



Communication in performing arts: The Phenomenon of The Golden Song and Best Song Contest

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Abstract

The objectives of this research are 1) to study the age/gender population which have different effects on viewing the singing competition program “The Golden Song” and “Best Song Contest”; 2) to study behavior in watching the singing competition program “The Golden Song” and “Best Song Contest”; 3) to study the communication of the judges who criticize the singing of the contestants to make the audience understand more; 4) to study the communication of the singing contest through music and emotions. of the song of singing contest contestants has an effect on viewing behavior of “The Golden Song” and “Best Song Contest”. The results of the research found that the program “The Golden Song” and “Best Song Contest” have a unique feature of bringing songs from the past to compete, especially songs from different generations of music teachers. Viewers of both shows love the way songs convey emotions through nonverbal sounds mixed with verbal communication. According to the principles of communication by uttering sounds, sounds are considered to be technical communication using the method of singing international Thai/traditional Thai songs (Kanchana, 1997). From the two singing contest programs, it was found that the elements of each part were inevitably related as follows: 1) receive audition tapes; 2) select finalists and choose songs to sing; 3) choose the finalists; 4) semi-finals: sing a duet with the artist; 5) sing 2 rounds each and announce the winner. Each step has scores from a committee of 4 people. What was discovered in this research was marketing and public relations and communication with the contestant until victory related to each other That is, bringing profits to program producers, station owners, and being able to produce new artists for the Thai music industry.

Keywords: Communication, singing, The Golden Song, Best Song Contest, international Thai songs, traditional Thai songs

Introduction

Performing arts means the expression of emotions, feelings, and stories, consisting of music, dance, and various types of performances. Music and performance are considered part of art and culture.

There is continuous creation and inheritance. The value of music and performance does not lie in their musicality or performance, but in how they are mixed with life and human feelings



(Pitakarat. N.(2005). Music is an art that relies on sound to It is a medium for conveying various emotions to the listener and is an art that is easy to experience (Wongwan, K. 2003). These are all elements that are included in singing competition programs.

These competitions often create or reinforce social ideas about what is considered art. through singing Until a star was created on behalf of the winner of the contest. It also defined the genre and set the standard for future artists. These competitions have a creative impact on young artists and viewers. As for musicians, they can learn from famous artists. The competition also educates viewers about various musical genres and cultures. Artists participating in these contests often undergo intense emotional and mental journeys to communicate to viewers and judges.

Singing communication is considered a form of performing arts communication because the lyrics, melody, facial expressions, and gestures must be conveyed so that the audience can understand and convey what the singer wants to convey or how to interpret the song. Communication in performing arts through singing competitions which has many programs from many television stations These competitions usually have contestants of all ages. In addition, broadcasting to a wide audience. This creates a form of communication for songs and performances until the reactions of the audience become an important part of broadcasting music programs through various platforms.

“Song Ek” Best Song Contest program on Workpoint Channel It is a competition for singing immortal songs that are engraved in one's heart. Contestants from all over the country will come together to deliver valuable songs on this stage. Plus, the splendor from the original "Khun Phra Chuai Orchestra" band that combines foreign instruments with Thai instruments into one. and create an atmosphere on stage that is like being in a theatre. and judges who have long experience in music, led by Kong Saharat Sangkhapreecha, Mam Patcharida Wattana, Radklao Amradit and To Saksit Wetsupaporn, including the competition rules, divided into 4 rounds: curtain opening round, Or round round. Crestra, showcase round and final round (workpointtoday, 2020)

The Golden Song program, “a stage for searching for singers with beautiful voices that broadcasts the golden song that touched the hearts of the people in 2019 the most!” of Channel One by bringing songs that you miss Will come back to impress you again. "New music, new singing, a stage for Thai-International singing competitions. that every famous song from the past until now will be sung with new musical arrangements. Both Luk Krung songs Suntaraporn songs, drama songs, and musical theater songs are so catchy. More captivating listening and has Mae Mao, Jo Sutheesak, Kob Suwanan, Kan Napat and Nueng Chakkrawat sitting as Music Directors (One Thirty-One Company Limited, 2019)

Therefore, the researcher became interested in these two singing competition programs. The researcher saw the outstandingness of the judges in their criticisms. A band that mixes and creates new music but still maintains the uniqueness of the songs. Competitor's abilities and popularity among program viewers

Research Objectives

1.To study the age/gender population group. Different factors affect the viewing of the singing competition program The Golden Song and Best Song Contest.



