

FACTORS AFFECTING THE DECISION MAKING ACTORS SELECTION OF THAI FILMMAKING BUSINESS

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ABSTRACT

The research objectives were 1) to study the decision making in actors selection of Thai filmmaking business 2) to study the factors that affected to select the actors of Thai filmmaking business. On the study the researcher collected data from relevant researches including the preliminary on site survey and analyzed various factors that related to the decision making in actors selection for knowing the relevant factors affecting the actor selection, the crucial factors and its level. The researcher proposed the framework to be the guidelines with the four assumptions and illustrate the factors that affecting decision making in actor selection.

Keyword: decision making in actor selection

INTRODUCTION

After the end of World War II , Thai filmmaking business began recovering from the beginning and became more successful, many businesses created more studios for filmmaking and modernized the systems in filmmaking equaling the foreign companies. The business expanded to create a variety of films, like teenager films, ghost films, action films, erotic films as well as the production of grade B films to meet the needs of films buyers and audiences. Many Thai films could clearly reflect the image of Thai society and therefore could be a good and bad role model and good example for youth. The Thai filmmaking business was able to create many benefits for the society and became more interesting. In addition, the actors had the more competition to make their came true and the more income for themselves. (Ongant, 2018; Kanokpha, 2009; Tawalwongsri, 2018b)

At the present many films were produced from Thailand to the world market such as Tom Yum Koong could climb to the top of Box Office in USA, in addition many Thai films were accepted in the Film Festival, Uncle Boonmee Who Can Recall His Past Lives the film was the first Southeast Asian film to win the Palm Awards from 63rd Cannes film festival. The government more aimed to realize the importance of Thai filmmaking business, therefore contributed to promote Thai film industry by establishing the cooperative activities between government and private agencies as the film festival and the moralistic awarding to filmmaking business and actors on several projects. (Ongant, 2018; Kanokpha, 2009; Tawalwongsri, 2018a)

The improvement of the film production system was in order; the production of Thai film in the 16-mm systems had been widely popular, although the 16-mm films were unconsidered to be standard but it was produced quickly and ready to show with the lower cost than 35-mm systems that contributed many profits. These reasons motivated the amateur filmmakers to join as a new competitor in the business by more becoming production director, especially during the 15 years of 1957-1972, which was the prosperous period of

Thai film in this 16 mm system but it was a quantitative growth rather than quality. In sometimes these films had many similar characteristics that seem to be a formula package that emphasized enjoyment to bring people out of the real world, there should be all aspects, including comedy, life, sadness, and some pornography in some scenes. The story was always a tragedy and the ends with the winning of Dharma. The rise of the filmmaking affected by selection decision of an appropriated actor in the story. Then the character played a wider role; the actor should have more abilities as well. The casting selection process required many steps to decide on hiring individual actors. (Ongant, 2018; Kanokpha, 2009; Kanyapitchaya, 2011; Tawalwongsri, 2018b)

LITERATURE REVIEWS

At present, the more growing of film production business caused the actors received the higher income, several people wanted to enter into acting career and causing the more competition with the occurring of the new faces in the Thai film industries. Almost of actors selections was done with their features and good personality, some actors had the opportunity to show only a few films and then disappeared from the industry because those actors thought that their works were acceptable to the audience and successful, therefore there were no developments of acting, practice finding new experiences to create the better works but the same time some actors succeeded in profession because of acting loving, patience, attention, personal relationship and punctuality. Having good looked, personality and talent were inadequate, therefore being the good actors were uneasy. Good actors needed to have the art, training, learning and always improving their acting performance. (Ongant, 2018; Kanokpha, 2009; Kanyapitchaya, 2011 Tawalwongsri, 2018a)

