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## Korean Series Literacy: Lesson Learned in Thailand

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According to the components of Media Literacy, the concept can be applied to study all kinds of media. For an obvious case in Thailand, the Korean fever has been prevalent increasingly since 2004, particularly in Korean TV series, Korean music, and singers. Nearly 200 Korean series have been imported to Thailand. Hopefully, Korean series literacy will give some lessons for Thai drama producers and government to get some good aspect from Korean series to develop Thai drama prototype in the future and Thai series producers should be aware of the following developments.

The Korean series have played a crucial role in the development of the Thai series.

1) The policy of series production should be planned to build the image of the country. 2) There are main factors: the capability and the celebrity of the performer matching with player's role and personality, enabled by serious performance to draw audiences' attention. 3) Reasonable backgrounds, scenes, costume, and repertoire should be considered seriously. 4) Technology of production, montage, and sound record have been improved consecutively. 5) Good scripts should be written to reflect social and cultural images. 6) The legal control and the social responsibility matching with the entertainment business effectively. Next, the series producers should conduct research centering on audiences' attention, advantage, and added value of their series to audiences more than the competition of their own popular rating. For more media alternatives to select, it is critical to attract more audiences in order to be the competitive advantage by touching audiences' emotion and stimulating various feelings with virtual environments. Also, the producers can have a huge impact on the society all the time.

Finally, Korean media literacy should be built up to produce Thai series reflecting the uniqueness of Thai society and apply media literacy to draw good parts and expand the growth of their business.

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