2.To study the behavior of watching the singing competition program The Golden Song and Best Song Contest. There are different age groups.

3.To study the communication of the judges criticizing the singing of the contestants to make the audience have a better understanding.

4.To study the communication of singing competition programs through music and the emotions of the songs. of the singing contest contestants, it affects the viewing behavior of The Golden Song and Best Song Contest

Research Hypothesis

1. Age/Gender Population Group which have different effects on viewing the singing competition program The Golden Song and Best Song Contest
2. Behavior in watching the singing competition program The Golden Song and Best Song Contest There are different age groups.
3. The communication of the judges criticizing the contestants' singing makes the audience understand more.
4. Communication of singing competition programs through music and the emotions of the songs of the singing contest contestants It affects the viewing behavior of The Golden Song program and Best Song Contest

Literature Review

Related Concepts and Theories

Evolution of international Thai songs with singing competitions

The person who has been called the father of international Thai music is His Royal Highness Prince Boribhat Sukhumbhand. Krom Phra Nakhon Sawan Pinit who promotes the teaching of international notes (Watthana, P.1993) since the singing competition The format changes according to the social context. Starting with measurement work radio contest television broadcast This increases the accessibility of music programs and their impact on society. Continuous development while combining modern elements and technology to connect various phenomena, while still focusing on preserving old songs to regain their popularity.

In the present era Singing competition programs on analogue television stations are still popular. These programs are often broadcast live over the internet and can be viewed all over the world, for example through Facebook and YouTube. In Thailand, the most popular analogue television singing contest is Mike Thongkham, which airs on Workpoint TV. Since 2015 onwards.

The origins of The Golden Song singing competition and the main music program

In the past, in singing contests, all contestants competed together. But modern competitions involve auditions before the finalists are presented on television to sing in front of a panel of judges again. The start of The Golden Song and Ek Song singing contest took place on September 1, 2019, as the first taping of the show, which is one of the most popular television competitions in the city. Thai The Golden Song program has the tagline: "The best stage for finding singers with beautiful voices that conveys the golden song It has touched the hearts of people in the 2019 era the most" It is considered an international Thai singing competition stage.



which brought famous songs from the past to be sung along with new musical arrangements, including Luk Krung songs Suntaraporn songs, drama songs or stage musicals to make the songs of yesterday come back again (Channel one31, 2019). Over the years until 2023, a total of 5 seasons, the scope of awards has been expanded to include royal trophies. This year and ratings are an indicator of popularity (THE ONE ENTERPRISE PCL, n.d.) each season of The Golden Song attracts people from different cultures, such as ethnic groups. Noi, on the other hand, Golden Song and Ek song programs are rooted in specific cultural traditions with timeless singing. which is often linked to composing new music genres?

As for the main music program, the goal of the program is Immortal singing contest which was accompanied by the Khun Phra Chuay Orchestra throughout the program. and broadcasting songs from the new generation who passed the audition round to compete, with Season 1 starting on August 14, 2020, every Saturday at 8:15 p.m. on the television station Workpoint Entertainment (WorkpointOfficial, 2020) After that, the Ek Phatthanakan music program became a Pakinaka Entertainment program.

Verbal and nonverbal communication concepts

Verbal communication is one of the most basic forms of human interaction. It serves as the primary means of conveying ideas, emotions, and information. It involves the use of words and is subject to various rules and conventions. including grammar and meaning. The effectiveness of oral communication often depends on the context in which it occurs. Cultural norms and social etiquette can influence what is considered appropriate or inappropriate in various environments (Trisamart. A. (2010).