The selection of the right actors, when the director of the film read the script thoroughly several times and created an image in his heart that how each character had characteristics, features, appearances, sounds, gestures, roles, special abilities, such as the actors, song, danced, made songs, had a fight, etc. If professional actor was required, it should be familiar actors in mind that could express feelings, emotions and speech. The director considered the suitability of the actor as being suitable for the script and the character in that story. The director considered the appearance which would be important for the main character, like the hero or heroine, because the audience imagined that should be moderately beautiful. In addition, the production director had decided to produce a particular film, there were be a summary of the main character by selecting the star in mind and could be used to adjust the look or personality as appropriate. The director selected only minor actors and actors, therefore concluded that the decision to choose an actor and considered the suitability of the character's role with that actor that had the elements of personality, beauty, special abilities, the director made the decision but the filmmaker had a role in making more choices. The casting process had many steps to get talented actors. The casting director usually received the director's questions after the director had finished reading the script. How is the heart of the character? If comparing with a celebrity, who the one was. The drama that was tested and not necessarily a real drama, it would be any screenplay that was similar to the character that needed to be searched, and sometimes the director or assistant director would help the casting director in choosing an actor, for example to test the script. What the props were including providing information about the storyline to make the actors came to test the drama more quickly. In addition, the actors would coordinate with the modeling agency or the recruiter to send people for selection according to the personality that the director wants or called actors who had previously worked or were familiar and test the script by shooting video including filling out additional personal information for the director to consider, for the

secondary drama in the movie collection system, it used by a team of assistant directors to select actors who were usually the responsibility of two assistants, with 1 assistant to supervise or if the movie had a low cost assistant director 2 would also be the casting director. (Ongant, 2018; Kanokpha, 2009; Kanyapitchaya, 2011)

In addition there were three methods to select the actors as following.

1 . The personal interviewing method in the relax atmosphere, the casting director talked about the actors in general of acting experience in drama and the casting reasons. If the actors read the screenplay already, they were free on the opinions or read the role of one characters and interpret it. This personal interview method was used only the casting time and a little of casting, the actors were already screened until considered qualified passing. These methods were suitable for the new face or the casting director invited the actors to interview for the better knowing and assigning the appropriate roles. Therefore, these methods would test the attitude, good personal relations, personality and the readiness of actors.

2 . The improvisational approach, if the actors had never read the script before, the director could assume some situations and allow the actors to improvise or read the script from one of the stories and changed the situation for the actors to try to show their reactions. In this approach, the director would be able to clearly see the agility, reaction, flair and ability of the actors, but may not be suitable for applicants who had never experienced before. Therefore, this approach was to test the actors of the readiness in personality and talent.

3. The open audition or general try-out, the director or actors selector allowed the individual read the script and talk about the characters of the storyline, the main theme, if it was a music film, the single or couple singing, reading the script from selected and switch reading for comparison. While the actors read the script, the director would consider the acting ability, sound tone quality, mood, character, speaking rhythm, acting including styling. This method was an actors selection in groups. Therefore, this method was the readiness testing the actors in the personality, the ability including personal relations for adapting to others. (Ongant, 2018; Kanokpha, 2009; Kanyapitchaya, 2011)

From the above, the findings of the important factors that the acting directors or filmmakers made the decision making in actors selection consisted of 1) the readiness of actors such as personalities, personal manager, general dressing, health 3) personal relationship and 4) the actors relationship.

In addition the decision making in the actors selection consisted of 1) the necessities 2) actors profiles finding 3) alternative evaluation 4) making decision 5) behavior after making decision in selection.

From the studies above, the researcher presented the conceptual framework to find the finding as following.

