

FACTORS IN THAI AUDIENCES' RECEPTION OF
KOREAN CELEBRITY REALITY SHOWS

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งานวิจัยนี้มีวัตถุประสงค์เพื่อศึกษา (1) รูปแบบรายการเรียลลิตีโชว์เกาหลีที่มีบุคคลมีชื่อเสียงร่วมรายการ รวมทั้ง (2) ศึกษาถึงช่องทางการรับชมรายการเรียลลิตีโชว์เกาหลีของคนไทย และ (3) ปัจจัยที่มีอิทธิพลในการรับชมรายการเรียลลิตีโชว์เกาหลีของคนไทย ในการวิจัยเชิงคุณภาพ ผู้วิจัยได้วิเคราะห์รูปแบบรายการที่เลือกศึกษา 3 รายการ ได้แก่ รายการ We got married, Family Outing season1, และ Right Now, It's Girls' Generation โดยใช้วิธีการสัมภาษณ์เชิงลึกกลุ่มผู้ก่อตั้งและทีมงานของแฟนเพจรายการที่ศึกษา รวมถึงผู้ชม จำนวน 15 คน ในส่วนการวิจัยเชิงปริมาณเครื่องมือที่ใช้เก็บข้อมูลคือแบบสอบถาม ซึ่งกลุ่มประชากรตัวอย่างคือคนไทยที่มีอายุตั้งแต่ 13-50 ปี จำนวน 400 คน

ผลการวิจัยสรุปได้ว่า รูปแบบรายการเรียลลิตีโชว์เกาหลีที่มีบุคคลมีชื่อเสียงร่วมรายการนั้น มีสิ่งที่เหมาะสมคือ เป็นรายการเรียลลิตีโชว์ที่ใช้วิธีการถ่ายแบบไม่ซ่อนกล้อง มีสคริปต์สำหรับพล็อตของรายการเพื่อกำหนดทิศทางในการดำเนินรายการ แต่ไม่มีสคริปต์สำหรับบทสนทนา มีการใช้เทคนิคพิเศษอย่างเช่นการสร้างสัญลักษณ์รูปภาพประกอบ, มีคำบรรยายสถานการณ์และความรู้สึกของผู้ร่วมรายการอย่างไรก็ตาม แต่ละรายการมีความแตกต่างในเรื่องของพล็อตและกลวิธีการเล่าเรื่อง ในส่วนของการรับชมของผู้ชมนั้น ผู้ชมส่วนใหญ่เป็นผู้หญิง, กว่าครึ่งมีอายุระหว่าง 23-35 ปี, ส่วนใหญ่มีการศึกษาอยู่ในระดับปริญญาตรี, มีอาชีพเป็นนักเรียน / นิสิต / นักศึกษา และยังไม่มียายได้ โดยจุดเริ่มต้นการรับชมรายการเกิดขึ้นจากความสนใจของตนเอง โดยผู้ชมส่วนใหญ่เลือกรับชมรายการเรียลลิตีโชว์เกาหลีจากสื่ออินเทอร์เน็ต เพราะปัจจัยหลัก 3 ประการ ได้แก่ ปัจจัยด้านผู้ร่วมรายการ ซึ่งถือเป็นปัจจัยที่มีอิทธิพลต่อการรับชมรายการเรียลลิตีโชว์เกาหลีมากที่สุด ผู้ชมรับชมรายการเพราะผู้ร่วมรายการเป็นบุคคลที่ชื่นชอบ ผู้ชมอยากรู้จักบุคคลที่มีชื่อเสียงที่พวกเขาชื่นชอบมากขึ้น รองลงมาคือปัจจัยด้านการนำเสนอรูปแบบ และเนื้อหารายการ ความบันเทิงที่มาพร้อมกับรายการที่มีความแปลกใหม่ดึงดูดความสนใจของผู้ชมได้มาก ส่วนปัจจัยภายนอก อย่างเช่น ความสะดวกในการรับชม และการรับชมเพราะผู้ชมมีเวลามากนั้น เป็นปัจจัยที่มีอิทธิพลในการรับชมรายการเรียลลิตีโชว์เกาหลีต่อผู้ชมน้อยที่สุด

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KEYWORDS : THAI AUDIENCE/ AUDIENCE'S RECEPTION/ KOREAN REALITY SHOW/ CELEBRITY/ FORMATE

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The purpose of this research is to study (1) the formats of Korean celebrity reality shows (2) Thai audiences' reception of Korean celebrity reality shows and (3) the factors influencing Thai audiences' reception of Korean celebrity reality shows. In qualitative research section, the researcher analyzed the formats based on 3 selected shows; We got married, Family Outing season1, and Right Now, It's Girls' Generation. The researcher also conducts an in-depth interview with some informants including the administrator and founder of community fan page of the selected shows. In quantitative research section, a questionnaire is a vital tool to collect data from the samples who are Thai audiences aged between 13 and 50 years old 400 people.

The results reveal that the formats of the 3 selected shows share some characteristics in common. The cameras are not hidden. The script is only served to guide the direction of the shows but not use in forms of the dialogue or conversation. There are special gimmicks such as emoticon, symbols and caption that help describe the situation and celebrities' expression. However, each show has different narrative styles. According to the audiences' reception, most of audiences are female, more than half of them aged from 23 to 35 years old, most of them are in undergraduate level, the occupation is student and do not earn any income. They started to watch the shows by themselves because of the 3 factors. The most influential factor is the show participants. The audiences watch the shows because the participants are their favourite celebrities. The other reason is they would like to know more about their favourite celebrities. The second influential factor is the show content, format and presentation. It is revealed that the entertainment in the reality show attracts the audiences' interest. The least influential is external factor such as the convenience and they have a lot of free time.

Field of Studies : Korean Studies Student's Signature

Academic Year : 2011 Advisor's Signature

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Should there be any mistakes in this thesis, I would like to apologize. I am hopeful that this thesis will provide a useful platform for further study and related parties.

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CHAPTER I

INTRODUCTION

1. Research Background

Korean entertainment such as songs, movies, series, TV programs have been very well-received among Thai audiences. Apart from that, the Korean reality show has maintained its popularity for a long time as well. We can see that there are a number of community websites, created by the fan and those who like the show, to share the information about their idols. Thai TV Broadcasters also follow this Korean fever trend by acquiring the program and putting it onto their channels. Mr. Seuksit Chonlaseuk (2009 : online), Senior Marketing Manager, True Vision public company limited, regards Korean trends as potential opportunities. Keeping abreast of the current Korean trends in Thailand, the company has gathered many quality Korean entertainments including films, soap operas, series, and TV and music programs to serve Thai audiences. It also includes the popular reality shows as well.

According to Cho Jae-eun (2010 : online), the reality television is quite new in Korea. At the beginning, the local cable networks focused on non-celebrity reality show like dating and audition-format programs - both imported and locally made. In a broad sense, around 90 percent of all programs on Korean cable TV are reality programs now. Cable is the perfect platform for edgy content with a little less concern for harsh censorship. Cho Jae-eun also states that at the forefront in Korea were cable networks Mnet, QTV and OnStyle, which began producing relatively low-budget reality shows in the early to mid-2000s. The shows gained a steady following among

audiences who wanted something edgier and different than what terrestrial networks had to offer at that time. Among these networks, Mnet is the most popular reality shows catered to Korea's younger generation.

As Kwak Jae-sung (2008 : online), Cable Broadcast Review Team at Korea Communications Standard Commission, also indicated that reality shows or reality televisions have existed even in the early times of television. The genre of program has been popular among the audiences and developed to present more extreme and humorous situations.

At present, the big achievement of Korean reality shows do not relate to the ordinary people like its original reality style anymore. It is the reality time of starring celebrities. In 'The popularity's tips of Korean reality show', at first Korean reality shows were portrayed in an original form, participated by ordinary people, but it was not as successful as they expected. So the reality show producers changed the strategies by inviting the celebrities such as actors, actresses or singers to be part of the programs (OhmyNews, 2008 : online). At first such programs that started airing in the late 2000s on terrestrial channels and have gained popularity include MBC's 'Infinite Challenge' and the KBS's 'One Night Two Days'.

Infinite Challenge was portrayed by the comedian 'Yu Jae Suk' and other male entertainers that go through a series of challenges, often silly and impossible to achieve. At its peak, the show garnered a rating of almost 20 percent. The new phenomenon made it one of the most-viewed non-drama programs in Korean television history. Meanwhile, One Night Two Days has also featured male celebrities and comedian 'Kang Ho Dong' who put in trying situations and traveling to different

parts of the country. Even though the members are all celebrities, they treat each of their guests amazingly (Cho Jae-eun, 2010 : online).

After that, the celebrity reality show programs have been produced in various formats to appeal the audiences. The distinctive points in Korean celebrity reality shows are the nature of the celebrities and the missions. The participating celebrities do not know what to happen next in the show. The show will continue naturally without scripts. The lifestyles and daily activities are closely monitored and filmed. Some celebrities bump up the program ratings in short time.

The popularity does not profit only production team, but also the celebrities and their entertainment companies. Taking part in the reality program is a big change in their life. Some of unpopular celebrities become well-known even after they quit the program. The music companies or producers also take a chance to promote their new-faced artists in the industry. Won Yong-jin (2010 : online) also noted that Korean celebrity craze could also turn ordinary people featured in reality shows to be stars in their own right.

Since the beginning, there have been many Korean celebrity reality shows broadcast in Korea; for example, Mnet Scandal, Hot blood guys, Shinee Yunhanam Reality Show, Family Outing, Wild Bunny, Hello baby, Super junior Adonis Camp, We got married, Super Junior Full house, Good Daddy, You are my Oppa, 2NE1tv Live: Worldwide, Wanna be my girlfriend?, Invincible Youth, Factory Girl by Girls' Generation, Made in Wonder Girl, I am your pet, Right Now, It's Girls' Generation, 4Minute Mr. Teacher, Ta-Dah It's My Name, MBC every 1f(x) Koala, etc.

However, based on its popularity, show content and presentation, and the various age and gender of the audiences among all the Korean celebrity reality shows that are mentioned in such mainstream sites as www.pantip.com and www.popcornfor2.com, the researcher selected the following three Korean celebrity reality shows to be part of this study.

The first show is 'We got married'. This program was first broadcast in 2008. The show pairs up Korean celebrities to portray the marriage life. They have to stay together in the same house and do activities such as cooking, dating, doing house work, and hanging out at the park or the amusement park, shopping, or working behind stage. Each week each couple has the missions to complete. They also have to express their feelings, views and opinions towards their partner in front of cameras.

The second show is 'Family Outing season1'. It was first aired on 15th June 2008. All the participants are famous Korean celebrities, singers and stars who are sent to a house in the countryside while the house's owner is on vacation. The celebrities will be given instructions which need to be followed and achieved while staying in the house; such as herding ducks, going fishing, growing rice, etc. At night, there will be fun activities for celebrities as well.

The third show is 'Right Now, It's Girls' Generation'. It is another reality show that follows the stars – Girls' Generation, one of the most famous girl groups in Korea – to see their routine schedule, what they do during their work and so on. The show presents the story from their debut album. As a matter of fact this type of reality

show is used as a pivotal tool to promote their artists. This show was first aired on 10th April 2010.

When the Korean celebrities become more famous, the TV show producer's strategy is to feature these celebrities even more to appeal the Thai audiences. Thai audiences can watch Korean celebrity reality show programs on free TV and paid TV, especially when the internet has become indispensable part of people's lives in the globalized world. It is obviously seen that most Thai audiences are more likely to access internet in order to watch Korean celebrity reality shows due to convenience, instead of watching them via televisions or other channels. Not only they can watch the live shows on the internet, but they can also retrieve the previous episodes as well.

In addition, Thai audiences also gather themselves in such major websites as www.facebook.com, www.popcornfor2.com, and www.pantip.com. They also create web communities where they can share information, opinions, pictures, video clips as well as downloaded files in relation to their favorite shows. In case of 'We got Married', the audiences formed a group to celebrate the 500th day anniversary when they left the show. In 'Family Outing season1', the audiences also share and exchange their opinion or information in web communities. Some audiences cried and complained about their favourite celebrities leaving the show. Moreover, Girls' Generation's fans prepared a huge project to support this girl group in their first concert in Thailand.

In addition to Thai TV media, the music company like GMM Grammy also creates a reality television program to compete capture this Korean Fever. Phaiboon Dumrongchaithum (2010: online), Managing Director of GMM Grammy already

planned to organize special reality shows for Thai artists to develop their expertise and professionalism as well.

In sum, the researcher is interested in this Korean celebrity reality show phenomenon. It will be useful if the researcher impart the idea and the influence from the audiences' side. Whether the television program will succeed or not, it depends on the audiences' satisfaction. Thus the researcher intends to conduct a study on the 'Thai audiences' reception of Korean celebrity reality shows'. It will be an insightful and useful source of information for both Thai and Korean Television producers to understand more about the reality show markets in Thailand. Thus, the utmost satisfaction among Thai audiences can be met.

2. Research Questions

1. What are the formats of Korean celebrity reality shows?
2. How do the Thai audiences receive the Korean celebrity reality shows?
3. What are the factors influencing the Thai audiences' reception of the Korean celebrity reality shows?

3. Research Objectives

1. To study the formats of the Korean celebrity reality shows.
2. To know how Thai audiences receive the Korean celebrity reality shows.
3. To find out the factors influencing the Thai audiences' reception of the Korean celebrity reality shows.

4. Scope of Research

This research focuses on the Thai audiences' reception of Korean celebrity reality shows. The broadcast of the chosen shows was scheduled during 2008-present. The set of Thai audiences are both male and female aged from 13-50 years old. This research is conducted by using the methods of in-depth interview and survey to describe the Thai audiences' reception and the factors influencing Thai audience's reception of Korean celebrity reality shows.

The chosen Korean celebrity reality shows are;

1. We got married
2. Family Outing season1
3. Right Now, It's Girls' Generation

5. Variables in Research

1. Independent variables

1.1 Personal information of the respondents

1.1.1. Gender

1.1.2. Age

1.1.3. Level of education

1.1.4. Occupation

1.1.5. Monthly income

1.2. The factors in Thai Audiences' reception of Korean celebrity reality shows

2. Dependent variables

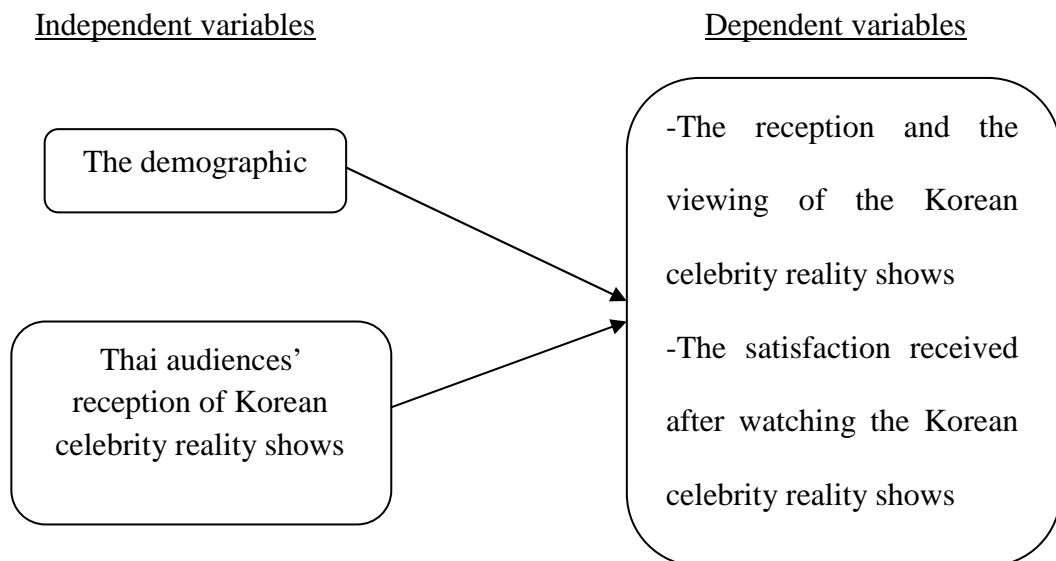
2.1 The reception of the Korean celebrity reality shows

2.2 The satisfaction received after watching the Korean celebrity reality shows

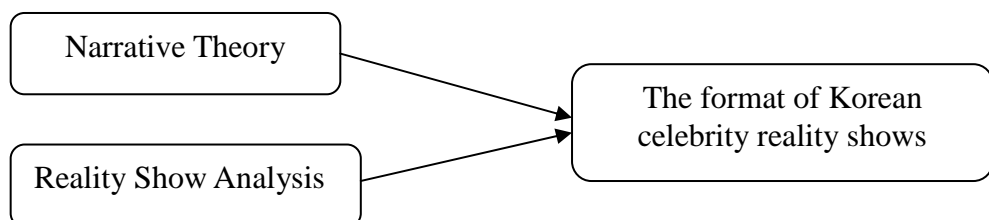
6. Conceptual Framework and Theory Framework

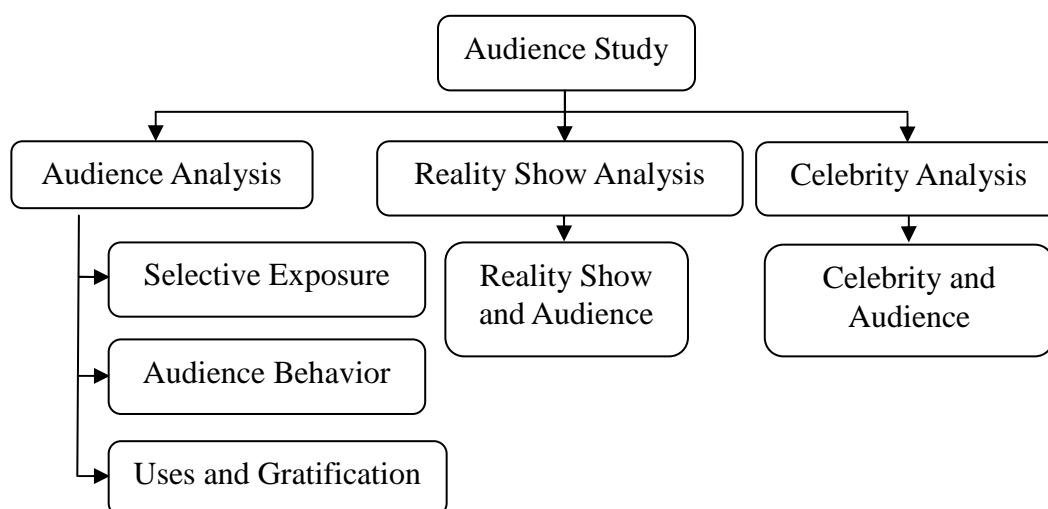
In ‘Thai audiences’ reception of Korean celebrity reality shows’, the researcher studies the theories, related textbooks in order to outline the framework of this project.

6.1 Conceptual Framework



6.2 Theory Framework





7. Definition

Reality show; a television show in which celebrities are filmed while living their everyday's lives or undertaking specific challenges and going by the common definition of a genre of TV programming that features unscripted situations, both dramatic or humorous.

Celebrity; a person who is well-known for their well-knownness and a key site of media attention and personal aspiration

Korean celebrity reality show; the Korean reality programs participated by the Korean celebrities

Starring celebrities; the lives of celebrities are filmed and presented to viewers or the observed person refers to as the star, celebrities, contestants or participants who are being watched or observed in the reality television program

Factors in Thai audiences' reception; a motivation of the Thai audiences to receive the messages based on the internal factors or the external factors such as family, social group, and also the reality show components.

Audiences; the readers of, viewers of, listeners to one or other media channel or of that type of content or performance

Audiences' reception; the process of interpretation of what comes through five senses based on the past experiences or knowledge in order to comprehend that thing. In this research, reception means the interpretation of what the audiences see, of the program content that leads to emotions or feelings while watching.

Entertainment company; the agency that manages the assets, schedules, and production of materials of the Kpop artists. (e.g.: SM Entertainment, YG Entertainment, JYP Entertainment)

8. Expected Result

1. In order to find out the formats of Korean celebrity reality shows
2. In order to understand Thai audiences' reception of Korean celebrity reality shows
3. In order to know the factors that influence the Thai audiences in the reception of Korean celebrity reality shows
4. It can be a good source of information for both Thai and Korean Television producers to understand the reality show markets in Thailand so that they can perfectly satisfy the Thai audiences.

CHAPTER II

LITERATURE REVIEW AND RELATED RESEARCH

Literature Review

Since this study is aimed at the audiences' reception of Korean celebrity reality shows, all theories, literatures and related researches involving Narrative Theory, Audiences' Analysis -- Selective Exposure, Audience Behavior, Uses and Gratification --, Reality Show Analysis, and Celebrity Analysis are used to explain and limit framework for the accurate results.