Nonverbal communication covers a wide range of ways that people convey meaning without using spoken language. This can include facial expressions, body language, eye contact, gestures, and tone of voice, among other things, according to researchers such as Albert Mehrabian who studies nonverbal communication. Speech may account for as little as 7% of the total message conveyed in face-to-face communication. Tone accounts for approximately 38%, and body language accounts for 55% (Mehrabian, A.1971). The effectiveness of non-verbal signals can vary depending on the cultural, social, and individual context. For example, a thumbs up may indicate acceptance. in one culture but it can cause dissatisfaction in another culture. Cultural understanding is therefore critical to effectively interpreting nonverbal communication. This cultural variation has been studied extensively. Scholars such as Geert Hofstede emphasize the role of cultural dimensions in shaping both verbal and nonverbal communication (Hofstede, G.,2011).

Body language, non-verbal communication, serves many purposes. Can be used in place of verbal messages. Verbal communication can also be reinforced by emphasizing the message, such as when a speaker smiles while saying something positive. And what's interesting is that technology is changing the landscape of non-verbal communication. in a virtual environment which has no facial expressions or body language People rely on other signals. non-verbal, such as emoticons, capitalization and punctuation to express emotion and tone. Computer-mediated communication (CMC) research emphasizes this shift and its impact on human interactions (Jeanne, S. et al. (2022)

Music has the power to bring people together, promoting a sense of community and social cohesion. It can unite people around a shared cause or belief. Music is also a science that can heal



patients. Music therapy, also known as music therapy, is a growing field that explores the use of music for therapy. It has been found to be effective in treating various mental and physical conditions. It shows the power of music to heal and comfort. Listening to international Thai songs or Luk Krung songs can indicate the treatment of high blood pressure (Apasorn. S. (2013).

In the modern world Music is a form of economic communication. Artists, record labels, and streaming platforms use it to attract consumers. It uses a variety of marketing and branding strategies to communicate a message about a product or service (Turner, R. 2020). Music is often referred to as a "universal language," a form of expression that transcends linguistic, cultural, and geographic boundaries. It has the power to stir up emotion and convey a message without using words. This makes it a universally accessible form of communication (Johnson, L. 2017).

Thai singing techniques by Asst. Prof. Kanchana Inthasunanon Faculty of Fine and Applied Arts Srinakharinwirot University, Prasarnmit, has important elements: 1) produce a sound up and down without distortion 2) produce a sound that is one interval of rhythm and breathe 3) produce a sound that is up and down one interval without breathing 4) can produce a sound 5) Can produce a long sound with a constant volume of one breath. 6) Can increase or decrease the volume by more than one sound interval without breathing. 7) Can produce a sound that matches the sound of a musical instrument. 8) Pronounce "uh" by moving the sound from low to high. 9) Follow the melody of the song that you can clearly hear. 10) Avoid sounds from high to low. or from low to high (Kanchana, I.1997)

Singing techniques of Teacher Daojai Sucharitkul or Daojaipaijit have analyzed the singing techniques. There is a model of important elements in singing, including 1) pronunciation, 2) orthography, correct pronunciation without exception, 3) breathing, 4) organs used for control, 5) strategies and rhythm. or the singer's tricks All of the techniques or methods of singing are related and connected (Sujaritkul. D. (2012).

Ms. Kwanjai Boonkum studied the topic of verbal style and the role of country songs and found that the meanings that arise from the lyrics are metaphors. Lyrics are often written with a specific message or mood in mind. But the beauty lies in being open to interpretation. Different listeners may derive different meanings or emotional responses from the same set of lyrics. Understanding the role and importance of lyrics increases your appreciation of music. (Kwanchai, B.2016).

Singing in recent times has used different singing techniques than traditional singing. It's called Modern Vocal Training by Teacher Film. The techniques are as follows: 1) the body 2) the breath 3) keeping the notes steady 4) increasing the vocal range 5) Blending sounds from low to high seamlessly 6) Adding color to the sound 7) Learning the elements of songs 8) Expressing emotions in songs 9) Practicing going on stage and using a microphone 10) Performing Really live in front of the audience (Thanapat, F.2022)

