involve, to observe, and to experience with their everyday nightlife for about 6 months, during August 1998 through February 1999. I adapted my Self through the process of 'becoming the phenomenon' and attempted to interpret their social and cultural life from the native point of views. Therefore, both of my interpreting and re-presenting the phenomenon of this study is partially reflects my self-identity and subjectivity.

As the author, I decide to re-present this ethnographic work in the form of narrative by my narrating. This thesis is organized into 6 chapters. Chapter 1 introduces the theoretical and methodological perspectives and the scope of this study. Chapter 2 re-presents everyday nightlife of the street people on one road in Chiangmai city, including the social and cultural contexts that involve this setting. Chapter 3 presents my understanding about the uses of television media by the street people under studied in their everyday nightlife. Chapter 4 focuses on my understanding about the process of viewing Thai Soap Opera programs by the women group of this street in their everyday nightlife. Chapter 5 presents my understanding about the football gambling through television media by the men group of this street in their everyday nightlife. Chapter 6 synthesizes all my understanding from the study and some suggestions that may be valuable for the study in social consequences from the information technologies on everyday life in Thai society.

I would like to summarize from this study that it is important to consider the features of the involved situations and social contexts in order to understand social consequences from a television media on everyday life in Thai society. It is also crucial to understand such phenomenon from the perspective of a television audience as *the actor*, an active decoder who can use a television media, both their content and medium feature, to recreate and make sense out of their everyday life.