



An Analytical Study of Western Dance in Television Programs of Channel 7

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Abstract

This research is an analysis of Western dance studied from Thai television programs of channel 7, with the aim to study format and principal in the art of Choreography used in television programs. The study and the analysis are focused on five television shows on the producer television programs, groups of choreographers, groups of the expertise teaching dance programs and groups of dancers. The study reveals that the desirable characteristics are 1. Pop dance style 2. Choreograph Process controlled by Choreographer. 3. Mix and match costume as Elements of production; Thai Pop song music style; un popular props in the process; scenery as standard form, collective style of make-up and hair dressing; more than 3-function technical used to make variety of shootings. 4. Choreography process limited by time and budget issue as point of view of choreographers; the process of work limited by time and skills as point of view of dancers. Finally, it reveals that the precious value of the genre as a short performance is to support the television program for a better performance.

Keywords: The Western Dance, Television Programs, Channel 7

Introduction

Creation of works defined as Western dance has emerged at the same time as Thailand has opened to western cultures for such a long time ago and it has been continually admired by many including those enterprises in entertainment industry who are interested in presenting international dance as a part of communication by the performance for various reasons including for promoting product's or individual's image and for telling the story in the event or ceremony.

TV media is one of the channels that is very close to people in the society and is popularly used for distribute works of international dance. It also has extensive influence upon value held by people in the society. From many research papers, it indicates that TV media can most easily and intimately reach the audience

especially those in the young age as they spend most of their time watching TV. From the study done by Wibur Schramm and et.al., it appeared that for children from 6 years of age to Grade 6 before reaching their teenage year, generally spent 2 to 2:30 hour/day and such figure increased for an average of 1 hour in Saturday and Sunday (Theeranong Kerdsukhon. 1982:1). In addition, TV media also has long-term influence against attitude of children and general person. According to the report of Sukanya Tirawanichom and et.al., she interestingly mentioned that a child can access many medias but the most favourite one is TV media. For which kind of program or content to be admired by children will largely depend on their school grade or age and followed by gender and place of study. She said three independent factors will also have an influence upon

appreciation in the media and habit of exposure to the media of the children. However, the message exposed by the children will cumulatively entail their attitude in the long term period. (Sukanya Tirawanichom, Nantarika Khumpairote. 1985: 2)

BBTV Channel 7 is one of the TV stations which gains very high popularity nationwide. As it has a network covering almost all area of the country, its audience base is very large. Since the beginning of the station, many TV program producers like to use works of international dance to be part of their program. Today variety of created works of international dance broadcasted by the Station can entertain a great number of audiences and at the same time help communicating data or content in such a suitable and harmonized manner with the theme of each program production.

At the same time, it is found that production of TV show by including creation of works of international dance by the producer and the creator has shown some errors and faults such as choreography which is not in consistently made and with shooting process especially camera angle technique or made without consideration of the theme of the show.

Parit Suphasethasiri mentioned about international dance in the Thai society that: "International dance or dance generally called in



Thai performing arts has been interested by many for over three decades but the patterns of performance are limited in some small groups of person as opposed to the whole population of the Country. However, this kind of work has increased its role in entertainment field, especially in music industry while pure performance of international dance is found to be comparatively rare. Study in higher education institute is limited to not more than three institutions. However, we would deny that this kind of performing arts exists but from the situation of international dance or dance, it seems to allow some time for adjustment and create distinctiveness creation. Works can be highly contrasting between the two groups in terms of pattern and creativity, one is those following pure artistic quality and the other mixing all. They can make advantage of it in their work as a dancer in the band, which may be seen as lacking of correctness of line and movement arts due to imbalance of demand in the market or between consumer and creator."