Judging in singing contests in Thailand. Priyathorn Madament (quoted in Kayapa Phongsupachakrit) studies about the role of the mass media in learning about the singers of youth who competed in the Royal Cup Youth Singing Contest of Thailand during 1994-1995 found that committees from academics and the media began to play a role. Very much to the singing contest. The format of the singing contest has been determined and the rules for the contest have been established. Including learning various techniques that make the contestants sing well and enter the singing contest project until they receive a prize (Kayapa P.. (2019)



Conceptual Framework

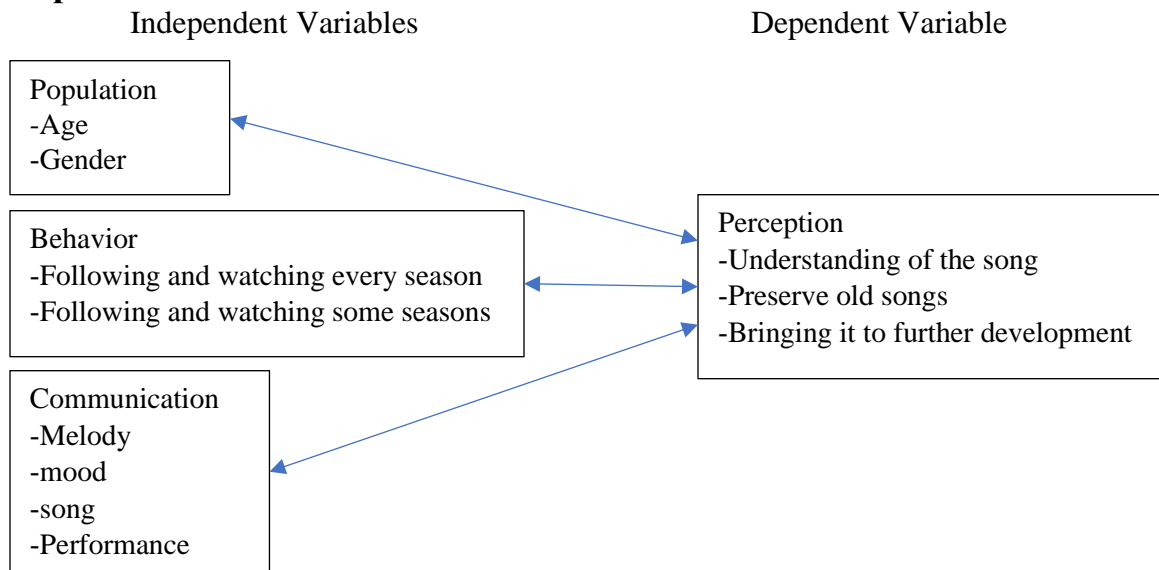


Figure 1 Conceptual Framework

Research Methodology

Population and Sample

Population and sample Both men and women who watch the music program Ek and/or the program Golden Song, 505 people, which will include interviews with 5 experts who have expertise in songs, music and performing arts, and from the questionnaire of 500 people, divided into The age range is as follows: under 20 years old, 20-34 years old, 35-44 years old, 45-59 years old, and 60 years old and above.

Research Instruments

The interview questions were open-ended, and the questionnaire questions were divided into 2 parts as follows.

Part 1 is a general questionnaire. of respondents including gender, age.

Part 2 is a questionnaire about Best Song Contest and The Golden Song.

Data Collection

The researcher collected data manually through interviews and online. Collected from questionnaire responses.

Data Analysis and Findings

Data Analysis of the Qualitative Data

Analysis of data from questionnaires to summarize the issue, a content analysis was done by gathering information obtained from interviews and questionnaires as follows.

Issues from interviews with 5 academics are as follows:

Communication Arts Expert No. 1 said:



Most of the songs used in the contest used old songs. Song contests should belong to the 90's era because children can access them. As for old songs that were entered in the contest The new generation can't sing. So, he sang in a different voice. It's a new style. Singing like Teacher Eua Suraphon Sombatcharoen cannot sing because of different traditions. The singing traditions of each era cannot be replaced with each other. Even if he has a voice, he must sing a cover as he can sing.