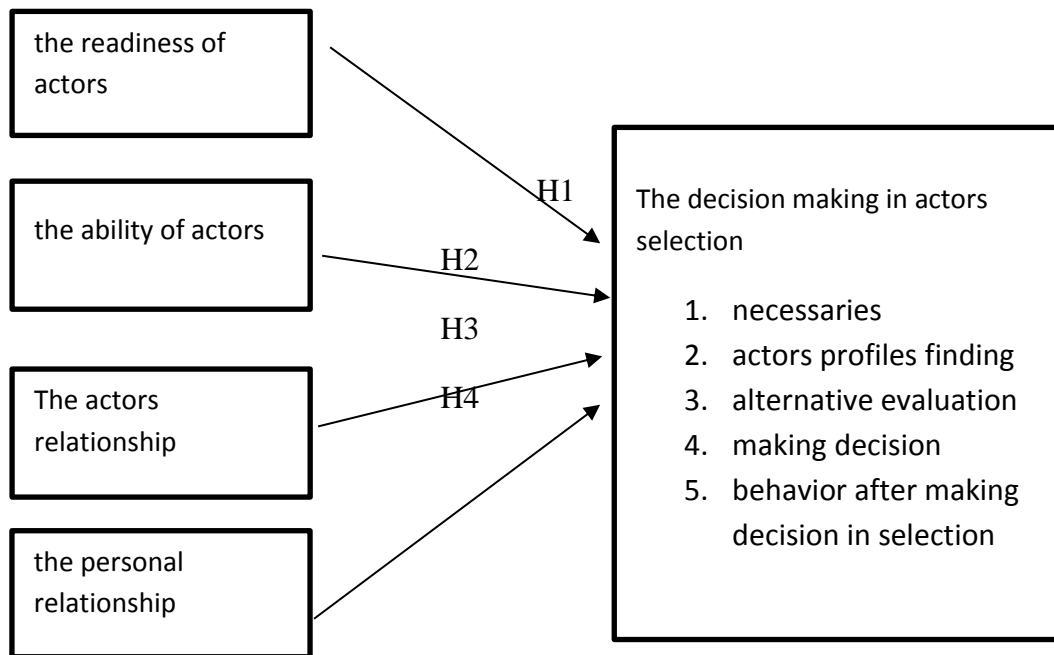


Figure 1 Conceptual framework

Research objectives

1. To study the factors that influenced in the actors selection of Thai filmmaking businesses.
2. To study the decision making in the actors selection of Thai filmmaking businesses.

The research questions

1. What were the factors that influenced the decision making in actors selection of Thai filmmaking business?
2. What was the decision making in actors selection in the current of Thai filmmaking business?

Research assumptions

H1 The readiness of actors had the positive directly effect to the decision making to select the actors.

H2 The actors abilities had the positive directly effect to the decision making to select the actors.

H3 The acting relationship had the positive directly effect to the decision making to select the actors.

H4 The personal relationship had the positive directly effect to the decision making to select the actors.

METHODOLOGY

The research was qualitative research, the research population was 47 Thai film companies who registered in Thailand and performed Thai film or drama. The sample selection was purposive sampling with five successful companies who had continued profits for three years. The researcher used the in-depth interviewing as the instrument. The interviewing form was constructed on the approach of the literatures and the studying of Thai filmmaking business and divided into five parts that consisted as following 1) the readiness of actors (personalities, personal manager, dressing and healthy) 2) the ability of actors (acting and talent) 3) the personal relationship 4) the actors relationship 5) the decision making in actors selection.

The data collection, the researcher made an appointment in advance according to the constructed instruments, by interviewing the management or the manage who known the companies very well. The analysis of interviewing data was identification, classification and selection the irrelevance data, then analyze and presentation information according to the research objectives.

The research limitation

The limitation of studied areas

The studied areas of the factors influencing the decision making to actors selection was the Thai filmmaking business that was registered in Thailand only and produced Thai film or Thai television drama.

The scope of the subjects

In this study, the researcher determined the content of the studying according to the research objectives was the factors affecting to the decision making in the actors selection of the Thai filmmaking business with the issuing as following.

- 1) the decision making in the actors selection
- 2) the readiness of actors (personalities, personal manager, dressing and healthy)
- 3) the ability of actors (acting and talent)
- 4) the personal relationship
- 5) the actors relationship

The studied time frame

The time frame of the studying was year 2019-2020.

Expected benefits

1. The new entrants of Thai filmmaking business could implement the policies to select the quality actors.
2. The existing Thai filmmaking business could develop to select the quality actors.
3. The new face actors and professional actors could develop themselves for successful and sustainable career.
4. To be the guidelines for the entrants who wanted to enter the acting career and develop themselves for readiness on this career.

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