1. Narrative Theory

Narrative has a long history. It could be assumed that narrative was created with human society because narrative leads human, when we start to learn things, to numerous experiences and takes us to more understanding lives and the circumstances. Narrative is sometimes an entertainment to the mankind as well.

Adrian Tilley (1991: 53 cited in Chalongrat Tippiman, 1996) mentioned "Narrative is part of social experiences. Children learn it through books, adverts, comics and songs. Narrative helps children learn new vocabularies that eventually strengthen their logical narrative skills. They also learn how to begin and end the story as well as are able to predict what will happen next. Moreover, narrative helps them categorize the characters; the good and bad ones" This kind of knowledge would not be created without narrative. Similarly, other media like plays, lyrics, poems and novels also regard narrative as the communicative tool. Tilley further explains this art

of narrative, or Narratology, that “It is a transitional stage from the text to the interest in narrative structure and process in each media.

Lucaites and Condit (1985: 96-103 cited in Chalongrat Tippiman, 1996) explains the meaning of narrative that it helps mankind to comprehend things and it is used in discussion variously in many types of media such as novels, TV series, speeches, advertisements, preaches, news reports and daily conversations.

There are many media in which narrative is the main communicative tool; such as tales, novels, news reports, movies, or even in the reality show that the researcher is interested in. The narrative in reality show could be analyzed as follows:

1.1 Plot

Plot means a set of events that make the story meaningful and lead to certain consequences respectively event after event. However, there are many stories that use the flashback technique as a plot, which is the past is, from time to time, inserted in the current event of the story. A good plot needs to be flawless with enough length and the events logically related.

Plot is a significant factor in the analysis of narrative in almost all types. Generally there are 5 steps in the event orders;

(1) Exposition: The beginning attracts the attention with the introduction of characters, setting or location. It might reveal a conflict to stir the audiences’ appetite. However, there is no order in beginning the events; it could be started with the middle or the end of the story and then the rest.

(2) Rising Action: The story continues with a reasonable order. The conflict gets more intense as the story goes on. Characters become restless and the events are complicated.

(3) Climax: The climax is the most intense of the story when the characters have to make important decisions.

(4) Falling Action: It follows the climax when the knots are untied and conflicts are dissolved.

(5) Ending: It is when the story ends which can take several types: happy ending, tragic ending or suspicious ending.

Plots could be classified into 8 types (Pensiri Sawetrawiharee, 2541)

(1) Boy meet girl Formula features a romance between boys and girls from when they meet, go through love, anger, obstacles to a happy ending.

(2) Triangle Formula features 3 main characters who are caught in a triangle love

(3) Success Formula features a story of a character who tries to overcome difficulties to become successful

(4) Cinderella Formula is a story of a hero or a princess in trouble at the first place. Then he or she turns out to be an heir to a millionaire.

(5) Gothic Formula is a story about the mystery hidden in a beautiful castle

(6) Who dunit (Who done it) tries to detect a crime and disclose the wrongdoers

(7) Cat and mouse Formula is a story of a chase between two characters

(8) Summer-sault Formula is a story where two characters are enemies each of which tries to outsmart the other with strategies.

1.2 Theme

Theme is another crucial factor to the narrative. When analyzing the essence of the story, it is important that the theme is clearly understood; otherwise we could not get the main idea of the narrator.

The narrative analysts do not generally separate the theme from other factors, partly because it is not really a narrative method, but just the summary of a story.

The theme of the story could be categorized into six types as follows (J.S.R. Goodlad, 1971 cited in Umaporn Maronee, 2551)

(1) Love Theme is in a romantic story whether love between boys and girls or husband and wife. Mostly it is a story about their lives, love, conflicts and departure.

(2) Morality Theme reflects the problem arising from the morality in the society. The character will show the benefits and emphasize the importance of socially desirable morality. They also show the consequences when someone is against it.

(3) The play that has this idealism theme reflects the fact that the character attempts to achieve what he or she desires. The character could be a revolutionist, an idealist, nationalist who have different thoughts from other people in the society that might be anti-social.

(4) Power theme involves power and conflicts between two characters who aim at the same thing such as a job post, a power over the situation, a personal conflict, a conflict between classes, as well as a pursuit for power that he or she needs to fight for.

(5) Career Theme reflects the one's attempt in order to succeed in the career. The main goal is a success for oneself, not for any social institutes or the nation, that is achieved after overcoming obstacles of difficulties.

(6) Outcast theme features the story of a group of people who has inferior lives such as the disabled or the ones with ugly face. Apart from the lives of these people, the social reactions towards them are also reflected in this type of theme.

1.3 Conflict

Besides the narrative structures, conflicts are another part that cannot be missed in order to understand the art of narrative. The story will be made clearer through conflicts. In the other words, narrative is a story that is created out of conflicts. To support this, Muller And Williams (1985: 42-43 cited in Chalongrat Tippiman, 1996) once explained “Plot is a series of continuous events or behaviors that are only developed among conflicts”. Like what Parinya Kuanun (1994: 24 cited in Chalongrat Tippiman, 1996) stated “Conflict is the most important factor of plot in that it creates trouble that needs solving”. Conflicts can be divided into three categories:

(1) Man Vs. Man (Physical) : conflicts between two people happen when they are in disagreement and then each of them puts up a fight against one another. The example includes a battle between two troops of soldiers or between two families.

(2) Man Vs. Himself/Herself (psychological) : conflicts within the characters – the character faces confusion or tough decision before executing what they have in mind. For example, the conflicts against consciousness or the feeling against social regulations.

(3) Man Vs. Society (Social) : the leading character struggles against the external power such as cruel nature or fierce creature.

The importance of conflicts to plot is it creates direction for the story. The story that has reasonable and logical conflicts, that story will be reliable.

1.4 Character

Another important factor to the art of narrative is ‘character’ because it reveals the ones who take action and the ones who get affected by any action in a play. It is important that a character evolves; that is, to go through change in thoughts, characters as well as attitudes, towards events that come across them. However, the events need to be reasonable and in accordance with the reality.

Laurence Perrine (1987: 1491 cited in Chalongrat Tippiman, 1996) gives the meaning of character that “it is a person involved in the narrated story and the meaning of it could include the characteristics of the character such as appearance or habits”

Dwight V. Swain (1982: 95-114 cited in Chalongrat Tippiman, 1996) mentions that a character needs to be comprised of two parts; conception and presentation.

In general, the character’s conception is a difficult thing to change unless sufficient reasons are provided. A good character has it’s own conception which helps direct its thought and mind of that character like a background, the childhood, the education and class. Regarding the presentation, it is believed that it will be in accordance with the character’s conception and attitude.

Vladimir Propp’s character analysis has been always referred to in many studies. He analyzes Russian tales and found that in each one of them there are many different types of characters as follows:

The villain always creates trouble to the community or stand against the hero

The donor, who mostly takes a role of the main character's mentor, provides resolutions

The helper assists the protagonist in fighting against the villain (In adventure movie, they are most local people or strange tribes and sometimes the helper takes the second most important character in the story)

The princess is a female protagonist whom the hero needs to protect (In modern movies, the female protagonist does not necessarily wait for the male hero's protection. This character is due to know the social value in making its own decision)

The dispatcher witnesses terrible events or the wrongdoing of the villain (In Thai movie, bad-mouthing market vendors are often regarded the dispatchers)

The hero represents a morality and solves the problem

The false hero pretends to be moral but gradually reveals its darkness as the story continues (Often seen in detective movie in forms of a spy in a big organization)

According to Propps, one could portray many characters or have a transition from one character to another as well.

Besides, in order to study a character, the character attributes are also another area that is frequently analyzed. It can be categorized into two types; active character or passive character.

(1) Active character is a strong and independent character that is not easily threatened or influenced. Mostly this kind of character – male and well-educated – has its own goal and decision making skill.

(2) Passive character is a vulnerable and dependent character that is under control of other character. Most of this characters are female and of low education or social status.

Apart from external appearances like clothes, gestures, or behaviors, dialogues are not any less important in character analysis because thoughts, attitudes and identity of the character might be displayed through dialogues.

1.5 Setting

Settings are environment in which the narrative takes place. As narrative is a combination of events, it is impossible to avoid settings. Settings, therefore, are of importance to narratives. Sometimes setting carries certain forces that influence the character's thought and actions. (Parinya Kuanun, 1994: 70)

Thanya Sungkaphanthanun (1996: 191-193) divides settings into 5 different types:

(1) Nature such as forests, fields, rivers as well as the morning and night atmosphere of a day

(2) Invention such as buildings, houses, kitchen tools, or other human invented devices

(3) Time such as age or period of time

(4) Character's lives include patterns, routine activities of a character, a community or a place where the character lives in

(5) Abstract surroundings such as thoughts, values, traditions, and customs

Moreover, settings could be categorized into two types which are indoor and outdoor. These two settings are in accordance with the events. For example, an adventure will happen outdoors while the romance between young lovers is often seen indoors. These two different kinds of settings are also closely involved with the character's gender and occupation. For instances, male characters are related to outdoor activities or some occupation like housewife is related to the house setting.

1.6 Dialogue

Dialogue means the art of telling the author's story and perspective through conversations of the characters. A good dialogue needs to fit perfectly with the play type.

1.7 Point of View

The narrative in both novel and movie has something in common; that is the point of view. The point of view is the way the author allows the readers or the audiences to see and hear what is going on in the story. It could be told from the insiders' or the outsiders' point of view. Each convince the readers or the audiences in different degree. The point of view is of significance in narrative in that it creates different feelings and emotions among the readers and the audiences and that it indicates how easily they could understand the story. Louis Giannetti (Chalongrat Tippiman, 1996), Ph.D. Professor of Film and Literature of Cleveland University, categorizes the point of views into 4 types.

(1) The first-person narrator is in use when a character narrates the story with *I-me-my-mine* in his or her speech. The advantage of this point of view is that you get to hear the thoughts of the narrator and see the world depicted in the story through his or her eyes. However, there may be some prejudice in this point of view. It is often found in detective and autobiographic movie.

(2) The third-person narrator narrates other characters, or events that he or she meets with or is involved in. Like in *Shawshank Redemption* (1994), the story is witnessed by and closely involved the third-person narrator but the focus is not at him, but his friend who is the hero of this story.

(3) The objective is the point of view that is attempted to be neutral, without any prejudice. However, this does not allow the readers or the audiences to understand a character in a deeper sense as it is built on a straightforward observation and report whereby the readers and the audiences have to form their own judgement. The producers avoid using a high-angled shot or any fillers as it will destroy the neutrality. Good examples include the neo-realist movie ‘The Bicycle Thief (1948)’ by Italian director Vittorio de Sica. It takes the documentary style to narrate the story of a man in pursuit of his stolen bicycle.

(4) The omniscient is a style of narrative whereby the narrator assumes godlike powers. The narrator knows everything about the character and can enter the minds of any one of them, whenever he or she chooses. The narrator can also limitlessly explore in the character’s dream. This is most frequently seen in movies.

Apart from the point of view, gender of the narrator is also important in narrative. Mainstream and feminine movies are different because of the narrator’s gender and this different gender carries different sets of values and attitudes. Therefore, the narrator’s gender could be important key in more understanding of the movies.

1.8 Ending

Ending could be categorized into 4 types

(1) Surprise Ending is a kind of ending that goes beyond audiences’ expectation

(2) Tragic Ending is a kind of ending that is full of sadness, losses and failure

(3) Happy Ending is a kind of ending that features achievements, happiness and a new life that the character aspires

(4) Realistic Ending is a kind of ending that is real. It tends to deliver a message so that an audience could contemplate and form their own way of thoughts.

Narrative plays an important role in the study of play, movie, series or even the Korean celebrity reality show. Narrative theory provides the criteria that the researcher uses to select the sampled shows, as well as to analyze the difference in show format and presentation in details until the results are revealed.

2. Audiences' Reception

2.1 Audience Analysis

Denis McQuail (1997: 1) states in "Audience Analysis" that the word 'audience' has long been familiar as the collective term for the 'receivers' in the simple sequential model of the mass communication process (source, channel, message, receiver, effect). It was deployed by pioneers in the field of media research. An established discourse in which 'audience' simply refers to the readers of, viewers of, listener to one or other media channel or of this of that type of content or performance. It is a term that is understood by media practitioners and theorists alike. Moreover, it has entered into everyday usage, recognized by media users as an unambiguous description of themselves. The author added that the audience for most mass media is not usually observable. They are both a product of social context and a response to a particular pattern of media provision. McQuail also explains the term 'audience' can be defined by variable and intersecting factors such as:

“by *place* (as in the case of local media); by *people* (as when a medium is characterized by an appeal to a certain age group, gender, political

belief, or income category); by the particular type of *medium* or *channel* involved (technology and organization combined); by the *content* of its messages (genres, subject matter, styles); by *time* (as when one speaks of the ‘daytime’ or the ‘primetime’ audience, or an audience that is fleeting and short term compared to one that endures). These opening remarks are sufficient to illustrate how this simple term embodies many ambiguities” (Ibid., p. 2).

The origins of today’s media audience lie in public theatrical and musical performance as well as in the games and spectacles of ancient times (Ibid., p. 2). A Greek or Roman city would have a theater or arena. It was no doubt preceded by informal gatherings for similar events and for religious or state occasions. The Greco-Roman audience had many features that similar today including:

- (1) Planning and organizations of viewing and listening, as well as of the performances themselves
- (2) Events with a *public* and “popular” character
- (3) Secular (thus not religious) content of performance - for entertainment, education, and vicarious emotional experience
- (4) *Voluntary*, individual acts of choice and attention
- (5) *Specialization* of roles of authors, performers, and spectators
- (6) Physical *Locatedness* of performance and spectator experience

Audiences are now smaller, more numerous, and much less likely to have a fixed and predictable membership. The media have increasing difficulty in identifying and retaining the particular audience. Patterns of media use will simply be a part of varied and changing lifestyles. The issue whether an audience is a group or not might

seem to have become increasingly irrelevant. However, it has acquired new currency as a result of new interactive media that seem to have a potential for creating new kinds of ‘virtual communities’ (Ibid., p. 23).

In *Media and Audiences* (Karen Ross and Virginia Nightingale, 2003: 4) the word ‘audience’ is referred to groups of people who are linked by ties of more enduring socio-cultural significance. The audiences may be described as subcultures, taste cultures, fan cultures, ethnic Diasporas, indigenous or religious communities, and even domestic households. Members of these ‘groups’ bring certain shared interpretative perspectives to their engagements with media and so are perhaps better described as *formations* rather than *masses*.

The complex communications environments and knowledge spaces characterize the Information Age, audience events occupy an increasingly pivotal role as the means by which knowledge is transformed into social, cultural, economic and political action. The media event involves simultaneously the minor detail of personal audience interests and actions. The complex sets of conditions are brought into play to ensure the ongoing production of the culture’s stories. Broadly speaking five aspects of media events recur as sources of media research interest:

- (1) the audience participants as individuals;
- (2) the audience activities of the participants in the media event;
- (3) the media time/space of the event;
- (4) the media power relations that structure the event; and
- (5) the mediatized information with which people engage. (Ibid., p. 7)

James A. Mead (2006: 22) noted in his study that television had affects on its audience. Many theorists concluded that it was an active audience that led to its

overall popularity, as well as the popularity of the programs. Over the years, the audience has played a part into the development of different eras in television. Through gauges like the Nielsen ratings, network executives have discovered how shows are received and later determine if additional shows similar in format have could potentially be received. Reality television has been able to achieve a great deal of success with the audience. Various authors have hypothesized that the appeal stems from the ability to see everyday people, much like the viewer, achieve media stardom. The reality genre has also been found to be different from other past programming forms due to its variety of sub-genres.

Apart from that, Upa Supakul, (1997) described, in her research, that the audience is the receiver of the message from the source that the message is meant to send to. It may be an individual who is listening or reading or it may be a member of a group such as the viewers in the football match or in the cinema.

In any communication, the message receiver – or the audience – acts as the one who decodes the message as well as the one who is open for the message through a communicative channel. The audiences are important along the line of communication. They are the part that is somewhat complicated and greatly affected by the effectiveness of the communication.

The effectiveness of communication expands its meaning so widely. In general it means the change or discrepancy that happens within an individual as a result of the received message. The effectiveness of communication in most cases appears in forms of change in the level of knowledge and attitude and subsequently the behavior of those involved in the topic of issue. Each individual has an equal chance to be affected. Consequently, the receivers can be divided into two categories.

(1) The passive receivers mean those who pass through the change of knowledge, understanding, attitude and behavior. The communication is so powerful that it could change the attitudes and behaviors of an individual. The message will take over the receiver in the same way the message is created to be.

(2) The active receivers mean those who have the power over the communication line. For example, it specifies the senders, message and the media. Therefore, the receivers are not always passive.

2.2 Selective Exposure

Merrill and Lowenstein (1971: 134 - 135) agree that ordinary message receivers have different behaviors in receiving messages. There are fundamental factors driving people to selectively receive any particular message:

(1) Loneliness: People do not usually love being alone. It makes them feel puzzled, worried and frightened. Therefore, they tend to socialize with others to overcome their loneliness. However, when one does not know what to do or where to go, one of the best destination that one shall go for is media. Some prefer involving themselves with media rather than with people because media can be their best friends without causing conversation or social pressure.

(2) Curiosity: This is considered as a basic characteristic of human beings so mass media regards it as an important element to fulfill human needs to all extents.

(3) Self – Aggrandizement: Basically, human beings are selfish. As message receivers, they also seek for any pieces of information that are beneficial to them. Useful messages enable them to achieve things, succeed in life, promote their living standards and enjoy and entertain themselves.

(4) Environment: People who live within different environments learn things differently. As a result, they are also shaped distinctively. This results in a variety of attitudes, values and beliefs depicting varied psychological quality of people.

Moreover, Bussarakham Eamamphai summarized Media Selective exposure of receivers (1996) as the following:

(1) Availability: It is a natural instinct of people that they have a limited level of efforts. If something is difficult to acquire, they tend to give up, but people usually select things that require least efforts to acquire.

(2) Consistency: The media must be relevant to the knowledge, values, beliefs and attitudes of people.

(3) Convenience: Each person has different behavior in media exposure depending on their convenience. It could be radio, TV, magazines or personal media.

(4) Accustomedness: There is a group of people, especially the elderly, in every society who persist in their traditional behaviors of media exposure.

In addition, Bussarakham has explained the four relationships between the media receivers and media as follows:

(1) Utilization: The media receivers take the usefulness of media into their consideration when exposing themselves to media. For example, they watch soap operas or series for entertainment, listen to or read the sports news they play.

(2) Consistency: The receivers select to expose to media according to their values, beliefs or attitudes.

(3) Availability: Although media are useful or relevant to them, it is also limited for receivers to expose to all media at the same time.

(4) Curiosity: It is a natural instinct for human beings that they want to have new experiences especially those in this modern society where they can experience new things all the time.

2.3 Audiences' Behavior

Assoc. Prof. Sumon Yusin (2004) explained that media is the most influential factor towards the audiences' behavior. There are many factors strengthening the media influence towards individuals and society such as the media itself, the social context and the message audiences. The study is mainly aimed at the receivers in a large quantity and of varied demography.

This research is to focus mainly on the audience or receivers. However, in order to understand them, there are several demographic dimensions that we need to take into account -- such as gender, age, education, religion, geographic information, economic and social status -- as well as the psychological dimensions such as personality, belief, attitude, etc.

The demographic differences in each receiver specify the different level of influence the media has on the receivers. For instance, the youth and the low-educated receivers might be more influenced by media than the adults or the high self-confidence or the highly-educated receivers. Most importantly, the media influential level is also subject to the receivers' discretion.

Likewise, Kwanruan Kittiwat (1988 cited in Praweenamai Baikloy, 2002) classified the factors indicating the receivers' acceptance to the media as follows;

(1) The personality and psychological factors -- these factors are the results of how the receivers were raised, or how they have lived in different societies which

affects the level of the intelligence, thoughts, attitudes, perception, learning and motivation they have.

(2) The social relation factors -- people are conformable to the social group that they are bided when expressing their thoughts, attitudes, behaviors in order to be accepted among the group members; such as, friends.

(3) The factors of external environment outside the communication system -- it is believed that attributes such as gender, income, occupation and education form the similar pattern in the acceptance as well as the response to the media contents.

Moreover, Seri Wongmontha (1999: 32-46) also classified the factors influencing audience behavior into 2 sections

(1) Internal Factors

(1.1) Needs

Needs are anything that is wanted for physical and mental purposes. In terms of feelings, needs mean the lack of something that is beneficial, necessary, desirable for whatever reasons. In the other words, needs are the necessary conditions to be treated.

(1.2) Motives

Motives mean the motivating forces or the feelings that lead to actions or certain types of behavior. The motives make us know own needs and become the reasons for our actions expressed in accordance with those needs.