Music Expert No. 1 said:

Nowadays, music has developed a lot. Music is a part of today's children. Parents provide support Because it makes money Both contests are part of the promotion. and the development of people's talents Each contest, some people may not sing well. But having a light and sound show and techniques can make it better. Today's generation likes modern expressions and things and is now learning more about music theory. singing contest Some people focus on technique. Some people focus on the emotion of the song. Therefore, the Department must have knowledge and expertise. But you should focus on talented directors.

Communication Arts Expert No. 2 said:

Singing contest for the current generation in the past, we knew Luk Krung songs. Do the current generation of children know Luk Krung songs? The composition of each era reflects social conditions. economy at that time, which is communicated to individuals Both song contest programs Take old songs and put them in new music. If we look at it in an integrated way, these phenomena are good things. But whether it will make the new generation understand the origins of that song or not must be analyzed further. Old song contests in Thailand are slower than many others. The Golden Song takes place amidst an aging society. Therefore, received attention from the elderly. Bringing the new generation of children to sing the same songs in the same way for conservation. Or do you really want to expand? Broadcast time the most appropriate time would be between 8:00 p.m. and 10:00 p.m. for the singing contest. If asked about verbal or nonverbal communication, it is the expression of singing and music. Contests are in the entertainment industry.

Fine Arts Expert No. 1 said:

Watch a little bit of the Golden Song Song Contest. Not very often But I think it's good.

Performance communication expert No. 1 said:

The Golden Song program did not say that it would use Lukrungs songs. Just stating that the contest is a song dating back about 40 years or more, therefore using songs from 1968 to about 1977. There are bands such as the Chatri band, the McIntosh band, and the program has rules. But the producer list has rules. But it must also depend on the producer. The song the child sang was cut out and he claimed it was copyrighted. Therefore, most of the songs are Luk Krung songs. Taking old songs and making them into new music is interesting. It's a new type of communication that makes teenagers and people of today interested. The singing of people from the past and the present is different. Those who control the singing in the program try to maintain the original style as much as possible. Taking old songs and making new music Interesting new communication in today's society. Make teenagers or current groups of people have an interest in the knowledge of singing in the present. which is different from the people of the past Caused by influences and factors received the way the media is received, the program itself tries to control the singing. Each style has the most original form. In the last 5-6 years there has been a Golden



Song program with more old music programs. There are different presentations. After entering the final round, there was a lavish and spectacular performance until the contestants' received prizes. Until there is a question of whether this person should be able to do it or not. If looking at it from a marketing point of view Programs focused on entertainment Contestants who win prizes can expand their business. Because it has become a product This name will last for a very long time. This way of thinking applies to every item.

Information from the questionnaire as follows:

Table 1 Number of respondents interested in the singing competition program The Golden Song and the main music program.

Age	Gender	List of interesting singing contests			Total
		Best Song Contest	The Golden Song	Watch both programs	
Less than 20 years	Male	20 (50.00)	20 (50.00)	0 (0.00)	40 (100.00)
	Female	16 (26.67)	32 (53.33)	12 (20.00)	60 (100.00)
20-34 years	Male	33 (55.93)	0 (0.00)	26 (44.07)	59 (100.00)
	Female	8 (19.51)	33 (80.49)	0 (0.00)	41 (100.00)
35-44 years	Male	14 (100.00)	0 (0.00)	0 (0.00)	14 (100.00)
	Female	0 (0.00)	43 (50.00)	43 (50.00)	86 (100.00)
45-59 years	Male	16 (34.78)	16 (34.78)	14 (30.43)	46 (100.00)
	Female	24 (44.44)	16 (29.63)	14 (25.93)	54 (100.00)
60 years and over	Male	12 (44.44)	9 (33.33)	6 (22.22)	27 (100.00)
	Female	12 (16.44)	47 (64.38)	14 (19.18)	73 (100.00)
Total		155 (31.00)	216 (43.20)	129 (25.80)	500 (100.00)