Darinee Chamnanmoh gave her opinion toward problems of choreography of international dance in Thailand that "someone makes it simple just that they take some of that and some of this to mix together in order to make themselves become a choreographer. This problem is worsened from the fact that when broadcasted through TV, it brings about a lot of impact on a number of audience." (Darinee Chamnanmoh. 2001: 20)

Phutsacha Dhonavanik interestingly gave her attitude as a recognized person working in TV show producing as follows: "TV show is a public media that can reach a number of audience regardless age or occupation. Personnel working in this filed have to realize that it may cause high impact to our society and have to think it over what will be the consequence of what we are trying to communicate and not just finishing it." (Phutsacha Dhonavanik. 2007: interview)

From the above attitudes, we can see that creation of works of international dance has become increasingly important to different kinds of performing arts where the producer has to rely on variety of experiences and skill to have the work progressed properly to achieve valuable performing works.

TV show is one of the channels for distributing works of Western dance to the public to be generally accepted. It is proved to be close to people's life and has high influence upon people in the society.

The researcher is interested in investigating the issue of creation of works of international dance presented in the show broadcasted by BBTB Channel 7 which possess patterns and methods deserving attention and there are as many as six shows per week that use international dance to be part of the show and have also been broadcasting for more than seven years. Those shows also have larger audience base while there have never had serious research study in Thailand before. Most of data will only be found from foreign text books while some works are influenced from other works in foreign countries. To create specific works, the variety of criteria and natures will have to be considered. The researcher has therefore chosen to study process of creation of works of international dance in the TV show to pursue conclusion which



may be of benefit to learning of performing arts as international dance in Thailand and in television field.

Aims

To investigate and analyze works of international dance in TV program of BBTB Channel 7 concerning style, work creation process for international dance, elements of creation and attitude of choreographers and dancers.

Material and Method

The Importance of Research

1. Benefit for learning of international dance in higher education
2. Benefit for individual and agency creating works of international dance to be broadcasted on TV media

Scope of Research

1. Sample group

Purposive samples of VTR of dance from five TV shows broadcasted by BBTB TV 7 that have had choreographic activity for a continual period of time and which were taped during 1 July 2006 to 1 January 2007

- 1.1 "Chan Phan Dao Show" 8 tapes
- 1.2 "Ching Roi Ching Ran Cha Cha Show" 25 tapes
- 1.3 "Chum Thang Seang Thong Show" 22 tapes
- 1.4 "Wan Wan Young Wan Yoo Show" 8 tapes
- 1.5 "07 Show" 25 tapes

All tapes were the tapes broadcasted during the period of data collection where the station's program schedule was quite stable as there were definite major sponsors for the show and they were broadcasted during prime time and hit for quite a long time. These groups of programs regularly use the works of international dance to be broadcasted via BBTB Channel 7.

2. In-depth interview

- 2.1 attitude of choreographers working for TV program
- 2.2 attitude of dancers in TV program
- 2.3 attitude of TV program producers
- 2.4 attitude of specialists regarding dance coaching

Research Definition

1. Style means characteristics of movement in international dance used as major guideline for choreography e.g. Ballet, Jazz Dance, Contemporary Dance, Ballroom, Hip-Hop and other styles of international dance; jointly used for the analysis of creation process of works of international dance.

2. Choreography means invention and creation of dance by which the interpretation and communication can be performed by movement styles to create the story.

3. Element means all key components contributed to creation of works of international dance e.g. costume, song, materials and equipment as props., background, make-up and hair dressing, light technique, shooting technique, shooting angle to make such international dance to be most perfect.

4. Point of View means opinion or perspective to creation of works in international dance in different styles in the TV show given by choreographers and dancers.

5. Choreographer means a person designing posture and movement in different styles through which concept and imagination will be systematically created and presented similarly to the director who controls the production and coordinates all teams to perform their function as required.