(1.3) Personality

Personality is described as the human features or habits created within each individual, making each person unique. The motives make each person act in

accordance with their needs, while personality makes each individual different from others.

(1.4) Awareness

Awareness is the perception of something through 5 senses, through which a person will have the most direct relation to the external environment. Awareness can be categorized into perception, attitude and learning. These 3 elements are the person's internal factors related to the consumers' external environment.

(1.5) Perception

Perception is the interpretation of a person toward a thing or a thought that he/she perceives or whatever brought to the person's attention through the 5 senses

(1.6) Learning

Learning is a change in the person's thought, a response or behavior as a result of practices, experiences, instincts or the knowledge gained from the perception of what is previously unknown, in other words.

(1.7) Attitudes

Attitudes are a broad group of feelings within a human or a concrete opinion of a person's behavior.

(2). External Factors

(2.1) Family Influences

Family Influences are the influences caused by family members

(2.2) Social Influences

Social Influences are the results of communication between every person and other people outside the family and business. The social influences can happen in workplace, temple, school, academic institute, etc.

(2.3) Business Influences

Business Influences are direct contacts of a person who owns a business whether in forms of shops, through personal sellers or via advertisements.

(2.4) Cultural Influences

Cultural Influences are the beliefs in each individual and the punishment within the society that has been continuously developed by its social system.

(2.5) Economic or Income Influences

Economic or Income Influences are the restriction or indicator that has an impact on the person in forms of moneys and other factors involving economic system that relates to the person's well-being a great deal. Provided that a person has no job nor any income, that person shall not be able to respond to his/her needs.

2.4 Uses and Gratification

According to Elihu Katz; Jay G. Blumler; and Michael Gurevitch's research (2008), they explained that audiences use the media to their benefit. The common tendency to attach the label "uses and gratifications approach" to work in this field appears to virtually disclaim any theoretical pretensions or methodological commitment. They viewed the mass media as a means by which individuals connect or disconnect themselves with others and found that people bend the media to their needs more readily than the media overpower them. The approach simply represents an attempt to explain something of the way in which individuals use communications to satisfy their needs, to achieve their goals, and to do so by simply asking them. Nevertheless, this effort does rest on a body of assumptions that have some degree of

internal coherence. They revealed the five elements of Lundberg and Hulten (1968) as jointly comprising a “uses and gratifications model.” that

(1) The audience is conceived of as active, i.e., an important part of mass media use is assumed to be goal directed (McQuail, Blumler, and Brown, 1972). This assumption may be contrasted with Bogart’s (1965) thesis to the effect that “most mass media experiences represent pastime rather than purposeful activity, very often [reflecting] chance circumstances within the range of availabilities rather than the expression of psychological motivation or need.” Of course, it cannot be denied that media exposure often has a casual origin; the issue is whether, in addition, patterns of media use are shaped by more or less definite expectations of what certain kinds of content have to offer the audience member.

(2) In the mass communication process much initiative in linking need gratification and media choice lies with the audience member. This places a strong limitation on theorizing about any form of straight-line effect of media content on attitudes and behavior. As Schramm, Lyle, and Parker (1961) said:

“In a sense the term “effect” is misleading because it suggests that television “does something” to children... Nothing can be further from the fact. It is the children who are most active in this relationship. It is they who use television rather than television that uses them”.

(3) The media compete with other sources of need satisfaction. The needs served by mass communication constitute but a segment of the wider range of human needs, and the degree to which they can be adequately met through mass media consumption certainly varies. Consequently, a proper view of the role of the media in

need satisfaction should take into account other functional alternatives including different, more conventional, and “older” ways of fulfilling needs.

(4) Methodologically speaking, many of the goals of mass media use can be derived from data supplied by individual audience members themselves-i.e., people are sufficiently self-aware to be able to report their interests and motives in particular cases, or at least to recognize them when confronted with them in an intelligible and familiar verbal formulation.

(5) Value judgements about the cultural significance of mass communication should be suspended while audience orientations are explored on their own terms. It is from the perspective of this assumption that certain affinities and contrasts between the uses and gratifications approach and much speculative writing about popular culture may be considered.(ibid: 510-511)

In addition, they also noted in their research that a preliminary structuring of the possibilities suggests that social factors may be involved in the generation of media-related needs in any of the following five ways:

(1) Social situation produces tensions and conflicts, leading to pressure for their easement via mass media consumption (Katz and Foulkes, 1962).

(2) Social situation creates an awareness of problems that demand attention, information about which may be sought in the media (Edelstein, 1973).

(3) Social situation offers impoverished real-life opportunities to satisfy certain needs, which are then directed to the mass media for complementary, supplementary, or substitute servicing (Rosengren and Windahl, 1972).

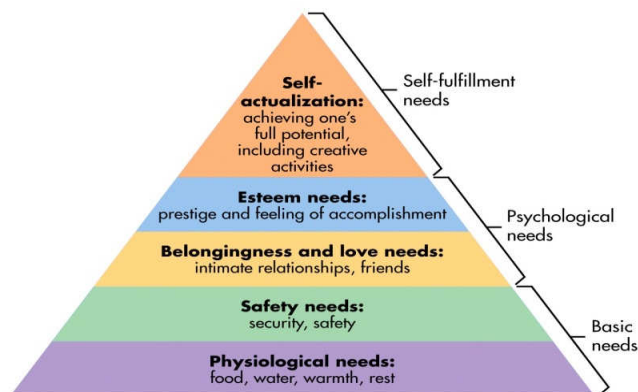
(4) Social situation gives rise to certain values, the affirmation and reinforcement of which is facilitated by the consumption of congruent media materials (Dembo, 1972).

(5) Social situation provides a field of expectations of familiarity with certain media materials, which must then be monitored in order to sustain membership of valued social groupings (Atkins, 1972). (Ibid., p. 517)

According to the study, the uses and gratification can conclude that social and mental conditions affect the person's need which leads to expectation about the media. This expectation will take the person to varying usage of media and other behaviors. It also brings about the satisfaction generated by the media and other unexpected consequences.

Furthermore, the uses and gratification should relate with people's need as Maslow's hierarchy of needs (Kendra Cherry, online). The author explains that the lowest levels of the pyramid are made up of the most basic needs, while the more complex needs are located at the top of the pyramid.

Figure 1 : Maslow's hierarchy of needs



Source: <http://www.newexistentialists.com/posts/07-22-11>

Needs at the bottom of the pyramid are basic physical requirements including the need for food, water, warmth, and rest.

Once these lower-level needs have been met, people can move on to the next level of needs, which are for security and safety.

As people progress up the pyramid, needs become increasingly psychological and social. The need for love, intimate relationships, and friends become important.

Further up the pyramid, the need for personal esteem and feelings of accomplishment take priority.

And on the top, Maslow emphasized the importance of self-actualization is a process of growing and developing as a person to achieve individual potential.

The factors involving the audiences who directly obtain a message from the media are complex and delicate. At times, the audiences themselves are the factors that do not only intensify but also block the influence of the media. The study about choices of media to explore benefits and satisfaction is the study about the social and mental conditions that have an influence on the personal needs, and that lead to the individual's difference in and behavior toward choices of media. And these different needs make the persons wonder how each choice of media satisfies them. The persons who have different needs tend to select different type of media and, subsequently, have different satisfaction level. When combining the above-mentioned to Thai audiences' need to watch Korean celebrity reality shows, different level of needs, uses and gratification toward each Korean celebrity reality show can be consequently analyzed and how Thai audiences are open to Korean celebrity reality shows is explained.

3. Reality Show Analysis

The concept of a typical reality show is basic and simple; the *stars* are placed in front of the camera without much of a script. The show content is made up of daily activities and reactions of the stars when they are placed in particular situations and tends to offer insight into human relationships more than the normal sitcom or drama (Kennedy, 2000 cited in James A. Mead, 2006). The beginning of the popularity in reality show was indeed from the American TV show called Survivor back in 2000.

The reality show has constantly been well-received and varied in formats in many countries since then. Ariya Jintapanitchakarn (2005) categorized reality show into 12 types.

Table 1 : The 12 types of reality show

Type of the reality	The meaning
1.Hidden Camera	The focused or followed participants are secretly filmed or shot.
2.Documentary Style	This kind of reality shows deal with the original documentary presentation of real places, events and people.
3.Reality Game Show	Specific participants are invited for competition in the games.
4.Talent Searches	Participants take part in the competition to achieve the ambitions of their dream employment opportunities.

Table 1 The 12 types of reality show (continue)

Type of the reality	The meaning
5. Dating	Couples or singles are brought together in dating or romantic situations.
6.Starring Celebrities	The lives of celebrities are filmed and presented to viewers.
7. Makeover	The shows involve a set of changes intended to make the participants look much better or have more pleasant personality.
8.Lifestyle Change	The selected participants experience extraordinary change in their environments and lifestyles.
9.Law Enforcement / Military	The police officers are filmed during their patrols and other police activities.
10. Fantasy Fulfilled	The reality shows that make the impossible dreams possible.
11.Historical Recreation	Modern-day participants are placed in the lifestyle of historical people or places.
12. Spoof	One or more participants are tricked and then observed for their reactions

Source : Reality Fever (Ariya Jintapanitchakarn, 2005)

Ariya added that the American reality show could be categorized into several types based on two factors which are the camera's duty and the awareness of the observed persons

(1) The Hidden Camera

With the hidden cameras, the observed persons do not know they are being taped. Thai audiences know this kind of reality show very well from the humorous 'Candid Camera' -- the reality television show originated in USA in 1953 by Allen Funt, who had also produced a program on radio called 'Candid Microphone'.

(2) The Reality Game Show

In the reality game show, the cameras are not hidden so the observed persons are clearly aware of them. However, what happens inside the camera is generally scripted by the show's producer. It could be noticed that this type of game show mostly features a competition, in which the winning contestant will eventually be rewarded. The interesting thing about this kind of reality show is that it gathers all the contestants in one place under the created rules. The other side, the contestants will be eliminated from the show by voting or any other format created by the show.

(3) Documentary-Style Program

In this documentary-style program, the cameras are not hidden. The observed persons know that they are taped. There is no script in this kind of reality show meaning the observed persons are natural and spontaneous; they could do what they think -- as if they were really following their routine at home -- without any interference from the show's producer.

Holly Giesman (2001) revealed the brief history and explanation of reality television programming, in "Surviving Reality Television". 'Survivor' is the

beginning of the first reality television and the basic elements of reality television programming. The following included a breaking down of the rating for Survivor, ratings for other popular television series, the characteristic and performance of the participants, the post-production that were used in editing techniques, and the purpose they served. In addition, the author also explained the communicated messages in this program, the ways in an accurate representation of reality, the way in distortion programming, and an analysis of the promotional approach for the show. The finally this paper addressed the popularity of reality television programming and evaluated the impact of reality television.

In “Understanding Reality TV” Su Holmes and Deborah Jermyn (2004) explain the formats, images and conventions of reality television which has rapidly come to a forefront of contemporary television culture. According to Kilborn (Kilborn, 1994: 432 cited in Su Holmes and Deborah Jermyn), reality TV could be understood as;

- recording ‘on the wing’, and frequently with the help of lightweight video equipment, of events in the lives of individuals and groups;

- the attempt to simulate such real-life events through various forms of dramatized reconstruction;

- the incorporation of this material in suitably edited form into an attractively packaged television program which can be promoted on the strength of its reality credential. (Ibid., p. 2)

Su Holmes and Deborah Jermyn contributed to the longer-term project of understanding and studying what John Corner has described in the range of popular image of real television. It was a trend few audiences, critics or the professional saw

coming in the late 1980. In the next few years, the reality programming was described a new range of surprisingly successful television show formats grounded in actuality footage and effect in mass media and audiences. They also exemplified the case of Big Brother program, audiences become effectively as the author of the program. The format changes the relationship between audiences and text as well. The potential expansion and transformation of the audiences through the shifts in media access involve in the story in the program which is overtly almost immediately influence preferences that are the crucial in the show's success.

The reality TV focused on real life and real people as the crucial criteria (O'Sullivan et al., 1994). The increasing of focus is not simply on ordinary people but also on celebrities whether in the designed formats of their own or in celebrities' versions of living. This note similar to P. David Marshall's summary that the audiences are obsessively and incessantly searching the star persona for the real and the authentic of its appearance. They mention not only the ordinary people, but also the construction of the relationship between the star's image and the reality of the star's private self.

Annette Hill (2007) revealed the confusion in the world of factual television was run wildly by the reality TV, crossed over into fiction and non-fiction territories and also taken the genre experimentation to the limit in "Restyling Factual TV: Audiences and News, Documentary and Reality Genres". The author compared the different kinds of factual genre based on the understanding from the audiences experience factuality in the round and also explained the reality's trend, the audiences, the participants, ordinary people and celebrities, and the learning from factual TV.

Francis Nuntasukon (2055 : online) also mentioned the new trends of the other television programs were mixed by the contents of the reality show as well such as “Academy Fantasia”, mixed between the reality television and Game show, and “JohJai”, portrayed by the celebrities who were forced to do under the programming conditions that they had never done before as well as “Simple Life” and “Hisobannok” program. Consequently, reality shows are traditional soap operas of real life without scripts so that disappointment, satisfaction, anger, sorrow are naturally seen without acting or rehearsing.

The reality show is another show that has stunned the media industry for its ability to connect to the audience and its uniqueness. Besides, there can be no script and what is shown is the real life and routine activities that make the show quite interesting. The expression of the participating guests’ feeling – love, hatred, satisfaction, fury – are so spontaneous that it stirs the audiences’ need to follow continuously. This happens all around the world not only in Korea. There are still many more factors that make it very popular apart from the freshness.

4. Celebrity Analysis

Graeme Turner (2004) puts an effort to explain all about the celebrity in “Understanding Celebrity” that the celebrity turned into such an important commodity that can become a greatly expanded area for content development by the media itself. He referred Boorstin’s word that celebrity became a key site of media attention and personal aspiration and also exhibited Joshua Gamson’s development in a typology to further inform the map levels and characteristics of the audience’s engagement with the consumption of celebrity.

Joshua Gamson's focus groups were conducted with celebrity watchers as part of his study, *Claims to Fame*, and also tested audiences' assumptions about how 'real' or 'true' they thought about celebrity might be and such considerations were important to the pleasures intrinsic to consuming celebrity:

"Inside stories of the 'real lives' of celebrities and opportunities to see them as 'themselves' may be mobilized to anchor truth and merit and weed out impostors [These] audiences see a more complex narrative in which publicities mechanism play apart but do not pose an obstacle to [holding the celebrities in high] esteem." (Gamson J, 1994: 147 cited in Graeme Turner, 2004: 111)

Turner also revealed that audiences place individual celebrities somewhere along a continuum that ranges from seeing them as objects of desire or emulation to regarding them as spectacular freaks worthy of derision. Mostly celebrities attract one from of response rather than the other from audience satisfaction. The power of the audience to influence the direction of television program was further emphasized and it changed relationship between audience and text. Importantly, the potential expansion and transformation of the audience through these shifts in media access involve in the relationship between audiences and texts. The story in the program is overtly almost immediately influenced by the audience preference (Estella Tincknell and Parvati Raghuram, cited in Su Holmes and Deborah Jermyn, 2004: 264).

Moreover, Ubonrat Siriyuvasak (2007) noted that the achievement of the Korean wave is the result of the aspiration to promote actors and singers as the presenter or the image of leading Korean brands and extensively advertising these regionally-and-globally-famous Korean brands via media and TV programs

throughout Asia, making Korea well-known in a short period of time. Besides, the popularity of Korean actors and singers increases the TV production team's need to feature these veteran Korean celebrities or even rising stars in the Korean TV reality shows as the highlight to draw the audiences' attention more and more.

Concordantly, Theeraphan Lothongkam (2005 : online) explained that there is a marketing value that tries to associate the celebrities with the TV business, widely known among the marketing strategists as 'Celebrity Marketing', in that actors, singers and famous faces become a presenter of various products and brands to accelerate the increase of brand awareness and approval among the target audiences. The TV business also adopts such idea and applies it with their endorsed artists, treating them like products or brands that require correct and clear treatment. Besides, there is an attempt to push these artists to remain in the mainstream for as long as they could, and to be accepted among the fan club as well as the target audiences, the same way they treat a product in the market.

The celebrities are those in the public attention in all ages and all nationalities. Now we cannot deny that the Korean celebrities have played an important and influential role towards the reception of Korean celebrity reality show among Thai audiences considerably. In fact, the reality show itself relies heavily on these celebrities to attract more audiences as well.

Related Research

Rachel M. Potratz (2007) examined in her study, “When is Reality?: Youth perceptions of MTV Reality”, how college freshmen relate to the personalities and content on MTV reality program and how viewers interpret programs that claim to be real and bear resemblance to their lives. The focus on viewers’ determinations of what is real and the factors that affect the determination and how television realism may affect their world view. Consequently, the judgments about the realism were based primarily on the students’ use of comparisons with their own lives and experiences. The knowledge of production processes played a role in realism perceptions. It was also found that students engaged in para-social interaction and used reality television to learn about the world. The author mentioned in the note of Feilitzen that reality television could construct young viewers’ identity;

“Young viewers find Reality TV programs entertaining and exciting. They also say they can learn from these serials, and they satisfy some of their curiosity about life and about people, find in the serials a space where they can analyze the behavior of more ordinary people like themselves, emotions, interpersonal relations, sexuality, mechanisms of inclusion and exclusion for social acceptance, etc. Young viewers identify greatly with some people on the screen (more similarity, than a desire to be like them), or see them as friends, but condemn others, check out what works and what does not work for being rewarded, something that is important for young viewers’ identity building, i.e., how to be and perform oneself. (Feilitzen, 2004: 42)”

As her explanation, the reality television has more influence audiences identity and society accurately.

In Pimpun Na Patthalung's research (2008), she exhibited the tendency of audiences' behavior toward reality show in " 'Factors affection audiences' watching behavior trend toward Reality show UBC Academy Fantasia in Bangkok Metropolitan area". The researcher studied through the factors such as demographic factors, marketing mixed factors and the factors of audiences' watching behavior in the past. The results showed the most of audiences are females who are 15-27 years old. The marketing mixed factors of reality show UBC Academy Fantasia is at high level of suitability, high level of attraction and moderate level of watching in an overall of broadcasting channels. For the audiences' effect, they felt the program is friends or closed persons and the entertainment is the purpose of their viewing. The audiences' behavior factors in aspect of the frequency of watching and the frequency of purchasing the program souvenir affect and forecast a tendency of purchasing the program souvenir of audiences are in positive direction at statistically significant. At last, this research also studied overall of audiences' watching behavior trend, the plan in keep watching program in next season, the satisfaction trend, the tendency of audiences' behavior to inform other people to watch the program, the tendency of audiences' behavior to participate in the program, and the tendency of purchasing the program souvenir that informed results in the different levels.

Nuanphan Jamrungsee (2006) noted the opinion in her research “Imitation and Fan of TV Program “Academy Fantasia” ” that the reality show is a kind of show that the audiences are able to interact with the participating stars so much that they could justly destine the pathway of the stars in the show. Therefore, it empowers the audiences and makes the show more and more popular. When compared to the TV programs in terrestrial channels which are quite similar to each other, the audiences try to avoid the cliché and look for something new instead. Reality show is therefore the answer as it fulfills the audiences’ craze for excitement in their life.

When discussing about the reality fans, they can be divided into three categories: (1) the genuine followers always intensively react when watching the show. They cry when the one they cheer fails. They scream for the one they like. They send their complaints to the producer when they are disappointed, (2) the moderate followers feel sad and happy when they watch the show. The difference is their reaction is a lot less intense than the prior ones. They tend to form a group for a specific purpose and dismiss when the show ends, (3) the common followers choose to watch the show as a result of external factors or because they want to get themselves relaxed from their routine life.

Pummarin Daengnui (2009) concludes in his research “The significance of Metacommunication in True Academy Fantasia Season 4 TV Program” that there are four ways of communicating methods used by the show producer. They are (1) communication through TV cameras (2) communication through spoken words (3) communication through relationship (4) communication through the short messaging

system (SMS). These methods help attract the audiences and form a pattern of behavior among the audience. They are the keys to make the show successful.

Praweenamai Baicloy (2002) studied the audience behavior in “Factor influencing the independence film viewing” by in-depth interview with the open-ended question. The result informed that even there are different variables in terms of population, such as sex, ages, education and occupations but those do not portray any obstacles in consuming the independent film. Audiences who watch both mainstream movies and independent films and audiences who watch only independent films have the strong feeling on getting more information about the independent films by searching on Internet or printed media and also were motivated by the inner forces in different ways. There are different factors influencing their determination such as content, director, actors and actresses, and film credit. Then finally, audiences who watch the independent films have different expectations and utilization such as entertainment, socialization, education and professional purpose.