From Table 1, it is found that people under 20 years of age, males, like to watch singing competition programs, major music programs. and The Golden Song program in the same proportion Accounting for 50.00 percent, females like to watch The Golden Song singing contest the most. Accounting for 53.33 percent, people aged 20-34 years, males, like to watch singing competition programs and major music programs the most. Accounting for 55.93 percent, females like to watch The Golden Song singing contest the most. Accounting for 80.49 percent, people aged 35-44 years, males, like to watch singing competition programs, major music programs the



most. It is 100.00 percent. Females like to watch The Golden Song singing competition and watch both programs in equal proportions. Accounting for 50.00 percent, people aged 45-59 years, males, like to watch singing competition programs, The Ek Song Program and The Golden Song program. in the same proportion Accounting for 34.78 percent, females like to watch singing competition programs, major music programs the most. Accounting for 44.44 percent, and those aged 60 years and over, males like to watch singing competition programs, major music programs the most. Accounting for 44.44 percent, females like to watch The Golden Song singing contest the most. Accounting for 64.38 percent

Table 2 Number of respondents regarding viewing behavior of singing competition programs

Age	เพศ	Behavior in watching singing competition programs		Total
		Every season	Some seasons	
Less than 20 years	Male	28 (70.00)	12 (30.00)	40 <hr/> (100.00)
	Female	40 (66.67)	20 (33.33)	60 <hr/> (100.00)
20-34 years	Male	9 (15.25)	50 (84.75)	59 <hr/> (100.00)
	Female	0 (0.00)	41 (100.00)	41 <hr/> (100.00)
35-44 years	Male	0 (0.00)	14 (100.00)	14 <hr/> (100.00)
	Female	28 (32.56)	58 (67.44)	86 <hr/> (100.00)
45-59 years	Male	15 (32.61)	31 (67.39)	46 <hr/> (100.00)
	Female	32 (59.26)	22 (40.74)	54 <hr/> (100.00)
60 years and over	Male	15 (55.56)	12 (44.44)	27 <hr/> (100.00)
	Female	58 (79.45)	15 (20.55)	73 <hr/> (100.00)
Total		225 (45.00)	275 (55.00)	500 <hr/> (100.00)

From Table 2, people under 20 years of age, males like to watch every season of singing competition programs the most, accounting for 70.00 percent, while females like to watch singing competition programs every season the most, accounting for 66.67 percent. Age 20-34 years. Males like to watch certain seasons of singing competition programs the most, accounting for 84.75 percent. Females like to watch certain seasons of singing competition programs the most, accounting for 100 percent. People aged 35-44 years, gender. Males like to watch certain seasons of singing competition programs the most, accounting for 100.00 percent. Females like to watch certain seasons of singing competition programs the most, accounting for 67.44 percent. Those aged 45-59 years, males like to watch singing competition programs. Some seasons are the most,



accounting for 67.39 percent. Females like to watch singing competition programs every season the most, accounting for 59.26 percent. And those aged 60 years and over, males like to watch singing competition programs every season a lot. The most, accounting for 55.56 percent. Females like to watch singing competition shows every season the most, accounting for 79.45 percent.

Table 3 Frequency data of respondents who like the judges to criticize the contestants for which aspect of their singing?

Age	What aspect of singing do you like the judges to criticize the contestants for?										
	Use of language	Communicating emotional expression through singing	use of music	Using the voice to sing	singing with music	Techniques for singing	rhythm of singing	History of the song	sweetness/beautiful	Expression on stage	Total
Less than 20 years	11 (3.82)	58 (20.14)	29 (10.07)	53 (18.40)	28 (9.72)	41 (14.24)	32 (11.11)	24 (8.33)	4 (1.39)	8 (2.78)	288 (100.00)
20-34 years	35 (8.91)	41 (10.43)	9 (2.29)	91 (23.16)	18 (4.58)	50 (12.72)	58 (14.76)	17 (4.33)	42 (10.69)	32 (8.14)	393 (100.00)
35-44 years	43 (9.75)	57 (12.93)	43 (9.75)	57 (12.93)	28 (6.35)	58 (13.15)	57 (12.93)	42 (9.52)	28 (6.35)	28 (6.35)	441 (100.00)
45-59 years	49 (13.17)	56 (15.05)	33 (8.87)	42 (11.29)	37 (9.95)	39 (10.48)	43 (11.56)	19 (5.11)	29 (7.80)	25 (6.72)	372 (100.00)
60 years and over	59 (14.22)	65 (15.66)	30 (7.23)	53 (12.77)	37 (8.92)	45 (10.84)	42 (10.12)	27 (6.51)	27 (6.51)	30 (7.23)	415 (100.00)
Total	197 (10.32)	277 (14.51)	144 (7.54)	296 (15.51)	148 (7.75)	233 (12.21)	232 (12.15)	129 (6.76)	130 (6.81)	123 (6.44)	1909 (100.00)