Research Process and Data Collection

In this research, the researcher has followed the below steps:

- 1. Population and sampling
- 2. Data collection
- 3. Data processing and analysis

Research Tools

For the research on “Analytical Study of International Dance in Television Show of BBTV Channel 7”, the researcher selected sample groups of persons relating to creation of works of international dances as follows:

1. VTR of dance in five TV shows broadcasted by BBTV Channel 7:

- 1.1 “Chan Phan Dao Show” broadcasted on every Monday at 22.25 hr for 8 tapes
- 1.2 “Ching Roi Ching Lan broadcasted on every Wednesday at Cha Cha Cha Show” at 22.25 hr for 25 tapes
- 1.3 “Chum Thang Seang Thong Show” broadcasted on every Thursday at 10.30 hr and Friday at 10.30 hr for 22 tapes
- 1.4 “Wan Wan Young Wan Yoo” broadcasted on every Friday at 22.25 hr for 8 tapes
- 1.5 “07 Show” broadcasted on every Sunday at 15.45 hr for 25 tapes. All of which were broadcasted during 1 July 2006 to 1 January 2007.

2. Group of choreographers in TV show broadcasted in the network of BBTV Channel 7 for 5 shows, totalling 4 persons:

- 2.1 Rubkwan Sasa-ad “Chan Phan Dao Show”
- 2.2 Siriluk Kidchob “Ching Roi Ching Lan Cha Cha Cha Show”
- 2.3 Montri Kaewsamrit “Chum Thang Seang Thong Show”
- 2.4 Sorn-Narin Waraphonsakul “Wan Wan Young Wan Yoo”, “07 Show”

3. Group of professional dancers, totalling 15 persons:

- 3.1 Rojana Patikarawong
- 3.2 Thanutcha Leepaiboon
- 3.3 Kwanfah Sivichan
- 3.4 Panapol Hirunlaksana

- 3.5 Sasikanya Silapong
- 3.6 Jaturun Sukcharoen
- 3.7 Kesorn Phisitkul
- 3.8 Piyanart Mongkolpong
- 3.9 Ubonrat Lohagard
- 3.10 Suchart Thongsuk
- 3.11 Mongkol Sisaengchan
- 3.12 Sutthathip Klingphiphat
- 3.13 Thitaree Chavadeephinyophong
- 3.14 Phonthipha Aranyaphuti
- 3.15 Sophida Na Pomphet

Data Analysis

Data of the research was analyzed from the following material;

- 1. VTRs and observation, and joint working as a freelance where data was recorded by audiotape, videotape and writing for further analysis
- 2. Interviews:
 - 2.1 Basic interview: to understand process of work and creation by choreographers, dancers and TV show producers

2.2 In-depth interview: including an interview done with persons relevant to different aspects of work creation. Due to limitation in number of this research-field document in Thailand, the researcher decided to perform in-depth interview to get desired information and to cross check with data from observation and other relevant data from documents and research.

3. Documents related to pattern, in approach of organizing event and meeting reports prepared for strategies presentation and working procedures articles, books, journals, and printed matter including relevant researches

- 1. Period for data collection

Data collection took 6 months, commencing from 1 July 2006 – 1 January 2007.

- 2. Source for data collection

Source of documents: data was collected from documents related to research title



form the following sources:

Center of Academic Resources, Chulalongkorn University; The Central Library, Srinakharinwirot University Library of the Faculty of Fine and Applied Arts; Chulalongkorn University; Documents from other sources; Individual data source; Groups of choreographers; Professional dancers; Specialist on dance teaching; Groups of TV coverage producers; Other groups of professions e.g. employers, cloth designers, make-up artists and hair stylists.

For the research on “An Analytical Study of Western Dance in Television Programs of Channel 7”, the researcher collected data from VTR, documents, interviews and jointly working with the team – as a freelance – to conclude, analyze and categorize major issues as follows:

1. Examine choreography from VTR in selected TV shows to analyze style, presentation method and composition.
2. Investigate attitude of choreographers, dancers, TV producers, dance-coaching specialist for creation of works of international dance in the TV shows.

Research data will be presented by descriptive method beginning with analysis of data from VTRs, interviews and observation of five TV shows of BBTV Channel 7 having dance as a



part of their shows. Process of production will be explored and analyzed in the second process, presented and discussed finally.