These are the theories and framework in order to study the factors that make Thai audiences want to watch Korean reality shows which feature the celebrities. It could be said that Thai audiences have huge influence on Korean celebrity reality shows and vice versa. The theories and analysis mentioned above could help answer the research questions and prove the assumptions that were initially set. The researcher will further study and reveal the underlying factors.

CHAPTER III

RESEARCH METHODOLOGY

In this study, the researcher collect data based on two different methods; qualitative and quantitative approach. As part of the qualitative approach, the in-depth interview is applied to find out how Thai audiences receive the Korean celebrity reality shows and what are the factors that influence the viewing of Korean celebrity reality shows base on ‘We got married’, ‘Family Outing season1’, and ‘Right Now, It’s Girls’ Generation’ among the Thai audiences. For the quantitative approach, researcher uses questionnaires to gather quantitative data in order to understand the audiences’ feedback towards the factors that the researcher receives from the in-depth interview. The following steps are followed in order to study the factors in Thai audiences’ reception of Korean celebrity reality shows.

Section 1. Qualitative Research

1. Population and Sample Selection

Initially, the researcher studied the data and the meanings of Korean celebrity reality show from several sources such as internets and books. After that, the shows of different formats, aired from 2008 up to now, are selected. The selected shows should be still memorable and popular among the audiences in general. This process is achieved by reviewing the website of each show and observing the communication in the web communities to see the variety of the audiences. Finally, the researcher chose three shows: ‘We got married’, ‘Family Outing season1’ and ‘Right Now, It’s

Girls' Generation'. Next, the researcher randomly picks some of the episode of each show and study.

1. We got married – 30 episodes are picked
2. Family Outing season1 – 30 episodes are picked
3. Right Now, It's Girls' Generation – 4 episodes are picked

Apart from the shows, the researcher will study the audiences' reaction to the selected shows as well.

2. Research Tool

The researcher focuses on an in-depth interview as a tool to collect data in order to find out the reception and factors that influence the viewing of the Korean celebrity reality shows 'We got married', 'Family Outing season1', and 'Right Now, It's Girls' Generation' among the Thai audiences.

3. Key Informants

Key informants are selected on a purposive sampling basis. The fifteen Thai audiences aged from 13-50 years old who are administrators and staffs of Korean celebrity reality show fan page and audiences who love the selected Korean celebrity reality shows; 'We got married', 'Family Outing season1', and 'Right Now, It's Girls' Generation', are the target group.

4. Data Collection

The interview takes place through phone-line and on-line conversations between the researcher and the respondents due to convenience. The conversation is open and there was no time limit in delivering the answers. The researcher chooses to have a transcribing interview with the respondents.

The questions are initiated out of the theories and other resources are as follows:

1. The informants' demographic data such as name, gender, age, and occupation
2. How the informants first feel interested in watching the Korean reality show 'We got married' / 'Family Outing season1' / 'Right Now, It's Girls' Generation'
3. Feeling towards the reality show 'We got married' / 'Family Outing season1' / 'Right Now, It's Girls' Generation'
4. The period of time the informants follow the Korean celebrity reality show 'We got married' / 'Family Outing season1' / 'Right Now, It's Girls' Generation'
5. The most important reason that makes you follow the Korean celebrity reality show 'We got married' / 'Family Outing season1' / 'Right Now, It's Girls' Generation'
6. The factors influencing the viewing of the Korean celebrity reality show 'We got married' / 'Family Outing season1' / 'Right Now, It's Girls' Generation'

When the answers are provided, the researcher goes to the next step that is to classify the data received from the interviews to explore deeper interpretation based on theories and to subsequently prepare the quantitative research.

Section 2. Quantitative Research

This research is to study the factors in Thai audiences' reception of Korean reality celebrity shows based on 'We got married', 'Family Outing season1', and 'Right Now, It's Girls' Generation'. In order to collect the information as set in the objective, the researcher performs the following steps;

1. Population and Sample Selection

The population mentioned in this study is Thai male and female audiences who watch the Korean celebrity reality shows 'We got married', 'Family Outing season1', or 'Right Now, It's Girls' Generation' aged from 13-50 years old. Now that the sample size is unknown, a formula to determine the sample size is now used. It is a non-probability sampling formula with the confidence level of 95 percent and the error of not more than 5 percent. After the calculation, the sample size is 385 (Kanlaya Vanichbuncha, 2003: 14) as follows;

$$n = Z^2/4e^2$$

Where

n = the sample size, and;

Z = the confidence level, and;

e = error limit

At the confidence level of 95percent, therefore $Z = 1.96$ and with $e = 0.05$ in case of non-probability sampling

$$n = (1.96)^2/4 (0.05)^2$$

$$n = 384.16 \text{ or } 385 \text{ people}$$

Therefore, the sample size from the formula is 385. The spared samples of 5percent or 15 will be added making the total sample size of 400.

2. Sampling Methods

The sample group in this study includes 400 Thai audiences who watch the Korean reality celebrity shows 'We got married', 'Family Outing season1', or 'Right Now, It's Girls' Generation' that are selected on purposive sampling method from two channels; (1) traditional sampling in the venues such as the Korean singers' concerts, and Siam Square (2) online sampling in www.facebook.com, www.twitter.com and the web board where those who fancy Korean entertainment, program or gather and exchange information.

3. Research Tool

In this process the researcher uses a questionnaire as a tool to gather the data. There are four sections in this questionnaire.

Part 1 Demographic information of the respondent

The close-ended questions are to find out the respondents' demographic information such as gender, age, level of education, occupation, average income.

Part 2 Questions about the reception of the Korean celebrity reality shows 'We got married', 'Family Outing season1', and 'Right Now, It's Girls' Generation'

The close-ended questions are used to reveal the respondent's reception of the Korean celebrity reality shows 'We got married', 'Family Outing season1', and 'Right Now, It's Girls' Generation'.

Part 3 Questions about the factors influencing the reception of the Korean celebrity reality shows.

Questions regarding the factors that influence the viewing of the Korean celebrity reality shows base on 'We got married', 'Family Outing season1', and

‘Right Now, It’s Girls’ Generation’ retrieving from the in-depth interview. The questions are close-ended while the measurement is on Likert scale.

Levels of measurement

Score	Score Meaning
5	Strongly agree
4	Agree
3	Neither agree nor disagree
2	Disagree
1	Strongly disagree

Table 2 : Measure averaged score and opinions towards the factors that influence the viewing of the Korean celebrity reality shows base on ‘We got married’, ‘Family Outing season1’, and ‘Right Now, It’s Girls’ Generation’

Measured Averaged Score	Opinions
4.21 – 5.00	Has the highest influence
3.41 – 4.20	Has high influence
2.61 – 3.40	Has moderate influence
1.81 – 2.60	Has low influence
1.00 – 1.80	Has the lowest influence

Score from 4.21 to 5.00 means the audiences think the factor influences the reception of the Korean celebrity reality shows; ‘We got married’, ‘Family Outing season1’, and ‘Right Now, It’s Girls’ Generation’ at the highest level

Score from 3.41 to 4.20 means the audiences think the factor influences the reception of the Korean reality celebrity shows; 'We got married', 'Family Outing season1', and 'Right Now, It's Girls' Generation' at the high level

Score from 2.61 to 3.40 means the audiences think the factor influences the reception of the Korean celebrity reality shows; 'We got married', 'Family Outing season1', and 'Right Now, It's Girls' Generation' at the moderate level

Score from 1.81 to 2.60 means the audiences think the factor influences the reception of the Korean reality celebrity shows; 'We got married', 'Family Outing season1', and 'Right Now, It's Girls' Generation' at the low level

Score from 1.00 to 1.80 means the audiences think the factor influences the reception of the Korean celebrity reality shows; 'We got married', 'Family Outing season1', and 'Right Now, It's Girls' Generation' at the lowest level

4. Steps in Creating the Research Tools

The researcher performs the following steps in order to create this research tool

4.1 Study relevant textbooks, documents, journals, articles, theories and researches to identify the framework of this research as well as to create the research tool that corresponds to the objectives.

4.2 Gather information from such textbooks and researches in order to produce a questionnaire to explore the key factors that affect the reception of the Korean celebrity reality shows; 'We got married', 'Family Outing season1', and 'Right Now, It's Girls'.

4.3 Present the questionnaire created by the researcher to the adviser and gain additional suggestions

4.4 Present the modified questionnaire to the expert to check its relevance and validity. After that, the researcher will amend the questionnaire one more time before presenting it to the adviser for the final opinion before trying it out with 30 people who are not in the sampled populations in order to find the reliability by identifying the alpha coefficient through Conbach's Alpha Coefficient: α coefficient (Kanlaya Vanichbuncha, 2003: 144).

4.5. Distribute the questionnaire and collect the data

5. Data Collection

This research is based on survey method in order to explore the factors that influence the reception of the Korean celebrity reality among the Thai audience. The collected data can be categorized into two types;

5.1 Primary Data is a data that reveals the factors influencing the reception of the Korean celebrity reality shows 'We got married', 'Family Outing season1', and 'Right Now, It's Girls' Generation' that the researcher got from in-depth interview among the audiences and that are incorporated into questionnaire. 400 sets of questionnaires are distributed through the targeted channels that include both offline and online means.

5.2 Secondary Data is a data retrieved and acquired from relevant documents which include textbooks, independent studies, thesis and sources in the internet.

6. Data Analysis

Descriptive Statistics such as Percentage, Mean, and Standard Deviation are used in the analysis of the general demographic data and the factors influencing the reception of the Korean celebrity reality shows among Thai audiences. The

researcher gathers the questionnaires and analyzes the data based on the following procedures;

6.1 Editing – to check the completion of each questionnaire and exclude the incomplete ones

6.2 Coding – to encode the complete questionnaires

6.3 Processing – to key the data into the computer and use Statistic Package for Social Sciences (SPSS) and analyze the following data

6.3.1 Analyze the demographic data such as gender, age, level of education, occupation and monthly income by using the Percentage statistic tool.

6.3.2 Analyze the reception by using the Percentage statistic tool.

6.4 Analyze the factors that influence the viewing of the Korean celebrity reality shows ‘We got married’, ‘Family Outing season1’, and ‘Right Now, It’s Girls’ Generation’ by using the statistic tools such as Mean and Standard Deviation.

7. Statistics used in data analysis

Descriptive Statistics consists of ;

7.1 Percentage is used to translate the meaning of the personal data of the respondents. Below is the formula (Chusri Wongrattana, 2001: 35)

$$P = \frac{f}{n} \times 100$$

Where

P = Percentage

f = Frequencies that needs to be converted into Percentage

n = Total frequencies or samples

7.2 Mean is used to translate the data by the following formula (Chusri Wongrattana, 2001: 40)

$$\bar{X} = \frac{\sum X_n}{n}$$

Where

$$\bar{X} = \text{Mean}$$

$$\sum X = \text{Sum of all samples}$$

$$n = \text{Sample size}$$

7.3 Standard Deviation is used to translate the data from the questionnaire by the following formula (Kanlaya Vanichbuncha. 2003: 48)

$$S.D. = \frac{\sqrt{n \sum x^2 - (\sum x)^2}}{n(n-1)}$$

Where

$$S.D. = \text{Standard Deviation of the sample group}$$

$$x = \text{Value of each sample in the sample group}$$

$$n = \text{Sample size}$$

$$n-1 = \text{Number of independent variables}$$

$$(\sum x)^2 = \text{Square of sum of all samples' values}$$

$$\sum x^2 = \text{Sum of all square of sample value}$$

CHAPTER IV

DATA ANALYSIS

For data analysis, there are two sections which are divided in Qualitative Research and Quantitative Research as follows;

Section 1 Qualitative Research

The following are 3 Korean celebrity reality shows which the researcher believes that they have outstanding content and format. More importantly, the selected shows have to attract audience in various ages. Below is the analysis;

The Korean celebrity reality show analysis

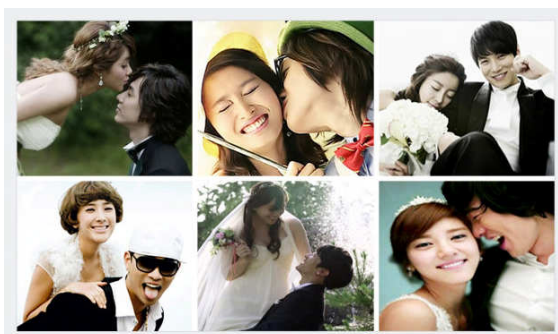
1. 1 ‘We got married’

‘We got married’ was first aired in Korea on March 16th 2008. In Thailand, TrueVisions company bought the license and broadcasted through their Asian Series channel 22 all 3 episodes.

In terms of the format, ‘We got married’ is the show that creates a situation where Korean celebrities – such as actors, singers, TV hosts (MC) and comedians – are married. The producers match the celebrities in the way that adds variety to the show and interests the audiences, such as an older-wife couple, a couple of a well-known comedian and a teenage celebrity, and an internationally famous couple. All of them have to live as husband and wife in the same house throughout the season. In each season there are many celebrities from various fields in Korean entertainment industry. However, the show needs to include more celebrities in each season to replace the original couples who quit the show.

In the first season, the show producers set a condition that all the participants have to be single. They try to make the audiences feel that the couples in the show really got married and more convincing with the concept of reality show.

Figure 2 ‘We got married season1’



Character

Table 3 : The participating couples of ‘We got married season1’

Husband	Wife
Alex , 29 years old, singer (Clazziquai)	Shin Ae , 26 years old, actress/model
Crown J, 29 years old, singer/rapper	Seo In Young, 24 years old, singer (Jewelry)
Andy Lee, 27 years old, singer (Shinhwa)/actor	Solbi, 24 years old, singer (Typhoon)/actress
Jung Hyung Don, 30 years old, comedian	Saori, 27 years old, singer/model
Lee Hwi Jae, 36 years old, comedian, MC and actor	Jo Yeo Jeong, 27 years old, actress

Table 3 : The participating couples of ‘We got married season1’ (continue)

Husband	Wife
Kim Hyun Joong, 22 years old, singer (SS501)/actor	Hwangbo, 28 years old, singer (Chakra) /actress
Hwanhee, 26 years old, singer (Fly to the sky)	Hwayobi, 26 years old, singer
Marco, 31 years old, model/actor	Son Dam Bi, 25 years old, singer/actress
Jung Hyung Don,30 years old, comedian	Kim Taeyeon,19 years old, singer (Girls’ Geneation)
Shin Sung Rok, 26 years old, actor/singer	Kim Shin Young,23 years old, comedian/MC
Jun Jin, 28 years old, singer (Shinhwa)/actor/model	Lee Si Young, 26 years old, actress

Source: iMBC; <http://www.imbc.com/broad/tv/ent/wedding>

May 10th 2009, season 2 introduced the audiences to the new couples and concept. In the middle of the show in that year, the producers put real couples in the show to make it different from the old one. They would like the audience see the real interaction between the couples. However, this change only stirred the audience’s attention for short time. The show’s rating then dropped drastically. Finally, the producers decided to go back to the original format and invite the famous teenager singles to be the new couples. This change regained the dramatically high ratings mostly with the support of the celebrities’ fan.

Figure 3 : ‘We got married season2’



Character

Table 4 : The participating couples of ‘We got married season2’

Husband	Wife
Kim Yong Jun, 25 years old, singer (SG Wannabe)	Hwang Jung Eum, 24 years old, singer/actor
Park Jae Jung, 29 years old, actor	Uee, 22 years old, singer (After School)/actress
Jo Kwon, 20 years old, singer (2AM)	Gain, 22 years old, singer (Brown Eyed Girls)
Lee Seok Hun, 24 years old, singer (SG Wannabe)	Kim Na Young, 24 years old, actress/MC
Lee Sun Ho, 29 years old, actor (Real couple)	Hwangwoo Seul Hye, 27 years old, actress (Real couple)
Jung Yong Hwa, 22 years old, singer (CN Blue)/actor	Seo Hyun, 20 years old, singer (Girls' Generation)
Nichkhun, 21 years old, singer (2PM)	Victoria, 22 years old, singer (F(x))

Source: iMBC; <http://www.imbc.com/broad/tv/ent/wedding/>

On 9th April 2011, the season 3 was first broadcasted and it has remained up to now. In this season, there are fewer couples left from the previous seasons because some of them started to pull out due to their busy schedules.

Figure 4 : ‘We got married season3’



Character

Table 5 : The participating couples of ‘We got married season3’

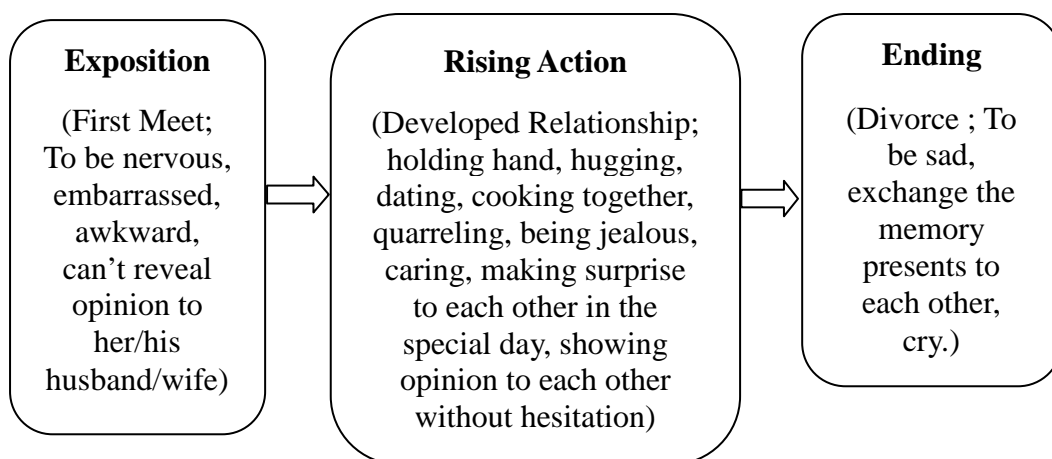
Husband	Wife
Lee Jang Woo, 24 years old, singer/actor	Hum Eun Jung, 22 years old, singer/actor
Kim Won Joon, 31 years old, actor	Park So and Hyun, 39 years old, actress/MC
David Oh, 21 years old, singer	Kwon Ri Sae, 21 years old, singer/Former Miss Korea 2009 (Japan)
Leeteuk, 29 years old, singer (Super Junior)	Kang Sora, 20 years old, actor

Source: iMBC; <http://www.imbc.com/broad/tv/ent/wedding/>

In the type of reality show analysis, 'We got married' is a starring celebrity reality show --the show which the celebrities' lives are filmed and presented to viewers--, basing on marriage life. The participating couples are well aware of the recording cameras; they know the instructions each day. However, the celebrities are not given any scripts. They do not act but remain who they are. Gradually, they will reveal their real characters throughout the season.

Plot

Figure 5 : We got married Plot Model



The plot of the show is a marriage life between celebrities. The show starts with exposition – the introduction of the celebrities. Then the rising action starts when they try to maintain their relationship. It is a transition from being a stranger to a friend and so on. A conflict is revealed when they expose themselves more and more. It might be a different habits, thoughts, or characters that lead to a conflict. The conflicts will be solved. All in all, it simply reflects a common marriage life. But in the end they have to divorce if they decide to quit the show.

In the researcher's opinion, the main plot, format and presentation, of each couple in this show are the same. Nevertheless, the only difference between each couple is the duration to build relationship. Therefore, the researcher decides to pick one couple to study their relationship development together with the show format.

The case study

The selected couple is Jong Yong Hwa, the lead vocalist and leader of CN Blue and Seo Hyun, the youngest member of Girls' Generation, 22 and 20 years old respectively. They spend a year together as a couple in 'We got married season 2' 51 episodes. The show started from 27th February 2010 to 2nd April 2011.

The reason is both of them are very famous singer. This popular 'Sweet Potato Couple' (named from audience because Seo Hyun is crazy in sweet potatoes) is behind the drastically high ratings of the show. They are the part of the successful which the show expands its popularity into Asia such Thailand, Japan, China, Taiwan or even in Europe. For example, Korean and Chinese audiences collected the money to celebrate Jong Yong Hwa and Seo Hyun's marriage anniversary in the news paper. Thai audiences also held a charity event to celebrate the 500th day anniversary by donation even both of them have already quit the show.

Moreover, the 'Sweet Potato Couple' fever spread to the production team as well. The Japanese producer also set the show for only this couple in 'K-Pop all star live in Niigata Concert' in Japan to reveal how famous they are.