From Table 3, it is found that those under 20 years of age like the judges to criticize the singing contestants in terms of communicating emotional expression through singing the most, followed by using the voice in singing. Accounting for 21.41 and 18.40 percent, respectively, people aged 20-34 years like the judges to criticize the singing contestants for their singing voice the most, followed by the singing rhythm. Accounting for 23.16 and 14.76 percent, respectively, those aged 35-44 years like the judges to criticize singing contestants on the technical aspects of singing the most, followed by communicating emotional expression through singing, using the voice in sing and the rhythm of singing Accounting for 13.15 and 12.93 percent, respectively, those aged 45-59 years like the judges to criticize singing contestants for communicating the expression of emotions through singing the most, followed by using language, accounting for 15.05 and 13.17 percent. respectively, and those aged 60 years and over like the judges to criticize the singing contestants for communicating emotional expression through singing the most, followed by using language, accounting for 15.66 and 14.22 percent, respectively.

Table 4 Frequency data of respondents who liked the singing competition program.

Age	Viewers who like singing competition programs						Total
	Beautiful setting/stage	Music performance	The host conducts the program	Listen to the jury	music band	Contestants sing	
Less than 20 years	16 (12.90)	56 (45.16)	24 (19.35)	4 (3.23)	4 (3.23)	20 (16.13)	124 (100.00)
20-34 years	67 (21.75)	50 (16.23)	33 (10.71)	50 (16.23)	33 (10.71)	75 (24.35)	308 (100.00)
35-44 years	28	28	29	14	28	71	198



Age	Viewers who like singing competition programs						Total
	Beautiful setting/stage	Music performance	The host conducts the program	Listen to the jury	music band	Contestants sing	
	(14.14)	(14.14)	(14.65)	(7.07)	(14.14)	(35.86)	(100.00)
45-59 years	46 (18.18)	55 (21.74)	46 (18.18)	28 (11.07)	36 (14.23)	42 (16.60)	253 (100.00)
60 years and over	24 (8.48)	39 (13.78)	64 (22.61)	53 (18.73)	36 (12.72)	67 (23.67)	283 (100.00)

Everything else, except for performing songs, is not required in a singing competition. Moreover, there is nothing that goes well with the song, but the singing is very good. more exciting, song, melody, song

From Table 4, it is found that those under 20 years of age like performing with music the most, followed by the MC conducting the program. Accounting for 45.16 and 19.35 percent, respectively, people aged 20-34 years liked the part when the contestants sang the most, followed by the beautiful setting/stage. Accounting for 24.35 and 21.75 percent respectively, those aged 35-44 years liked the part when the contestants sang the most, followed by the MC conducting the program. Accounting for 35.86 and 14.65 percent, respectively, people aged 45-59 years like performing with music the most, followed by a beautiful stage/stage setting and a host. Representing 21.74 and 18.18 percent, respectively, and those aged 60 years and over, they liked the part where the contestants sang the most, followed by the MC conducting the program. Accounting for 23.67 and 22.61 percent, respectively.

Table 5 Frequency information of respondents who like performing music in singing competitions.