Conclusions and Discussion

1. Style for creation of works of Western dance in the TV shows

The most popular style of dance used in the show was Pop-Jazz followed by Jazz. “Chan Phan Dao Show”, “Ching Roi Ching Lan Cha Cha Cha Show”, “Wan Wan Young Wan Yoo” and “07 Show” mostly used Pop-Jazz dance while “Chum Thang Seang Thong Show” mainly used Jazz style of dance.

2. Creation of works of Western dance in the shows:

Most of the cases were adhered to patterns and songs of the shows, followed by themes and content of the show where “Ching Roi Ching Lan Cha Cha Cha Show”, “Chum Thang Seang Thong Show” and “07 Show” emphasized on patterns and songs, “Chan Phan Dao Show” and “Wan Wan Young Wan Yoo” focused more on themes and content of the shows.

3. Compositions for works creation

All shows had key compositions for their works creation as follows: costume, songs, backgrounds, make-up and dressing, and shooting techniques, except “Chan Phan Dao Show” which also used props for creating works of dance.

4. Attitude of Choreographers

Observing from “Chan Phan Dao Show”, “Ching Roi Ching Ran Cha Cha Cha Show”, “Wan Wan Young Wan Yoo” and “07 Show”, the opinion of choreographers towards working in TV shows was that it was limited by time and needed problem-solving skill while “Chum Thang Seang Thong Show” took the view that working in TV show had clear work requirements and the scope of work was quite extensive.

5. Attitude of Dancers

Among the four shows including “Chan Phan Dao Show”, “Ching Roi Ching Lan Cha Cha Show”, “Wan Wan Young Wan Yoo” and “07 Show”, the dancers showed their opinion towards the works in TV revealed that it was limited by time and also needed variety of dancing skills and work experiences while dancers of “Chum Thang Seang Thong Show”, reported that working in TV show did not necessarily need high skill and work experiences.

Discussion

The analysis of works of international dance in TV programs of BBTV Channel 7 can be concluded that creation of international dance in the observed TV shows was likely to use Pop-Jazz style, and works of international dance were mainly used to introduce the guests of each show or open the show itself which indicates that it was not a major component but rather for brief introduction part of the break. Components of creation include costume, songs, material and equipment, backgrounds, make-up and hair dressing, and shooting techniques. Choreographers were normally and previously dancers and also had acting experience. Dancers were both those graduated in dance field and other fields and should have adequate acting experience in order to be recruited. The overall patterns of international dance work creation were similar between the shows e.g. an introduction part of the guest in “Chan Phan Dao” was similar to introduction of challenger in “Ching Roi Ching Lan Cha Cha Show” or Back Up dance in

“07 Show” was similar to Back Up dance for invited guests in “Ching Roi Ching Lan Cha Cha Show” and also similar to such for the guest in “Wan Wan Young Wan Yoo” and for the competitor in “Chum Thang Seang Thong Show”. Lastly, there was limitation for the work in this field in terms of time and expenditure.

Variety talk shows including “Chan Phan Dao Show” and “Wan Wan Young Wan Yoo” of which the international dance work creation frequently used the theme from the guest and creation of works was intended for facilitating and supporting the content of the show to make it more interesting. Variety & Game Shows include “Ching Roi Ching Lan Cha Cha Show”, “Chum Thang Seang Thong Show” and “07 Show”.

To create works of international dance, theme and pattern of the show will be used as a basis for creation of work and such works of international dance will be used for the purpose of image presentation of each break.

Recommendations

Research on international dance is still limited in terms of number and it has not been systematically done due to lack of academic resource persons. The researcher is of the opinion that it is suggested to investigate on attitude of personnel from different fields working in the production of TV shows e.g. producers, technical directors, stage designers, fashion designers etc. The study or expansion of comprehensive knowledge to the public at large would be of benefit to persons in both academic and practice field relevant to dancing works.

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