The show begin with the producers introduce this new couple to audiences by start with Seo Hyun is talking with her senior members of Girls' Generation about her participation in the reality show 'We get married'. She is worried to meet her

husband. One of her senior members who used to join this show suggests all she has to do. The show then presents the scene Jong Yong Hwa, who is working in another studio, also being worried about the first meeting with his wife. Both of them do not know who will come to be their couple. When the time comes, both of them turn stone. They do not know how to deal with the situation. Jong Yong Hwa tries to several topics to make the situation better and lessen the stress which both of them are facing. As the show continues, their relationship seems to grow more intimate and natural.

The relationship between the couple grows little by little. When compared to the other couples, their relationship is built at a slow pace due to the Seo Hyun's character. Obviously she never has a boyfriend or likes any guy before. She does not know love at that time. That is why she does not know what to do when Jong Yong Hwa is around. Jong Yong Hwa proposes that they gradually learn each other as fiancées first. Then, they could become a married couple like other celebrities. Both become more familiar with each other, expose themselves more to the other, touch each other, and express the feelings of jealousy, care, sadness, happiness toward each other. The relationship is more and more intense as time passes by.

Figure 6: Picture showing the relationship in a change



Left : The first meeting between the couples; both of them obviously become awkward, especially Seo Hyun.

Right : The couple Jong Yong Hwa and Seo Hyun while making fun at each other in an intimate manner.

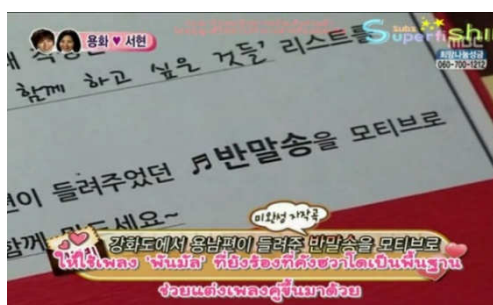
Source : We got married _Yong Seo Couple episode1 and episode 45

Theme

The main theme of the show is love and lives between couples. The couples continue to live the same way as normal people do. For example, they clean the house, cook, go shopping, go dating, wake their couple up for breakfast, go abroad for a honeymoon, or even visit the couple’s family.

Moreover, the assigned mission helps foster the couples’ relationship. Through each mission, the couples spend more time together.

Figure 7: Mission card for Jong Yong Hwa and Seo Hyun



Source : We got married_Yong Seo Couple episode 36

Conflict

In real marriage life, there are many problems or conflicts they need to handle. In ‘We got married’, one of the first problems is the difference in the attitude, personality, life style, thought, and the behavior. In case of this couple, the character difference sometimes leads to quarreling or irreconcilability. For Jong Yong Hwa and Seo Hyun, at the very first time when they have problems, Jong Yong Hwa takes a rough way by not contacting Seo Hyun for a month or wearing the engaged ring just to see how she will react. His reaction upsets Seo Hyun a lot. Even though she frankly speaks to him, she could not let it all out. At times, she needs to release all her feelings on front of the camera in the interview room instead. Actually Jong Yong Hwa knows that Seo Hyun is angry with him. He confesses in front of the camera as well.

Figure 8 : They are reveal their taught and feeling towards each other with candid camera



Left : Seo Hyun speaks of her disappointment toward Jong Yong Hwa's action that he does not contact her for a month

Right : Jong Yong Hwa explains the reason why he does not contact Seo Hyun is that he would like to see if she misses him

Source : We got married_Yong Seo Couple episode 28

Setting

In terms of location, because the show ‘We got married’ generally emphasizes on the marriage life, the settings are mainly the couple’s house where the couples spend most of their time doing activities together. Apart from the living room, bedroom, kitchen, the producers have to follow the couples everywhere such as market, bank, park, restaurant, shopping center, university or even school. The location also includes the touristic places both inside and outside the country.

Figure 9 : Main setting



Left : Bedroom

Right : Living room

Source : We got married_Yong Seo Couple episode 13 and 11

The host is another element that makes the show more appealing. The host will make comments when the audiences are watching the couples. Sometimes they also express their feelings towards each couple on behalf of the audiences. Besides, each week, there is different guest to also make the show more attractive.

Figure 10 : Main host and guest for ‘We got married’



Left : The hosts are happy when the couple does for each other

Right : The guest host feels shy when the couples show their romance

Source : We got married_Yong Seo Couple episode and episode 42

The visual gimmicks are also interesting. There will be a subtitle or words to reflect the situation. Sometimes they transcribe the couple’s conversation. Special symbols on the celebrities’ face also help express their emotion.

Figure 11 : Captions and symbols appeared on the screen during the show



Left : Captions and symbols that represent Jong Yong Hwa’s feeling when he begs Seo Hyun to sing for him but she does not return his wish.

Right : The symbol that shows embarrassment when Seo Hyun eventually has to sing as her couple’s request.

Source : We got married_Yong Seo Couple episode and episode 6

Ending



When it comes to the last scene, the couples know that they have to quit the show and it is not a happy ending scene because they have to divorce. It is the scene that cast lots of teardrops among the audiences. For Jong Yong Hwa and Seo Hyun, they decide to clear the house together, talk about the past, drive to the old places and do things like when they first met. The producers feature the past and the current scenes to show the audiences the couple's feelings toward each other in two different periods of time. It is obvious that both of them become more and more familiar with each other. The ending scene is when Jong Yong Hwa sends Seo Hyun to her apartment. They have their last hug before Seo Hyun walks into her apartment. Jong Yong Hwa walks back the way he came, just like their first time. This is the symbol that the producers use as the end.

1.2 'Family Outing season1'

Family Outing season 1, a hugely popular show on Korea's SBS channel, was first aired on 15th June 2008 and ended on 14th February 2010. In Thailand, this show was first broadcasted on True X-zyte (Channel 18 on the analog system and Channel 62 on the digital system) on 10th May 2009. There are 85 episodes in total for season1.

Character

Table 6 : Celebrities participating Family Outing season1

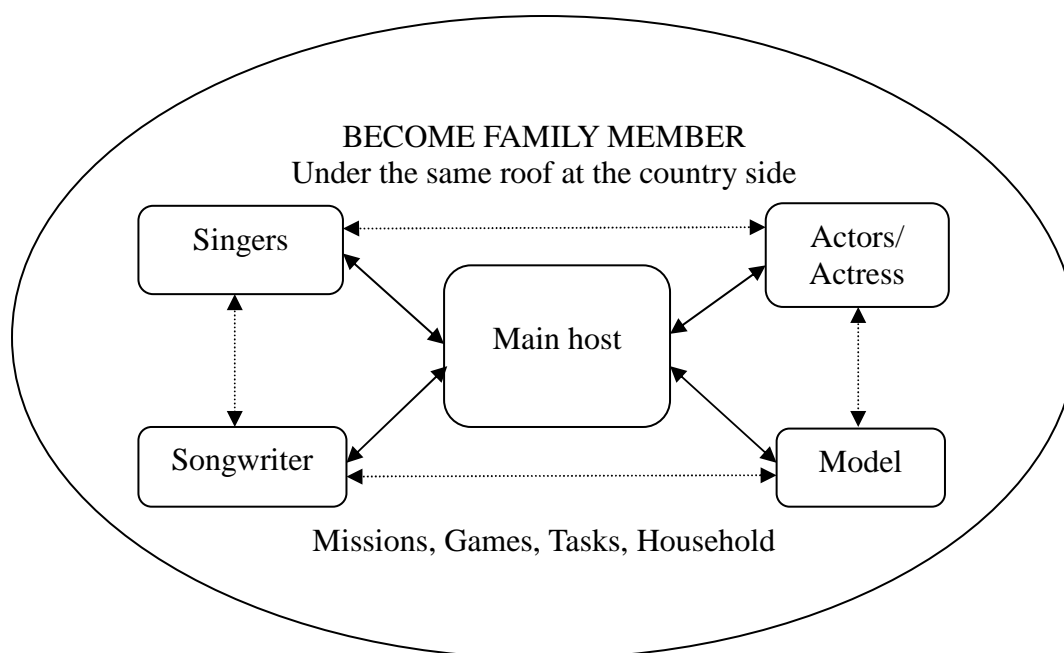
 Yu Jae Suk, 38 years old, MC/actor, Main host	 Yoon Jong Shin, 41 years old, singer/songwriter
 Kim Su Ro, 40 years old, actor	 Lee Chun Hee, 31 years old, actor/model
 Lee Hyo Ri, 31 years old, singer	 Park Ye Jin, 29 years old, actress
 Kang Dae Sung, 21 years old, singer (Big Bang)	 Kim Jong Kuk, 33 years old, singer
 Park Hae Jin, 27 years old, actor	 Park Si Yeon, 31 years old, actress/model

Source : <http://forums2.popcornfor2.com/index.php?showtopic=62512>

The celebrities are aware of the cameras and the script. The main host, Yu Jae Suk, has the responsibility to make sure that everyone follows the script by giving instructions to and making an appointment with each of the family members. However, there are times when he and the other members know the scripts at the same time. In a number of occasions the producers hand the script or mission sheets to them without any prior notice. All the members just need to follow the script and complete the assigned mission.

Plot

Figure 12 : Family Outing Season1 Plot Model



The plot of the show is a family life. At the beginning, the host is like the center of the show as he needs to control the situation and follow the scripts. Then the celebrities will be introduced to each other. They will be put together under the same roof. They will be assigned some tasks to complete as a family. Actually, they

might not have met each other before but they get more familiar as the show continues. And when the relationship is developed, the celebrities make audiences really feel that even all of them come from different fields but they become family.

At the beginning of the first episode the celebrities appear in their sophisticated look under a building before they are brought to the real location. At this point, the show concept is revealed. The show then inserts the behind-the-scene shot of the celebrities' common routine, to see the roles they need to play in front of the camera. Some are singing, while others are rehearsing for their concert, when they receive a phone call from the host to give an instruction and make an appointment. That is how the show starts.

Figure 13 : A phone call – the way to start Family Outing season1



Source : Family Outing season1 episode 7

Theme

The theme of the show is love (between the family members). Through all the difficulties that are thrown at the family members they tend love each other more and more and the bonds among them seem to be stronger and stronger. That is what the show tries to present.

When the celebrities arrive at the assigned location each time, the host will give them a map. The landlord will provide accommodation to the celebrities. In return, the celebrities have to complete the assigned missions while the landlord will receive a reward to go and have vacation abroad. The assigned missions include catching fish, planting trees, cutting bamboos, herding pigs, milking cows, etc. After completion of all the missions, the family members will come back home and prepare their dinner together. In addition to the assigned missions, the producers will give them some funny games to play during the show as well

Figure 14 : Picture showing the celebrities' assigned missions and tasks



Left : Female members prepare their meals
Right : Members are shearing sheep

Source : Family Outing season1 episode 14 and 70

The highlights of the show lie on each participating member's character as it is important to enhancing the relationship. During the show, the relationships among the members grow so fast in just a few episodes. It is partly because each celebrity has been in the entertainment business for a long time. They know how to work with other people. Only a few members get shy in the first episodes but gradually close

with the group later on. As time passes, each member will expose themselves and the audiences will have a chance to know each of them.

Conflict

The conflict happens when they expose themselves more. The celebrities tend to pay less respects towards each other. Some of them start to tease and make a rough complaint against each other. The audiences could see spontaneous and immediate responses from the members. This makes the audiences understand how real the show is.

Setting

The setting for all the episodes is in the countryside of the Korea. The show often features the areas of the house where ordinary take place. All members do the common activities such as cooking, eating, playing games, chit-chatting, or resting at these places. The second common settings are the working areas such as farms, the sea, the rivers, or the famous locations around the house in that particular district. The good thing about the setting and location is that it helps reflect the Korean culture of a simple lifestyle. People earn their living through agriculture, farming and fishery. The celebrities will be staying in the villager's house and complete the tasks they want. After they receive a mission, they need to divide work among them; who to cook, who to prepare the food, or who to complete the mission. All need to support and help each other until they go to bed.

Figure 15 : Main setting



Left : Korean traditional house often seen in the countryside of Korea

Right : The scene showing the front of the house where doing activities

Source : Family Outing season1 episode 13 and 36

The most important factor that makes the show more appealing is the guest. Each week, the show will invite a guest of different careers in Korean entertainment industry to be another family member. These guests, including teenage and senior celebrities, need to do exactly what the other family members are doing. The male members will get extraordinarily excited when the guest member is female celebrity and vice versa.

Figure 16: A picture showing a male guest doing the same activities as the other members of the family



Left : Lee Chun Hee is helping Kim Tae Yeon, the guest, catch fish

Right : Jang Hyuk, the guest, is working with Kim Jong Kuk, one of the family members

Source : Family Outing season1 episode 13 and 67

Besides, the games make the show even more entertaining. In Family Outing, the family members need to take part in games for most part of the show, no matter when they are resting, working or before going to bed, as games are an essential tool to strengthen the relationship within the family. The game, whether played in team or in person, is the medium that help unite them. More importantly, the morning game allows the audiences to see how the celebrities look like when they wake up.

There are gimmicks which describe the situation or emotion of the celebrities as well. Many symbols are used to represent the celebrities' mood and also express their emotion.

Ending

The last episode of this Family Outing season1 is set to be a special program where all the celebrities dress up like when they first appeared on the show. They speak of their memories, funny stories and memorable scenes of the past episodes. There are also awards for each of the family member before the main host – Yu Jae Suk – officially seals off the show.

1. 3 Right Now, It's Girls' Generation

The celebrity reality show 'Right Now, It's Girls' Generation' was broadcasted from 10th April to 1st May 2010 through Korea's Arirang channel. In Thailand the title is changed to 'Special D-Day Girls' Generation' and it was aired on 3rd and 4th January 2012 via channel 7.

Character

Girls' Generation, better known as SNSD standing for So-Nyeo-Shi-Dae (소녀시대) in Korean language, consists of 9 members;

Table 7 : Girls' Generation Members







	Kim Tae Yeon (leader), 23 years old		Kwon Yu Ri, 23 years old
	Jessica (Jung Soo Yeon), 23 years old		Choi Soo Young, 22 years old
	Sunny (Lee Soon Kyu), 23 years old,		Im Yoona, 22 years old

Table 7 : Girls' Generation Members (continue)

	Tiffany (Hwang Mi Young), 23 years old		Seo Hyun (Seo Joo Hyun), 21 years old.
	Kim Hyo Yeon, 23 years old		

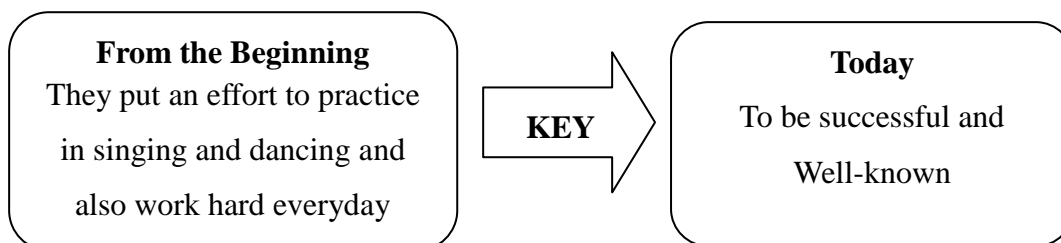
Source : <http://ponnoi.exteen.com/20110302/snsd>

Right Now, It's Girls' Generation is a celebrity reality show. In terms of the camera's duty, it is a documentary style because the celebrities in the show are aware of the cameras. The show follows the celebrity routine schedules. This kind of reality show is very well-received among the Korean entertainment company as it is an effective way to promote the artists or celebrities which make them to be the stars in such a short period of time.

The interesting fact about this girl group is that, at the beginning, they were objected by the other girl group's fans. The angry fans intentionally turned off the light sticks while the Girls' Generation was performing on the stage. SNSD is also widely criticized on the internet. No one could imagine how they survived through such tough pressure. SNSD finally surpassed all the other girl groups – even many famous boy groups – to the forefront of Korea's music industry. The popularity is yet spreading all over Asia and Europe.

Plot

Figure 17 : Right Now, It's Girls' Generation Plot Model



The show plot is to show the audiences tough preparations Girls' Generation was through and the key success factors that led them to the top from their Debut album. The audiences will have a chance to witness series of behind-the-scene events of the difficulties and obstacles.

Theme

The show has a career theme that reveals the Girls' Generation attempts to succeed in their career. They need to experience a lot of obstacles en route to reaching their goal.

Conflict

The conflict in this show is the obstacle to be success that all members of Girls' Generation face. There are many problems which come from themselves such as they are unhealthy because of hard working, having an accident while filming, or enduring with the bad weather. They have to work and wear the summer dress while the weather is very low in winter. Some members have to take more than 5 years to practice their singing and dancing skill.

Narration

The show is narrated through the third-person narrator, mixed with the first-person narrator. The show begins with a narrator tells the success story of Girls' Generation through their performance in several concerts. After that, they show the scenes where the producers are interviewing Korean guys about their opinions towards members of Girls' Generation. It is because the majority of the Girls' Generation's fans in Korea are male. Then the show reveals the show narrators, a teenage couple. The guy is regarded as Otaku, a hardcore fan who is very close to members of the girl group. His girlfriend then expresses her concern about his obsession with the girl group. He sometimes ignores her. There are pictures of Girls' Generation on the wall in the guy's apartment. Even the computer is full of pictures and clips of Girls' Generation. She says that whenever he is on the phone with his friend talking about Girls' Generation, he will seemingly disappear into his own world and leave her alone. That makes her feel really upset. In order to make his girlfriend happy again, he shows the clips of Girls' Generation and explains to her why he likes them so much. After that the story goes on with the Girls' Generation's story with his voiceover.

On the other hand, the show is narrated by all of Girls' Generation members through the introduction of the 9 members, the greetings, discussion about their previous work and the work that they need to do on that day. Each member will talk about their part, the feelings towards the work and a lesson learned, to the camera as if the camera is an audience. The show also features the past and present photos in order for the audiences to see the change in the girls' appearance and their growth.

Figure 18 : Narrative methods in the show



Left : The show is narrated by the third person that is the guy introducing the Girls' Generation to his girlfriend.

Source : Right Now, It's Girls' Generation episode1



Right : The show is narrated by the celebrities citing their work

Next, the show takes the audiences to see each member's previous commercials and the steps of advertisement production, as well as the fashion shootings. The following is the making of each music video, including the popular ones from the past; such as Into the new world, Baby Baby, Kissing you, Gee, Oh, Run devil run, and the off-stage scenes before they perform.

Even though each work costs Girls' Generation lots of sweat and huge amount of time, they still smile and play with the camera all the time. No matter what the situation they are in; under the freezing cold weather or after injuries, they are always positive and try to make fun out of everything they do. It also reflects the character of each member very well.

Figure 19 : Girls' Generation members conversing with the camera



Left : Jessica talking about her work



Right : YoonA and Hyo Yeon making fun of each other in front of the camera during their music video production

Source : Right Now, It's Girls' Generation episode 3

Moreover, the show also presents the moment when they are on tour to promote their album or to perform a concert both in Korea and Thailand. There are clips when they ride an elephant, watch the elephant show, perform in concert and join the Meet and Greet function with their fans. The producers record all the moments such as when they are playing games, reading books or talking with friends, whether on a plane or bus. The audiences will get a chance to see the most natural of the members as well as the opinions each member has towards their fans in several places. They will talk about their impression and excitement that happen to them along the journey. The show does not only present them as singers, but also Honorary Ambassadors of Incheon Airport Custom, held by the Incheon Airport. All of these could be seen throughout the show.

The producers also feature the scenes when members gather and talk about their partners in a studio. There are many questions from the host; such as What is the most outstanding part of each member? Who has the best taste?, Who tends to be

always cute in front of strangers?, Who has the best voice?, Who dances the best?, etc. Then the girls will vote and comment on the selected person without any script. This kind of moments and insights do allow the audiences to know more about their favourite Girls' Generation.

Setting

The frequent settings include the house and the coffee shop, where the couple talk and watch the Girls' Generation's clips, the studios, several locations where they work such as commercial shooting studio, the riverside, the bus and the stage.

Figure 20 : Main settings



Left : At the studio

Right : At the music video setting

Source : Source : Right Now, It's Girls' Generation episode 3

In terms of techniques, the producers insert picture or the scenes in the past alternately with those in the present, mixed with the studio scenes. The emoticon and fonts are also used on the screen to reflect the cuteness of the celebrities. The producers also play their singles along the show in accordance with the show concept – to promote Girl's Generation.

Figure 21 : The capture of font and emoticon used in the show



Source : Right Now, It's Girls' Generation episode 3

Ending

In the end, the producers show the scenes featuring their huge concert which marked their success. Any successful artists shall have a big concert like this once. Each member of Girls' Generation, once again, cites their hard work and asks her fans for their support. Eventually, the show ends with the couple narrators, who praise the work of Girls' Generation and their hard work. At the end of the show, like the end of the explanation that the guy made to his girlfriend, she eventually understands why her boyfriend is so crazy about this girl group.

1.4 The Audiences' analysis

This section reveals the in-depth interview summary with regards to the factors that influence Thai audiences' reception of Korean celebrity reality shows. The informants listed below include the administrator of Korean celebrity reality show fan page and those who love the Korean celebrity reality shows; We got married, Family Outing season1, and Right Now, It's Girls' Generation.

Key Informants

- | | |
|------------------------------------|--------------------|
| 1. Worawan Karnkhwow | Age : 26 years old |
| Occupation : Employee | |
| 2. Rachaporn Boonruksadechthana | Age : 23 years old |
| Occupation : Employee | |
| 3. Nuchtida Saraphruk | Age : 28 years old |
| Occupation: Business owner | |
| 4. Thanawadee Boonluan | Age: 28 years old |
| Occupation : Editorial assistance | |
| 5. Paphada Wihokhong | Age : 20 years old |
| Occupation : Undergraduate Student | |
| 6. Pittayui Sopimy | Age: 18 years old |
| Occupation : Undergraduate Student | |
| 7. Apinya Singlek | Age: 31 years old |
| Occupation : Employee | |
| 8. Aukawut Buaprom | Age : 27 years old |
| Occupation : Graduate Student | |

9. Natchaya Srisuk
Age : 13 years old
Occupation : Student
10. Wipawan Kongchumchuen
Age : 26 years old
Occupation : Business owner
11. Donlaphorn Dhanphool
Age : 23 Years old
Occupation: Undergraduate student
12. Natenapit Muangneun
Age : 16 years old
Occupation : Student
13. Wattanaporn Isarapairoj
Age : 25 years old
Occupation : Graduate student
14. Tikumporn Ritthaapinun
Age : 24 years old
Occupation : Actress
15. Weeraya SangKham
Age : 28 years old
Occupation : Government official

The reception channel and the audiences’ reception behavior

At the initial stage, the questions are about the reception channel and the audiences’ reception behavior. The key informants from the sampled group watch the selected Korean celebrity reality shows through 3 main channels. There are **Internet--** including the online website, the downloaded links or clips and the video-sharing website—the **free TV, cable TV.** and **DVD/CD.**

The key informants also tend to repeat their reception without feeling bored or regarding it as a waste of time. They keep watching the programs over and over again

even though they might have remembered all the scenes very clearly. Below is the summary of the interview.

“I started watching the show since when it was first aired through the link provided on a website. I also watched the show via www.youtube.com which allows me to watch anytime I want. But I have to wait until someone uploaded the clip onto the website. I therefore started to look for Korean website where a live stream is provided. With this, I could then watch the show live. Besides, I also searched for a website where other clips or episodes are also compiled in order to watch them again and again.” (Rachaporn Boonruksadechthana, interview, January 1st 2012)

“I first watched this show 2 years ago. Actually I didn’t fancy this type of Korean shows that much even though I really like the Korean celebrity. I kept following the news about my favourite celebrities all the time. I used to watch a clip of the show that was uploaded on a website, of course with an English subtitle. I was kind of repeating it again and again.” (Nuchtida Saraphruk, interview, January 1st 2012)

“I started watching the show via the TrueVision cable channel. But I didn’t like the voiceover, I felt irritated. Therefore I looked for something different from the internet. When I found it, I could watch it days and nights. Later I bought the DVD so that I could enjoy it in a bigger screen on television in the bedroom. I watched the show so many times that I could remember all the details.” (Thanawadee Boonluan, interview, January 3rd 2012)

“I watched it through the TrueVision cable channel when I didn’t even have any idea about the show and didn’t know the participants. But I kept watching and I got interested because it was fun and I felt relaxed. Though it is no longer aired, I could still find it from the internet. I got myself so engaged that I became the administrator so I could spread this kind of happiness to our fellow friends and the fans of this kind of show. My duty is just to open a website and make sure that the links related to the show are on the website where friends could share and exchange ideas. So that, many people could enjoy it more easily.” (Pittayut Sopimy, interview, January 3rd 2012)

“I have watched it for 2 years now. I didn’t know much about the show at the first place but my aunt gave me a DVD. That was when I first watched the show. I then just knew that my favourite celebrities were also on the show. That got me ever more interested and made me eager to follow. The show was so entertaining that I started loading from the internet for repeated watch without feeling any bored” (Natchaya Srisuk, interview, January 3rd 2012)

“I have subscribed an account in www.youtube.com and will keep following my favorite celebrities and new programs. The website will send me a notification when a new clip or program is uploaded. At the beginning the clips were mostly without a subtitle. Even though I don’t know any Korean, I feel satisfied just to watch the clip. Later on, a clip with English and Thai subtitle was produced and sometimes I had to watch them both versions repeatedly. Recently, I have finished one aired in

Channel 7, even though I didn't like the voiceover.” (Donlaphorn Dhanphool, interview, January 5th 2012)

Next, the researcher analyzes the data received from the in-depth interview to categorize the factors influencing Thai audiences' reception of Korean celebrity reality shows; *We got married*, *Family Outing* season1, and *Right Now, It's Girls' Generation*.

The results reveal that the factors influencing the reception of the Korean celebrity reality shows can be categorized into 3 factors as follows;

1. The show participant factors

The show participants mean the celebrities who participate in the show as hosts or guests-- including singers, hosts, actors, comedians, DJ, etc.-- the researcher divides the interview's results into many sections as follows;

1.1 The participants are the favourite celebrities that audiences are willing to watch the show without hesitation.

“The reason why I like and follow the show is that I like the participating celebrities. When I see my favorite celebrity getting married and living together as a couple, I feel passionate about their story and reaction towards each other. This makes me even want to get more of it. (Rachaporn Boonruksadechthana, interview, January 1st 2012)

“Actually I started watching this reality show because of the celebrity. I would like to see how they are together as husband and wife and how their lives would be as normal people, not on the stage. The show participants are the highlight that adds

colors to the show. It is so entertaining. And the fact that it is a reality show allows us to know them as a person more.” (Nuchtida Saraphruk,, interview, January 1st 2012)

“Personally I am a fan club of this girl group. I watch almost all the show they are in. This show allows me to know more about them in many ways. It leads me to new perspectives as a fan club and as an audience. We could see their real lives and I am so easily into it. I grow even more proud of them a hundred times than before.” (Donlaphorn Dhanphool, interview, January 5th 2012)

1.2 The audiences feel that they become intimate with the celebrity in every step of their life.

When I started watching, I really felt into it and liked other celebrity members more. I got a question whether they were following a script or being themselves in those kind of actions like when they argued, bullied, etc. But one thing that is for sure that I feel close to them slowly and already became one of the family members like they are my brothers and sisters” (Wipawan Kongchumchuen, interview, January 8th 2012)

1.3 The audiences are curious in celebrities’ life and want to know more about the celebrity in normal-life mode

“Because it is real, I could see how the celebrities really are and what it is like. I will have a chance to see whether they are the same or different from my imagination. For example, my favourite celebrity, who participate in We got married, is a kind of rough and blunt person as she is a group leader. But when with her

husband, she becomes so gentle, peevish and pleasing which is totally different from what I saw and understood of her previously.” (Paphada Wihokhong interview, January 7th 2012)

“The interesting part is that it reveals the real life of the celebrities. It is very difficult to imagine ten celebrities living in a suburb, dressing like local people, catching fish, herding ducks, getting their hands dirty with the assigned tasks which cannot be seen on other series or normal plays. (Aukawut Buaprom, interview, January 7th 2012)

“They really reveal themselves in the way I never thought of before. Some are gentle on the appearance but very aggressive when cooking. Some look dump and always get bullied. I laughed to death. ” (Natchaya Srisuk, interview, January 5th 2012)

“I like watching this show because I would like to know how they live, the personalities they have. The show like this answers all the questions. In front of the camera, they are super stars, caring about their image but in the show they reveal their charms, the true self that is unique. I could feel that they are not fake but natural. I know more about them because of the show.” (Weeraya SangKham, interview, January 10th 2012)

“The ones that I really like, they will have a clear character. Despite being celebrities, they could be very normal people. I could see them catch a bus, shop in

malls, sulk, conciliate and get jealous at each other and these make me believe they are a real couple. Sometimes, I smile to myself.” (Rachaporn Boonruksadechthana, interview, January 1st 2012)

“I like watching this show because I would like to know how they live, the personalities they have. (Weeraya SangKham, interview, January 10th 2012)

1.4 The audience enjoy with the celebrity when they are happy and also sad if they watch the sorrow scene of their beloved celebrities.

“It makes me sad when they are sad, and happy when they are happy. And I will get excited every time they help each other to achieve a given mission. Besides, the hosts of the show always make fun of the couples when they express the care or love to each other or blame them on the silly things the couples make on behalf of the audiences.” (Thanawadee Boonluan, interview, January 3rd 2012)

1.5 The audiences like the friendliness and fun shared among the celebrities in the shows

“The show participants and the host are so friendly throughout the show. They would have acted otherwise should they are not. But this is not the case here. They love and help each other so much. They divide their work harmoniously; they senior help the junior while the junior also pay respect to the senior with the happiness. (Pittayut Sopimy, interview, January 5th 2012)

“The celebrity who participates in the show has different self but they expose it in a funny, friendly and natural way. When I keep watching, I believe they are the same family and I feel very close to them more and more. This makes the watching more enjoyable and now I already became a fan club of the show” (Apinya Singlek, interview, January 7th 2012)

“I like the friendliness of the show participants. It reflects the real family activities; fighting against each other, sulking, helping each other, taking care of each other.” (Aukawut Buaprom, interview, January 7th 2012)

1.6 The audience would like to watch every show which their beloved celebrities participate to support their celebrities’ work.

“It is true that I knew the show participating celebrities but didn’t like them so much that I signed up for their fan club. I just recognized their faces. However, after I watched the show repeatedly, I grew fond of them so much that I naturally became one of their fan club. It was because I knew them, and the true self of them. I got a chance to see how they reacted to different situations. These kind of things triggered my eager to know them more and support their work” (Worawan Karnkhwow, interview, January 5th 2012)

“Personally I am a fan club of this girl band. I watch almost all the show they are in. This show allows me to know more about them in many ways. It leads me to new perspectives as a fan club and as an audience to support my beloved celebrities. (Donlaphorn Dhanphool, interview, January 5th 2012)

1.7 The audience would like to see the un-seen and would like to know how the celebrities work behind the camera.

“This show gives me a chance to know more about my favourite celebrities in some aspects. The road to become a super star from the beginning was revealed. In general, they are my idols already but the fact that I get to see how they work makes me want to support them even more as they really deserve it.” (Wattanaporn Isarapairoj, interview, January 10th 2012)

“I got to see how difficult they have been in order to achieve the successful point. I could see a lot of hard work. And because I am also working in the entertainment business, I understand how tough it is and it requires a lot of patience. What they face are heavier than what I used to face. Somehow it became an inspiration when I feel tired. To think of them gives me great strength.”(Tikumporn Ritthaapinu, interview, January 10th 2012)

1.8 The audiences like the celebrities expose themselves without worrying about their image and look.

“The celebrity reaction out of a certain situation whether to complain on something, to sing, to make fun of each other without any concern about their image makes it interesting and unique and this also reveals the true character of each celebrity to the audiences.” (Pittayut Sopimy, interview, January 5th 2012)

“The fact that each of the celebrity does not really care about their look and image is what I like the most. Everyone does not wear any makeup or hairdo; they just

dress normally. They wake up with swollen eyes, messy hair like normal people. Sometimes I forget I am watching a celebrity. (Natchaya Srisuk, interview, January 5th 2012)

1.9 The audiences impressed the celebrities' attempt and think it is an inspiration in working and study.

“When I saw how they actually worked, it gave me inspiration which could be applied to the preparation of my entrance examination in that they had to go through a lot before becoming this successful. It requires perseverance and hard work.” (Natenapit Muangneun, interview, January 8th 2012)

“I am also working in the entertainment industry, I understand how tough it is and it requires a lot of patience. What they face are heavier than what I used to face. Somehow it became an inspiration when I feel tired. To think of them gives me great strength.” (Tikumporn Ritthaapinu, interview, January 10th 2012)

These are the most important reasons contributing audiences to watch the shows. When the celebrities are on the shows, the audiences expect and wait to see the different part of their beloved celebrities' life that never appears elsewhere. The real character is revealed behind the camera without a script. The picture of how they actually work or try so hard in order to achieve something is unseen. The audiences who never watched the show turned out to be big fans and support the celebrities that they just knew on and on. The researcher found that the variety of the participating celebrities is a key to draw attentions from the audiences. The celebrities who have

outstanding characters make the show more appealing. The audiences are also surprised to witness their favourite celebrities in normal-life mode. Even though they are super stars, they could do so many things like normal people. It is hard to see in other types of show. The audiences could also feel that the show is real, the celebrities do not act or play a role in front of the cameras. All the dialogues and conversations in the show are real and natural.

2. Show content, format and presentation factor

The show presentation, format and content play an important role in the reception of the audiences. Each show needs to create its uniqueness and convey it to the audiences so that they understand the presentation, format and contents of the show. There are factors in show content, format and presentation – as well as the show concept that are different in each show – that impress the audiences and lead to repeat their watch. Below are listed the replies from the informants;

2.1 The host or narrator in the shows affect to the audiences' reception of the shows.

"I like Family Outing season1 because of the host not the celebrities. He is so talented and very funny indeed. When I learned that he was one of the main hosts of the show, I feel appealed to follow. (Wipawan Kongchumchuen, interview, January 8th 2012)

2.2 The funny messages on the screen (Thai subtitle is provided) and the visual effects on celebrity's faces are the technique that makes the show more interesting.

“I can know the celebrity’s feeling because of the word description (translated in Thai) which describe at the bottom or anywhere on the screen. It makes me more exciting. I like this kind of symbol such as when there is a dead air or awkwardness going on the screen will show some kind of ‘...’ sign as if they knew what the audiences are feeling – uncomfortable or there is some kind of ^//^ represents the celebrities embarrassed” (Paphada Wihokhong, interview, January 7th 2012)

“I also like the emoticon that they add onto the celebrities face to help express their feelings such as when they are shy, when they feel embarrassed or tired. There will always be caption to how the celebrities react. Sometimes I understand it; sometimes I don’t, but it is entertaining and get the stress of my head very easily.” (Apinya Singlek, interview, January 7th 2012)

2.3 The audiences please in the missions in the shows.

“This show is full of fun. Besides there are many missions that the couples need to achieve. I will always be into it, hoping that they will pass each mission.” (Paphada Wihokhong, interview, January 7th 2012)

“I really like the mission that the participants have to complete it. Some missions make me laugh because of the celebrities have to do the funny things with the weird actions. Some missions help the celebrities become closer.” (Thanawadee Boonluan, interview, January 3rd 2012)

2.4 The audiences realize that the script is not important in the show. They believe that the celebrities do and talk without script.

“What they do on the show can never be seen on the stage or on other program because this is reality and it has no script. Even though they have a script but that is only to make sure the show keeps going” (Pittayut Sopimy, interview, January 5th 2012)

“The fact that it is reality show makes everything in it so natural and real. Personally I know there must be a script just to keep the story on. But this show is different in that the script only works halfway, the rest is what the celebrities or the couple needs to fill in. They really react what they have on their mind on the show. ” (Rachaporn Boonruksadechthana, interview, January 1st 2012)

“Many couples on the show do not make me feel they are following a script. They did everything so spontaneously. In fact I know that the show should have a script as a shooting guideline to keep on the story but the conversation and gestures or the feelings and the way they look at each other are so touched as if they really come out from their heart, not script. (Thanawadee Boonluan, interview, January 3rd 2012)

“Regarding the script, I heard that it is true about the script but it is just a rough one that helps maintain the story and I don't pay much attention to it. It is minimal when compared to what they celebrities act so naturally throughout the show.” (Natchaya Srisuk, interview, January 5th 2012)

“It is because it is real. We could see how the celebrities really are and what it is like when they get married. We will have a chance to see whether they are the same or different from our imagination, also how they react towards a relationship. At the end of the day there will be either more questions or confirmations from what we see on the show. (Paphada Wihokhong, interview, January 7th 2012)

2.5 The audiences think that the unique, fresh and new concept of the shows are very interesting and attractive. These kind of shows are not similar to the other shows.

“The show format that the celebrities get married and live together like a couple is very interesting and unique. (Rachaporn Boonruksadechthana, interview, January 1st 2012)

“At first I like the concept of the show. It is a unique reality show when the celebrities get married and live together as man and wife. Some couples are adults. In some, the husband is older than the wife and vice versa. In some they both are young. And the reaction of each couple is different up to the characters and age. The show reveals the real situation of when a person starts their own family, how much we have to adapt to each other in order to lessen the problems and maintain the relationship. Sometimes I forget that they are on the show, not actually getting married because it is so real.” (Thanawadee Boonluan, interview, January 3rd 2012)

“The beginning of my interest of the show is the content that is unique and the concept that is different from other programs that I have ever watched. There are not

many shows that has such many famous celebrities participate in and do such a weird thing as farming, fishing, etc. where we could see funny part of them.” (Apinya Singlek, interview, January 7th 2012)

“The show portrays something new that I cannot see from the other shows. The scenes that the producers select to be on the show such as when the celebrities are in farm, when they are cooking, the mission after mission that they need to complete both before they go to bed and after they get up in the morning, are very interested. Sometimes I can see the celebrities do something that I never seen before. (Natchaya Srisuk, interview, January 5th 2012)

“The show is broadcasted how my favourite celebrities work behind the scene, when they work on their music video, how can they develop themselves from the beginning. It makes me understand and know my favourite more than the past. It also makes me love them more than 100 percent” (Donlaphorn Dhanphool, interview, January 5th 2012)

“I really like the show concept that they show features the unseen shots of the celebrities. We previously understood that the path to become super star in Korea would not be different from those in Thailand. But actually it is tremendously different. This show reveals how difficult for a celebrity to break through in the business, how many training programs they have to bear, how to balance each of the skill of the group member.” (Weeraya SangKham, interview, January 10th 2012)

2.6 Audiences relax because of the entertainment in the shows.

“The show format that the celebrities get married and live together like a couple is very interesting and unique. Even though I know at the first place it is edited and customized, it still becomes very entertaining when it is on air. I can laugh every funny moment because of the celebrities, hosts, and content in the show. When I feel bored or when I am stress, watching the show make me relax. (Rachaporn Boonruksadechthana, interview, January 1st 2012)

“The content and format of the show really interest me. The show entertains and educates me at the same time. (Pittayut Sopimy, interview, January 5th 2012)

2.7 The audiences feel that there are many intensity of emotions in the shows such as sadness, happiness or impression depend on the situation and scene.

“I can touch the celebrities’ heart and see their attempt through the story of the show. It reminds me that how they can pass the bad situation and many obstacles while working. They have happy moments which make them laugh but they have to face with the sad moment as well” (Natenapit Muangneun, interview, January 8th 2012)

“After I watch the show, I realize that my beloved celebrities need to push themselves to be success very hard. Some members need to spend as long as 7 years to make it. This is what I see different from what I thought. They make me feel happy and proud of them. I can see their emotion in the show as well, such as lively, joyful, serious, tired or happy. (Weeraya SangKham, interview, January 10th 2012)

2.8 The audiences think the show contents are not perilous. The whole family could watch the show together

I think the contents in the shows are lovely and there are not improper scenes for any ages. I can watch the show with my parents and my brother who also enjoy and pleased in the show as well. While we are watching, we will share funny attitudes toward the celebrities and the shows. (Thanawadee Boonluan, interview, January 3rd 2012)

2.9 The audiences think the show contents are not too long and too bored to watch. The shows are conciseness because the producers only select funny scenes to be on air

“The producers know how to connect with the audiences. For example, in the first scene of ‘We got married’ when the celebrities see each other the first time, I feel very excited for them and kind a guess how they are going to react. (Paphada Wihokhong, interview, January 7th 2012)

“I think the show has been cut the bored moment out and broadcast only the interesting scene. I feel while I am watching the show, nothing boring. Every scene, every situation is very impressed me. It is very fun and The producers I forget that I am watching the most famous Korean celebrities. (Natchaya Srisuk, interview, January 5th 2012)

2.10 The location of each show allows the audience to know more about Korea and also better understanding of Korean culture and tradition

“It is because the places that they take the celebrities to each week are in the suburban Korea. Through that, I could learn different lifestyles in different areas, the unique type of houses varying in different part of the country. Besides, I know more Korean culture such as seniority, bowing, important festivals. The most important thing is I get to see many wonderful touristic places in Korea.” (Pittayut Sopimy, interview, January 5th 2012)

“Besides, it allows me to explore many beautiful places in Korea. I would like to give credits to the staff that it is a very successful way to promote touristic sites in Korea.” (Apinya Singlek, interview, January 7th 2012)

2.11 The audiences prefer the fashion and celebrities dress while they are watching the shows.

Besides in the show, each episode is fun and I could see a lot of beautiful fashion out of my favourite celebrities.” (Natenapit Muangneun, interview, January 8th 2012)

The researcher found that the audiences know that each show has different plot, concept and the presentation. Each of them views that the script only helps maintain the story while the conversation and the rest are all natural. They also perceive that each show needs to come up with new idea to attract the audiences and to make their show different from other shows in the market. In addition to the unique content, the gimmicks such as visual and sound effects also help the audiences understand the feelings in particular moment better. Besides, the fact that it is a reality

show - full of freshness, unexpected conversations, situations, and entertaining sound effects, visual designs – makes the audiences entertained and stress-free.

3. The external factors

The external factors are the surroundings that trigger the need to watch the Korean celebrity reality show among the audiences. The external factors, such as family members, friends, advertisement, news, content in the internet or free time, etc., are a key catalyst to the reception of the Korean celebrity reality shows among the sampled group. Furthermore, the social network that becomes more and more instrumental in the sharing of information among the people of the same interest also leads to wider reception of the Korean celebrity reality shows as well. The interviews are as follows:

3.1 The audiences start to watch the show because of a recommendation by friends and family members.

“My brother talked me into watching the show because he had watched it before. I did not pay much attention at the first place. I watched it for entertainment actually. But I really became more involved and interested. (Worawan KarnKhwow, interview, January 5th 2012)

3.2 The audiences hope to exchanging data with friends if they watch the show.

“This type of show sometimes could be a topic of discussion among friends. Those who watch it will share what they think and bluff those who doesn’t watch. It actually adds more fun to it. (Paphada Wihokhong, interview, January 7th 2012)

3.3 The audiences think watching the show lead them to become part of a group in social network that they can share any opinion together.

“I started to find relevant websites and community and later I found myself a core fan of them. The web community serves as a home to those who have the same interest, where they could share a lot of things in common. It is where we get to know more people. Later I even invited my colleagues and close friends to watch other Korean celebrity reality show together because of its freshness.” (Worawan Karnkhwow, interview, January 5th 2012)

“Maybe it is because here there are many people who share so many things in common and we get a chance to exchange ideas, information. It is kind of fun and it makes me happy. By the way, I know a lot of people too.” (Nuchtida Saraphruk, interview, January 1st 2012)

3.4 The audiences feel bored because they have a lot of free time and nothing to do. So they find the way to make them fresh and be happy by watching the shows.

“Personally I like Korean entertainment like songs, drama, series, especially celebrities. But I didn’t watch Korean show that much. I began to pay attention to this kind of show when I studied in Korea. I didn’t know what to do during my free time so I explored the internet until I found this from www.youtube.com. It turned out that I was addicted to it so much that I couldn’t miss any episode.” (Apinya Singlek, interview, January 7th 2012)

3.5 The audiences think it is very easy and convenient to watch the show now a day.

“Besides it is very convenient. Just click into the internet, watch through Television and just buy the DVD, so that I can watch my favourite my preferred show.” (Paphada Wihokhong, interview, January 7th 2012)

3.6 The audiences start to watch the show because they see the news, the show promotion or show advertisement in the mass media.

“Normally I didn’t like watching this type of show much. My focus is more on the celebrities or the bands. I always follow the news about them on the internet. One day I got surprised when I found out one of my favourite celebrities had already for married thus following a link to a clip and web community www.pantip.com. I then signed myself up and started to help producing Thai subtitle and finally became an administrator myself.” (Nuchtida Saraphruk, interview, January 1st 2012)

3.7 The audiences watch the shows because they see the attached link(s) on a website.

“It is because I don’t have fixed working schedules and my friends aren’t always free. Luckily I have fellows in this community who always inform me of the updated show. Sometimes they will pose a link on the web and I will finish as many episodes as I could when I have free time.” (Tikumporn Ritthaapinun, interview, January 10th 2012)

According to the interview, it is found that the reason why they would like to watch the reality show is that they already knew the celebrities from people and mass media around them such as family members, friends, advertisement, news, content in the internet. Not only people and media that make the audiences watch the Korean celebrity reality shows, but also by themselves. They have a lot of free time, nothing to do, or would like to relax etc. Now that the shows can easily be watch through the internet, DVD and television, when the audiences are free, they tend to find something to do. When they open a website and find a link to the celebrity reality show, they watch it once. When they are more interested, they tend to watch more frequently. That is how the external factors influence the audiences.

Section 2 : Quantitative Research

This quantitative research is conducted to analyze the reception of Korean celebrity reality shows among Thai audiences. A questionnaire is used as a data collecting tool. The data was collected from 12 to 29 February 2012 through 300 traditional samplings around the Korean singer's concert areas, as well as press conference, such as Park Paragon and Central World. The rest of 100 questionnaires were distributed on-line. The results from the 400 respondents aged from 13-50 years old appear as below;

Part 1 Demographic Analysis

Table 8 : Gender

Gender	Frequency	Percent
Male	58	14.50
Female	342	85.50
Total	400	100.00

According to Table 8, it is found that the majority of the samples are females, 342 in total, accounted for 85.50 percent. The rest are males, 58 in total, accounted for 14.50 percent.

Table 9 : Samples divided by age level (Thai government services, 2003)

Age (year)	Frequency	Percent
13-18	66	16.50
19-22	129	32.25
23-35	189	47.25
36-50	16	4.00
Total	400	100.0

According to Table 9, the result shows that the majority of the samples aged from 23 to 35 years old with the percentage of 47.25, followed by aged from 19 to 22 years old, aged from 13 to 18 years old and aged from 36 to 50 years old with the percentage of 32.25, 16.50 and 4.00 in respective order.

Table 10 : Level of education in percentage

Level of education	Frequency	Percent
Lower than undergraduate	78	19.50
Undergraduate	269	67.25
Graduate	53	13.25
Total	400	100.00

According to Table 10, the result shows that most of the samples complete 'undergraduate level', followed by 'lower than undergraduate' and 'graduate level' with the percentage of 67.25, 19.50 and 13.25 respectively.

Table 11 : Occupation

Occupation	Frequency	Percent
Students	222	55.50
Government officer	39	9.75
Business owner / Freelance	34	8.50
Officer in a private company	99	24.75
Others (Chef, Maid, Staff in a bookstore, etc.)	6	1.50
Total	400	100.00

According to Table 11, the result shows that 222 samples, or 55.50 percent, are students, 99 samples, or 24.75 percent, works in a private company, while only 6 samples, or 1.50 percent, indicate their occupation as others.

Table 12 : Monthly incomes

Monthly income	Frequency	Percent
Do not earn any income	155	38.75
Less than or equal to 7,000 Baht	33	8.25
7001-15,000 Baht	107	26.75
15,001–20,000 Baht	48	12.00
More than 20,000 Baht	57	14.25
Total	400	100.00

According to Table 12, the result reveals that 38.75 percent of all the samples do not earn any monthly income. Those who earn from 7,001 to 15,000 Baht account for 26.75 percent of all the samples while only 8.25 percent could earn lower than or equal to 7,000 Baht.

Part 2 Analysis on the reception of Korean celebrity reality shows among Thai audiences, based on the viewing of the sampled shows; ‘We got married’, ‘Family outing season 1’ and ‘Right Now, It’s Girls’ Generation’

Table 13 : Thai audiences’ reception channel of Korean celebrity reality

Reception channel	Frequency	Percent
Internet	352	88.00
TV	39	9.75
DVD / CD	9	2.25
Others	0	0.00
Total	400	100.00

According to Table 13, the channel most of Thai audiences receive Korean reality show is Internet with the percentage of 88.00. Next channel is television with the percentage of 9.75 or 39 samples. DVD or CD becomes the least channel Thai audiences receive the shows through with the percentage of 2.25.

Table 14 : Thai audiences' reception behavior towards Korean celebrity reality show

Reception behavior	Frequency	Percent
Repeat audiences	339	84.75
Non-repeat audiences	61	15.25
Total	400	100.00

Table 14 reveals that 84.75 percent of the samples or 339 samples repeat their Korean celebrity reality show watching while 61 samples or 15.25 percent do not.

Table 15 : Reception channel of Korean celebrity reality for the repeat audiences

Reception channel	Frequency	Percent
Internet	294	86.73
TV	27	7.96
DVD / CD	16	4.72
Other (downloaded file)	2	0.59
Total	339	100.00

According to Table 15, it is found that the reception channel most viewed by the repeat audiences is Internet with 86.73 percent, followed by television with 7.96 percent. CD or DVD and downloaded file came third and fourth with 4.72 percent and 0.59 percent respectively.

Table 16 : Thai audiences' most favorite Korean celebrity reality shows

Korean celebrity Reality shows	Frequency	Percent
We got married	166	41.50
Family Outing season1	149	37.25
Right Now, It's Girls' Generation	85	21.25
Total	400	100.00

From Table 16, it is suggested that 41.50 percent of Thai audiences like We got married the most. 37.25 percent and 21.25 percent of the sampled group choose Family Outing season1 and Right Now, It's Girls' Generation as their most favourite show successively.

Table 17 : We got Married viewing frequency

Viewing frequency	Frequency	Percent
All episodes	133	33.25
1-5 episodes	79	19.75
6-10 episodes	50	12.50
More than 11 episodes	138	34.50
Never	0	0.00
Total	400	100.00

According to Table 17 It is found that 138 samples or 34.50 percent watch We got married more than 11 episodes. 133 samples or 33.25 percent watch all episodes, while only 50 samples or 12.50 percent watch only 6 to 10 episodes of We got married.

Table 18 : Family Outing season1 viewing frequency

Viewing frequency	Frequency	Percent
All episodes	95	23.75
1-5 episodes	68	17.00
6-10 episodes	74	18.50
More than 11 episodes	163	40.75
Never	0	0.00
Total	400	100.00

According to Table 18, 163 samples or 40.75 watch Family Outing season1 more than 11 episodes while 23.75 percent or 95 samples watch all the episodes. Last comes the frequency of 1 to 5 episodes that are viewed by 17 percent or 68 samples.

Table 19 : Right Now, It's Girls' Generation viewing frequency

Viewing frequency	Frequency	Percent
All episodes	169	42.25
1 episode	82	20.50
2 episodes	51	12.75
3 episodes	33	8.25
Never	65	16.25
Total	400	100.00

Table 19 reveals that the majority of the sampled group receives all the episodes of Right Now, It's Girls' Generation with the percentage of 42.25. 20.50 percent or 82 samples only receive it for 1 episode. 8.25 percent of all the samples watch it 3 episodes. There are the audiences who never watch this program with the percentage of 16.25 or 65 samples.

Table 20 : Influential figure on Thai audiences' reception of Korean celebrity reality shows

Influential figure	Frequency	Percent
The audience him/herself	252	63.00
Friends / Boyfriend or Girlfriend	109	27.25
Family members / Relatives	21	5.25
Others (Artist)	18	4.50
Total	400	100.00

According to Table 20, it can be seen that 63 percent of all the sampled audiences starts watching Korean celebrity reality shows by themselves, followed by those whose reception is influenced by Friends / Boyfriend / Girlfriend and by Family members or Relatives with the percentage of 27.25 and 5.25 respectively. The least influential figure is the artist with the percentage as low as 4.50.

Table 21 : Influential factors on Thai audiences' reception of Korean celebrity reality shows

Influential factors	Frequency	Percent
Show participants	292	73.00
Show content, format and presentation	90	22.50
External factors	18	4.50
Total	400	100.00

According to Table 21, it is found that the factor that influences Thai audiences' reception of Korean celebrity reality shows the most is the show participants with the percentage of 73 percent. The second and third influential factors are the show content, format and presentation and the external factors with 22.50 and 4.50 percent respectively.

Table 22 : Thai audiences' reception of Korean celebrity reality show viewing objectives

Viewing objectives	Frequency	Percent
Loneliness	16	4.00
Know more about favorite celebrities	116	29.00
Entertainment	264	66.00
Social purposes	4	1.00
Total	400	100.00

According to Table 22, it is found that 66 percent of the sampled group watches Korean celebrity reality shows for entertainment while 29 and 4 percent follow because they would like to know more about their favourite celebrities and because they are loneliness respectively, while only 1 percent watches it for social purposes.

Part 3 Analysis of the factors influencing Thai audiences' reception of Korean celebrity reality shows based on 'We got married', 'Family Outing season1', and 'Right Now, It's Girls' Generation'

Table 23 : Attitudes toward the show participant factor on average

Factors in show participants	Mean	Std. Deviation
1. The participants are the favourite celebrities	4.76	0.49
2. To become intimate with the celebrity	4.20	0.89
3. To know more about the celebrity	4.46	0.69
4 . To witness the celebrity in normal-life mode	4.36	0.77
5. To enjoy with the celebrity when they are sad or happy	3.98	1.01
6. To witness the friendliness and fun shared among the celebrities	4.46	0.72
7. To support the celebrity	4.29	0.88
8. To experience behind-the-scene moments captured in the show	4.17	0.94
9. The celebrities expose themselves without worrying about their image and look	4.35	0.83
10. The inspiration in working and study	4.23	0.90
Total	4.33	0.82

According to Table 23, it is revealed that the audiences have good responses towards the show participant factor with the overall average of 4.33. The most important factor is 'the participants are the favourite celebrities' with the score of 4.76 on average, followed 'to know more about the celebrity' and 'to witness the friendliness and fun shared among the celebrities', that have the same average score of 4.46, while the least influential factor is 'to enjoy with the celebrity when they are sad or happy' with the average score of 3.98.

Table 24 : Attitudes towards the show content, format and presentation factor on average

Factors in show content, format and presentation	Mean	Std. Deviation
1. The host or narrator	3.82	0.86
2. The funny messages on the screen (Thai subtitle is provided)	3.97	0.89
3. The visual effects on celebrity's faces	4.01	0.88
4. The missions	4.28	0.74
5. The fact that there is no script	4.03	0.93
6. The unique, fresh and new concept of the show	4.29	0.79
7. The entertaining and stress-free content	4.55	0.63
8. The intensity of emotions: sadness, happiness or impression	4.13	0.85
9. The whole family could watch the show	4.12	0.85
10. The conciseness of the show – the producers only select funny scenes to be on air	4.05	0.80
11. The location of each show that allows the audience to know more about Korea	3.84	1.00
12. A better understanding of Korean culture and tradition	3.84	1.01
13. A chance to see Korean fashion	3.58	1.11
Total	4.04	0.87

According to Table 24, the results show that Thai audiences have good responses towards the show content, format and presentation of the Korean celebrity reality show with the overall average score of 4.04. It is found that the audiences regard 'the entertaining and stress-free content' the most influential factor with the average score of 4.55, followed by the show's unique, fresh and new concept with the average score of 4.29. Third is 'the missions' with the average score of 4.28, while the least influential factor is 'a chance to see Korean fashions' with the average score of 3.58.

Table 25 : Attitudes towards the external factors on average

External factors	Mean	Std. Deviation
1. A recommendation by friends	3.31	0.95
2. The hope of exchanging data with friends	3.37	0.98
3. Reference from close friends	3.24	1.01
4. Family members	2.66	1.22
5. To become part of a group in social network	3.14	1.13
6. a lot of free time	3.70	1.06
7. Convenience	4.08	0.96
8. Promotion or advertisement in magazine, television or website	3.42	1.10
9. Watching the show by accident	3.06	1.16
10. Attached link(s) on a website	3.23	1.22
Total	3.32	1.08

According to Table 25, it is found that Thai audiences have moderate response towards the external factors of the Korean celebrity reality show with the overall average score of 3.32. The external factor that Thai audiences regard as the most influential is ‘convenience’ with the average score of 4.08, followed by ‘a lot of free time’ and ‘promotion or advertisement in magazine, television or website’ with the average score of 3.70 and 3.42 successively, while the least influential external factor is ‘the family members’ with the average score of 2.66.

CHAPTER V

CONCLUSION AND SUGGESTION

This research is to study Korean celebrity reality shows based on narrative theory. In addition, audience analysis, media selective exposure, reality show analysis, and celebrity analysis are used as fundamental tools to study audiences, reception channel and factors influencing Thai audiences' reception of Korean celebrity reality shows. When the researcher analyzes the types of Korean celebrity reality shows, Thai audiences' reception of Korean celebrity reality shows and factors influencing Thai audiences' reception of Korean celebrity reality shows, the results from this research will tremendously benefit both Thai and Korean reality show producers. This research reveals how to satisfy Thai audiences and meet with the demand of reality show market in Thailand. The following is how qualitative and quantitative research is applied in this study:

Qualitative Research

The researcher studies the Korean celebrity reality show format, the reception and the factors influencing the Thai audiences' reception of Korean celebrity reality shows. Initial steps include the research in the meaning of Korean celebrity reality show from the internet, related documents and textbook. Then, the researcher applies the narrative theory in order to select the sampled Korean celebrity reality show in this research.

The condition is that it must be a celebrity reality show. Besides, the show needs to have unique format and concept and to be aired from 2008 to now. Each

show should have demographic variety as well. This process is achieved through the observation in the fan page or website of each show. Finally, the researcher selects 'We got married', 'Family Outing Season1', and 'Right Now, It's Girls' Generation'. Next, the researcher randomly selects some of the episode of each show and study.

1. We got married – 30 episodes are studied
2. Family Outing season1 – 30 episodes are studied
3. Right Now, It's Girls' Generation – 4 episodes are studied

In addition to these three shows, the researcher also studies the factors influencing Thai audiences' reception of Korean celebrity reality shows through in-depth interview for deeper analysis of 'We got married', 'Family Outing Season1', and 'Right Now, It's Girls' Generation'. There are 15 informants aged from 13 to 50 years old. All of them are administrators and staffs of Korean celebrity reality show fan page and audiences who love the selected Korean celebrity reality shows.

Quantitative Research

The researcher would like to study Thai audiences' reception of the Korean celebrity reality shows from 400 Thai males and females, aged from 13 to 50, who watch 'We got married', 'Family Outing Season 1', and 'Right Now, It's Girls' Generation'. The questionnaire that is used as the main data-collecting tool can be divided into 3 parts as follows:

Part 1 – Demographic data of the respondents

Part 2 – Reception of the Korean celebrity reality shows 'We got married', 'Family Outing Season1', and 'Right Now, It's Girls' Generation'

Part 3 – Factors influencing the reception of ‘We got married’, ‘Family Outing Season 1’, and ‘Right Now, It’s Girls’ Generation’. The questions in this part are tailored from the data collected from the qualitative in-depth interview

Conclusion and Summary Qualitative Research

1. The Korean celebrity reality show’s format Analysis

It is found that the 3 shows - ‘We got married’, ‘Family Outing Season 1’, and ‘Right Now, It’s Girls’ Generation’ – have one thing in common; that is they are starring reality shows. The celebrities are aware of the cameras. They follow their normal routine without guided conversations. The script is to guide the direction of the show. The effects such as emoticon, symbolic and word captures are used in every show. However, the narrative style, concept, format and content of each show are different. The analysis for each show is revealed in the following part:

1.1 We got married is a reality show in which the producers match the Korean celebrities up in pair like a married couple. The matched couple is required to live together as husband and wife. They live in the same house, cook, go shopping, and follow their routine schedules. The show producers will help strengthen their relationship between each couple through assigned missions. The participating celebrities will show various feelings such as romance, argument, jealousy, sulk, care, begging, sadness and tearful moments towards their matched couple. These spontaneous emotions and conversations will prove that the show is real. The relationship between each celebrity couple is formed in the same pattern as normal ones. They feel awkward and shy when they first meet and they become more familiar with one another as time passes. The frequent settings are the couple’s house,

restaurants and touristic places both in Korea and overseas. The producers make the show more convincing through music that helps the audiences understand each of the moments. For example, a happy and lively music will be played when they are happy, while a gloomy music will be played when they are in arguments. In addition, visual effects such as texts and emoticon on the celebrity's face are also used in order to help explain the feelings in those particular scenes to the audiences. For example, when the celebrity is shy, their cheeks will be painted red and a visual effect of 'sweat drop' will appear when they experience difficult and tiring moments. There are also 4 main hosts who take a commentator's role to criticize and make fun of the celebrities.

1.2 Family Outing Season1 is a reality show that follows the 'family' concept. There are one main host and nine participating celebrities – 2 female and 7 male celebrities – as well as a special guest in each episode. The show features a country life of this celebrity family. The landlord will provide accommodation in exchange with a rewarded vacation trip. In return, the family members have to complete certain housework assignments as well as the tasks related to the landlord's occupation such as fishing, chicken herding, raising pigs, milking cows, etc. At the end of each day, they need to cook their dinner together. They will also have to play several games throughout the day; during their work, after they wake up, and before they go to bed. The audiences will have an opportunity to witness when celebrities are lively, sad, passionate, and intense or even when they team up and tease other members into tears. The producers add some fun gimmicks such as a subtitle, visual effects on the face of each member that helps the audiences to understand their feelings. The settings include a house in countryside area, a pig farm, a cow farm, a field, the sea and the mountains.

1.3 Right Now, It's Girls' Generation is a documentary-style reality show in which the observed celebrities are aware of the cameras that capture their routine schedules without any script. The show features Girls' Generation from their debut album to their success nowadays. This show is narrated through 2 points of view: the third-person narrator, a teenage couple, and the first-person narrator, each member of Girls' Generation. At the beginning of the show, there is an interview with Korean guys, in a shopping area, of their admiration towards this girl group. It is followed by a scene of a teenage couple whose boyfriend is so crazy about Girls' Generation. This makes the girlfriend feel upset and dislike this girl group as she feels he pays more attention to them than to her. During their arguments, the boyfriend shows his girlfriend a video clip of Girls' Generation or SNSD and explains their story. The show continues to reveal the behind-the-scene footage of their music video, commercial, fashion shooting, appearance on TV and radio, concerts both in Korea and overseas. Each member will talk about their work and their feelings towards it. Besides, there are scenes where the members act cutely in front of the camera or tease each other in the most natural way. The camera captures the happy, sad, tiring and funny moments so the audiences know them in all aspects. For example, they need to bear the freezing cold weather to finish their music video shooting.

In this research, even the type of reality show of the chosen shows-- We got married, Family Outing season1, and Right Now, It's Girls' Generation-- are similar but it is found that there are differences in the narrative style among them which lead to varied audiences' satisfaction.

The interesting part of 'We got married' is its plot and the unique contents because the show set up a situation where celebrities have to live together as a couple.

The theme is marriage life and love. In addition, the successful match-up of each couple, with the variety of age, personality, habit, careers or field in the entertainment industry, makes the audiences more eager to follow their favourite celebrities. The audiences would like to see how their celebrities could cope with each assigned mission. Some even wish the couple continue their romance after the show. The audiences would like to see their beloved couples keep their relationship even they have already quit the show. Therefore, the plot and the participants could be noticed to attract the audiences' attention the most.

Likewise, 'Family Outing season1' entails the situation where the celebrities are required to live together as a family and to complete each assigned mission in the countryside of Korea. The theme of this show is the love within the family who are the celebrity members that come from different backgrounds, different age and different characters. The celebrities are not brothers or sisters in reality but the audiences could feel love they shared within the family. The celebrities have to live in the countryside without any makeup or hairdo. They just need to be who they are and it is rare for the audiences to witness that elsewhere. When the celebrities depart at the end of the show, it affects the audiences. The game and mission in in each part of the show also plays an important role in the show that make audiences feel interest and wait to see what will be happen in each episode. The audiences could know their favourite celebrities more and more.

'Right Now, It's Girls' Generation is quite different from the previous two shows. It is the show that follows famous singers in Korean-- Girls' Generation-- and tries to present the key success factor of this girl group. The show follows the career theme. It could be noticed that what attracts the audiences are the show participants. It

is because this show presents only one group of celebrities. The audiences know the end very well that this girl group is successful right now. The contents reflect the perseverance and hard work of this girl group. The audiences will feel impressed with what they have been through. This kind of reality show is prevalent in Korean entertainment industry as it is the tool to promote the artists or celebrities.

2. Audiences' Analysis

In addition to the show analysis, the researcher also conducts an in-depth interview with 15 informants aged from 13 to 50 who are administrators and staffs of Korean celebrity reality show fan page and audiences who love the selected Korean celebrity reality shows. The informants receive the program through three main channels; internet, television and DVD. Besides, the reception behaviors are similar that is the respondents tend to repeat their reception. The questions also include the factors influencing Thai audiences' reception of Korean celebrity reality shows. Then the researcher could categorize the factors into three main groups as follows;

Show participant factor

Of all the interviews, the most influential factor in Thai audiences' reception of Korean celebrity reality show is the show participants. They think the celebrities are the key to attract audiences' attention. When the celebrities are on the shows, the audiences expect and wait to see the different part of their beloved celebrities' life that never appears elsewhere. The real character is revealed behind the camera without a script. The picture of how they actually work or try so hard in order to achieve something is unseen. The audiences who never watched the show turned out to be big

fans and support the celebrities that they just knew on and on. The researcher also found that the variety of the participating celebrities is a key to draw attentions from the audiences. The celebrities who have outstanding characters make the show more appealing. The audiences are also curious and surprised to see their favourite celebrities in normal-life mode. Even though they are super stars, they could do so many things like normal people without worry about their image that hard to see in other shows. The audiences could also feel that the show is real, the celebrities do not act or play a role in front of the cameras. All the dialogues and conversations in the show are real and natural.

Show content, format and presentation factor

They are factors in show content, format and presentation – as well as the show concept that are different in each show – that impress the audiences and lead to watch the show again and again. The researcher found the audiences know that each show has different plot, concept and the presentation. Each of them views that the script only helps maintain the story while the conversation and the rest are all natural. They also perceive that each show needs to come up with new idea and concept to attract the audiences and to make their show different from other shows in the market. In addition to the unique content, the gimmicks such as visual and sound effects also help the audiences understand the feelings in particular moment better. Besides, the fact that it is a reality show - full of freshness, unexpected conversations, situations, and entertaining, and visual designs – makes the audiences entertained and relax. In the shows, the audiences can learn Korean culture and tradition from the show as well.

The external factors

The external factors urge a wider attention among the audiences, and form a behavior pattern in the reception of Korean celebrity reality shows. According to the interview, it is found that there are many reasons why they would like to watch the reality show. The audiences already knew the celebrities from people and mass media around them such as family members, friends, news, content in the internet. Not only people and media that make the audiences watch the Korean celebrity reality shows, but also by themselves. They have a lot of free time, nothing to do, or would like to relax etc. So they find the shows to watch and to get rid of their stress. Moreover, now a day the shows can easily be watch through the internet, television and DVD/CD, when the audiences are free, they tend to find something to do. When they open a website and find a link to the celebrity reality show, they watch it once. When they are more interested, they tend to watch more frequently. That is how the external factors influence the audiences.

Conclusion and Summary of Quantitative Research

The quantitative research is conducted to find out Thai audiences' reception of Korean celebrity reality show, based on 'We got married', 'Family Outing Season1', and 'Right Now, It's Girls' Generation'. A questionnaire is given out to 400 Thai respondents aged from 13 to 50 years old. The results by sections appeared in the questionnaire are as follows:

Part 1: In terms of the demography, it is found that female's reception of Korean reality show outnumbers male's reception. More than half of the samples aged

between 23 and 35 years old. More than 50 percent of the samples are in undergraduate level at the least. Most of them are school and university students and do not earn any income.

Part 2: In terms of the analysis of Korean celebrity reality show's reception, based on 'We got married', 'Family Outing Season1', and 'Right Now, It's Girls' Generation', it is found that internet is the most received channel and that the audiences tend to repeat their reception through the internet as well.

The most popular shows are 'We got married', 'Family Outing Season1', and 'Right Now, It's Girls' Generation' in respective order. Mostly, the audiences tend to receive 'We got married' and 'Family Outing Season1' for at least 11 episodes while they watch every episode of 'Right Now, It's Girls' Generation'. However, there are 65 samples never watch this show.

In terms of the influential figure in the reception of Korean celebrity reality show, as many as 252 samples agree that the most influential figure in their reception of Korean celebrity reality show is themselves, followed by their friends (boyfriend and girlfriend) and their family members respectively.

Moreover, most of the sampled audiences choose the show participants factors as their most influential factors in the reception of Korean celebrity reality show, followed by the show content, format and presentation factors and the external factors successively. The reception's objectives of Korean celebrity reality show are for entertainment, to know more about their favourite celebrities and they are loneliness in respective order, while the least regarded objective is to become part of a group in social network.

Part 3: The analysis of the samples' opinion towards the influential factors in the reception of Korean celebrity reality shows that are retrieved from the in-depth interview and based on the sampled show 'We got married', 'Family Outing Season1', and 'Right Now, It's Girls' Generation' could be divided into 3 parts as follows;

1. The show participant factors

Most of the samples are in agreement that 'the participants are the favourite celebrities' is the most influential factor for the show reception, followed by 'to know more about the celebrity' and 'to witness the friendliness and fun shared among the celebrities' are in the second. The third rank is 'to witness the celebrity in normal-life mode'. The rest are 'the celebrities expose themselves without worrying about their image and look', 'to support the celebrity', 'The inspiration in working and study, 'to become intimate with the celebrity', 'to experience behind-the-scene moments captured in the show' The least influential is 'to enjoy with the celebrity when they are sad or happy'

2. The factors in show content, format and presentation

In terms of show content, format and presentation factors that influence the reception of Korean celebrity reality show, It is revealed that the most influential is 'the entertaining and stress-free content', followed by 'the unique, fresh and new concept of the show', 'the missions', 'the intensity of emotions: sadness, happiness or impression', 'the whole family could watch the show, 'the conciseness of the show – the producers only select funny scenes to be on air', 'the fact that there is no script, 'the visual effects on celebrity's faces' and 'the funny messages on the screen (understood from the subtitle). Next came 'the location of each show that allows the

audience to know more about Korea' that shares the same rank as 'a better understanding of Korean culture and tradition', while 'the host or narrator and 'a chance to see Korean fashion' are the least influential.

3. The external factors

The majority found that it is 'convenience' that is the most regarded external factor because the Korean celebrity reality shows could be easily accessible through internet and television. The second is 'a lot of free time' that the audiences have. 'promotion or advertisement in magazine, television or website' comes in the third rank. 'the hope of exchanging data with friends', 'a recommendation by friends', 'reference from close friends', 'attached link(s) on a website', 'to become part of a group in social network', 'watching the show by accident' and 'family members' are among less influential factors, from high to low, in successive order.

3. Discussion

There are many kinds of Korean celebrity reality shows in Korean Nowadays. As Ariya Jintapanitchakarn (2005) categorizes this kind of reality show that it is the show which presents the normal life of celebrities. They are aware of the cameras but the shows emphasize on their reaction, expression, emotion and conversation that are naturally. As it is reality show, it is noticed that there is no scripts or guided conversations but the spontaneous dialogues. The audiences could feel the freshness and know the character of the celebrities very clearly. The given scripts is only for guiding the situations and direction of the show. This makes the shows even more interesting. Even the type of reality shows are similar but it is found that there are

differences in the narrative style among each shows which lead to varied audiences' satisfaction.

In term of narrative style, the interesting of the Korean celebrity reality shows are plot, the unique and new contents and theme. The audiences would like to see the real situations which happen in the shows without notice and different from the other shows. It makes the audiences cannot guess and wait to see what will happen in each episode. On the other hand, the audiences will be not excited when they watch the show which they already know the ending. Moreover, the theme of the show is also important. Love theme is more popular and attractive than the career theme. The audiences feel the relationship between the celebrities who participate in the shows is adorable and they are curious that it just happens in the show or they still see this relationship even the show end.

In addition, the characters in the shows are the elements that make the shows become outstanding. The variety of participating celebrities in the shows --gender, age, field in the entertainment industry, and popularity-- is the strategy to persuade many groups of audience watch the shows easily. It is better than the shows which focus on only one group of celebrities which also may attract just only one group of the audiences. In case of Right Now, It's Girls' Generation reality show, there are 65 samples – out of 400 –never watch this show. The samples explain that they do not like the type of this show and it is the story of only one girl group. So even though the show is entertaining, if the audiences do not like the character in the show, they will simply ignore the show as well.

In terms of gimmicks, --the elements of the shows--, are used in all Korean celebrity reality shows. The emoticon, word description and picture caption are the

symbol that makes the Korean celebrity reality show different from the series or movies. These tools are used to express the emotions and feelings of the show participants as well as the mood and tone of the situations. Although the audiences could see the emoticon, word description and picture caption along their reception, they do not think it is the outstanding elements that make them watch the shows too much. It might also be something such as the show participants and entertains are more attractive. Even the audiences do not mention in these gimmicks but it is very useful to make the audiences understand the participants' feeling and the situation in the show well.

In terms of the audiences, the most of audiences who follow Korean celebrity reality shows are female aged from 23 to 35 years old. It is because the selected shows have participants aged variedly from teenagers who are 20 years old to adults who are more than 40 years old which is quite the same rank of the audiences' age. Besides the contents are about the love between wife and husband, the love within family members and career that attract this group of the audiences more than the other groups. The participants in the shows, the story in the show, and the narration in the show effect to the audiences in different group.

Moreover, the researcher observes that in terms of the show participant factors, it depends heavily on the celebrities to decide whether the audiences will watch the show or not. The audiences will watch the show and become satisfied as long as their favourite celebrities attend the show. They want to know what are the real life and habit of their beloved celebrities without worry about their images. The celebrity reality shows are the most effective marketing strategy that attracts audiences at large because they are always curious about their favourite celebrities. To

support this, Ubolrat Siriyuwasak (2006) mentioned that Korean reality show is successful in enhancing the image of the celebrities as well as the products and brands that the celebrities represent. Therefore, the show producers try very hard to feature famous Korean singers and actors in the show in order to attract more attention from the audiences.

The entertainment in the shows is the important role to make audience feel relax and want to follow. Furthermore, the outstanding presentation, new concept and variety of the shows give the audiences an opportunity to explore new things, especially the reality show. It presents the reality and spontaneous events without any script. The audiences will feel excited and not be able to predict what will happen next. This kind of show reflects the reality that is rarely or un-seen from other shows which makes the audiences want to follow.

Moreover, there are a number of audiences whose decision to watch the show depend on themselves, close friends or the external environments. Thai audiences are first exposed to the Korean celebrity reality shows because of their own interest and the easy way to approach. They select the Internet to be the channel to watch the show because of the convenience. From the Internet, they can watch the show by searching, and download in every time and many episodes as they want. They also can repeat their watching many times they prefer to do. It is easier than waiting to watch the show from television that will show in fixed time. The most important reason is the shows can respond to the audiences' needs and create their own satisfaction. (Katz et. Al 2008) Additionally, in the cyber life, the social relationship has a tremendous influence on the individual's expression of thoughts, attitudes and behaviors in order to become accepted as a group member. Most of the audiences apply for the web site

or web fan page to talk about the shows with persons who think in the same way. They share pictures and links which belong to the shows to each other that can spread the shows to be well-known easily. These factors also play an important role in Thai audiences' reception of Korean celebrity reality show.

4. Suggestions

This research only focuses on Korean celebrity reality shows. The researcher found that there are many other popular Korean shows in Asian market such as game show, variety show that also have interesting format and presentation. The in-depth knowledge of other types of format will lead to more comprehension of Korean entertainment products.

In addition, this study only focuses on the audiences. It would be better if there are more research in the perspective of the show producers, related staff or the importers of Korean celebrity reality shows in order to compare them with the findings from this research. This will point out if the audiences' reception is in accordance with the show producers' objectives or not. If not, then there could be more research to find out the differences.

Apart from this, this kind of celebrity reality show in Thailand is getting more popular. However, this market is still considered very small compared to that in Korea. Some of the existing shows are not successful to attract audiences' attention. The further study of Thai celebrity reality show based on Thai audiences' reception of Korean celebrity reality show will help point out the strengths and weaknesses that Thai producers could use to meet Thai audiences' needs.

5. Limitation of this research

Because the data collected from the places such as concert and press conference place where they are a lot of fans and audiences who already like the celebrities, the show participants seem to outstanding more than the other factors. If the data is collected from different source, the result might be different.

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APPENDIX

Questionnaires

Section 1: General Information

Instruction: Please tick (√) in the the provided space that most describes yourself

1. Gender

- Male Female

2. Age

- 13-18 years old 19 - 22 years old
 23 - 35 years old 36 - 50 years old

3. Level of education

- Lower than undergraduate Undergraduate
 Graduate

4. Occupation

- Students Government officer
 Business owner / Freelance Officer in a private company
 Others_____

5. Monthly incomes

- Do not earn any income
 Less than or equal to 7,000 Baht
 7001-15,000 Baht
 15,001–20,000 Baht
 More than 20,000 Baht

Section 2: Thai audiences' reception of Korean celebrity reality show

Instruction: Please read the question and tick (√) in the the provided space that carries your answer

1. Which channel do you watch the Korean celebrity reality show the most?

(Please choose one answer)

- Internet Television
 DVD / CD Other_____

2. After you watch the Korean celebrity reality show once, will do repeat watching it?

- Repeat Not repeat (Skip the question 3)

3. Which channel do you watch Korean celebrity reality show? (Please choose one answer)

- Internet Television
 DVD / CD Other_____

4. How do you like the Korean celebrity reality shows: We got married, Family Outing season1 and Right Now, It's Girls' Generation

(Please rank – 1 for the most favourite show, 2 for the second most favourite show and 3 for the least favourite show)

- We got married _____
 Family Outing season1 _____
 Right Now, It's Girls' Generation _____

5. How often do you watch 'We got married'?

- All episodes 1-5 episodes
 6-10 episodes more than 11 episodes

6. How often do you watch 'Family Outing season1'

- All episodes 1-5 episodes
 6-10 episodes more than 11 episodes

7. How often do you watch 'Right Now, It's Girls' Generation'?

- All episodes _____ episodes

8. Who is the most influential person for the reception of We got married, Family Outing season1 or Right Now, It's Girls' Generation? (Please choose one answer)

- The audience him/herself
 Friends / Boyfriend or Girlfriend
 Family members / Relatives
 Others _____

9. What are the factors that influence your reception of We got married, Family Outing season1 or Right Now, It's Girls' Generation? (Please put 1 for the most important factor, 2 for the second most important factor, and 3 for the least important factor)

- Show participants Show content, format and presentation
 External factors (Ex, noting to do, have a lot of free time, see form the advertisement)

10. What are the purposes for you to watch Korean celebrity show We got married, Family Outing season1 or Right Now, It's Girls' Generation? (Please put 1 for the most important purpose, 2 for the second most important purpose, and 3 for the third important purpose)

- Loneliness Know more about favorite celebrities
 Entertainment Social purposes Other _____

Section 3 The opinion towards the factor influencing the reception of Korean celebrity reality shows based on We got married, Family Outing season1 or Right Now, It's Girls' Generation

Instruction: Please read the following criteria and tick (√) in the degree that is closest to your thought

Factor in Thai audiences' reception base on We got married, Family Outing season1 and Right Now, It's Girls' Generation	Attitude				
	Totally agree	Agree	Fair	Dis-agree	Totally disagree
	5	4	3	2	1
Show participant factor					
1.The participants are the favourite celebrities					
2.To become intimate with the celebrity					
3.To know more about the celebrity					
4.To witness the celebrity in normal-life mode					
5.To enjoy with the celebrity when they are sad or happy					
6.To witness the friendliness and fun shared among the celebrities					
7.To support the celebrity					
8.To experience behind-the-scene moments captured in the show					
9.The celebrities expose themselves without worrying about their image and look					
10.The inspiration in working and study					

Factor in Thai audiences' reception base on We got married, Family Outing season1 and Right Now, It's Girls' Generation	Attitude				
	Totally agree	Agree	Fair	Dis-agree	Totally disagree
	5	4	3	2	1
Show content, format and presentation factor					
1.The host or narrator					
2.The funny messages on the screen (Thai subtitle is provided)					
3.The visual effects on celebrity's faces					
4.The missions					
5.The fact that there is no script					
6.The unique, fresh and new concept of the show					
7.The entertaining and stress-free content					
8.The intensity of emotions: sadness, happiness or impression					
9.The whole family could watch the show					
10.The conciseness of the show – the producers only select funny scenes to be on air					
11.The location of each show that allows the audience to know more about Korea					
12.A better understanding of Korean culture and tradition					
13.A chance to see Korean fashion					

Factor in Thai audiences’ reception base on We got married, Family Outing season1 and Right Now, It’s Girls’ Generation	Attitude				
	Totally agree	Agree	Fair	Dis- agree	Totally disagree
	5	4	3	2	1
The external factors					
1.A recommendation by friends					
2.The hope of exchanging data with friends					
3.Reference from close friends					
4.Family members					
5.To become part of a group in social network					
6.A lot of free time					
7.Convenience					
8.Promotion or advertisement in magazine, television or website					
9.Watching the show by accident					
10.Attached link(s) on a website					

THANK YOU

BIOGRAPHY

Name	Miss Nartdarun Thangkleang
Date of birth	January, 03, 1983
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Education	Bachelor of Arts in Mass Communication, Chiang Mai University, Chiang Mai. (May 2002 – March 2006) Master of Arts Program in Korean Studies (Interdisciplinary Program), Graduate School, Chulalongkorn University, Bangkok (June 2010- May 2012)
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