Age	Passion for performing music in singing competitions			Total
	A combination of musical instruments that go together	Creating a new melody that is different from the original song	The music creation and conductor are skilled.	
Less than 20 years	52 (48.15)	48 (44.44)	8 (7.41)	108 (100.00)
20-34 years	67 (36.22)	50 (27.03)	68 (36.76)	185 (100.00)
35-44 years	71 (41.28)	58 (33.72)	43 (25.00)	172 (100.00)
45-59 years	68 (40.24)	62 (36.69)	39 (23.08)	169 (100.00)
60 years and over	64 (37.87)	67 (39.64)	38 (22.49)	169 (100.00)

From Table 5, it is found that people under 20 years of age are most fond of combining musical instruments that go together, followed by creating new melodies that are different from the original songs. Accounting for 48.15 and 44.44 percent, respectively, people aged 20-34 years have a passion for creating music and band conductors are the most skilled, followed by a combination of instruments that go together well. Accounting for 36.76 and 36.22 percent, respectively, people aged 35-44 years are most fond of combining musical instruments that go together, followed by creating new melodies that are different from the original songs. Accounting



for 41.28 and 36.22 percent, respectively, people aged 45-59 years are most fond of combining musical instruments that go together, followed by creating new melodies that are different from the original songs. Accounting for 40.24 and 36.69 percent, respectively, people aged 60 years and over are most likely to like creating new melodies that are different from traditional songs, followed by combining matching musical instruments. Accounting for 39.64 and 37.87 percent, respectively.

Table 6 Frequency information of respondents who like singing contest contestants.

Age	Singing contest contestants							Total
	ability to sing	Choosing the right songs to use in the competition	Conveying the emotions and feelings of the song	Communication with the audience	Correct Thai pronunciation	Contestants' expressions	consistent training	
Less than 20 years	48 (20.00)	48 (20.00)	40 (16.67)	24 (10.00)	44 (18.33)	28 (11.67)	8 (3.33)	240 (100.00)
20-34 years	84 (20.64)	60 (14.74)	76 (18.67)	59 (14.50)	26 (6.39)	77 (18.92)	25 (6.14)	407 (100.00)
35-44 years	71 (18.49)	43 (11.20)	72 (18.75)	56 (14.58)	43 (11.20)	71 (18.49)	28 (7.29)	384 (100.00)
45-59 years	87 (25.59)	66 (19.41)	50 (14.71)	35 (10.29)	47 (13.82)	42 (12.35)	13 (3.82)	340 (100.00)
60 years and over	79 (21.35)	67 (18.11)	45 (12.16)	36 (9.73)	51 (13.78)	63 (17.03)	29 (7.84)	370 (100.00)

From Table 6, it is found that people under 20 years of age have a passion for singing ability, and the selection of songs to use in the competition was the most appropriate, followed by the correct pronunciation of the Thai language. Accounting for 20.00 and 18.33 percent, respectively, people aged 20-34 years were most fond of their singing abilities, followed by the contestants' expressions. Accounting for 20.64 and 18.92 percent, respectively, people aged 35-44 years were most fond of conveying the emotions and feelings of songs, followed by the contestants' singing abilities and expressions. Accounting for 18.75 and 18.49 percent, respectively, people aged 45-59 years were most fond of their ability to sing, followed by selecting appropriate songs to use in the competition. Accounting for 25.59 and 19.41 percent, respectively, and those aged 60 years and over, they liked their singing ability the most, followed by selecting appropriate songs to use in the competition. Accounting for 21.35 and 18.11 percent, respectively.

Conclusion

Research on Communication in Performing Arts: The Phenomenon of Master Music Programs and Golden Song Programs had a total of 505 respondents as follows.



5. Population age/gender Different factors affect the viewing of the singing competition program The Golden Song and the main music program. Considering the research found that People under 20 years of age, males, like to watch singing competition programs, major music programs. and The Golden Song Program As for females, they like to watch The Golden Song singing competition the most. Those aged 20-34 years and males like to watch singing competitions and major music programs the most. As for females, they like to watch The Golden Song singing contest the most. Those aged 35-44 years and males like to watch singing contests, major music programs the most. Females like to watch The Golden Song singing contest and watch both programs in equal proportions. Those aged 45-59 years and males like to watch The Ek Song singing contest and The Golden Song. in the same proportion As for females, they like to watch singing contests for major music programs the most. Those aged 60 years and over, males like to watch singing competitions for major music programs the most. As for females, they like to watch The Golden Song singing competition the most. which is consistent with the research results of Chayapa Phongsupachakrit. Study of behaviors and attitudes that affect watching country singing competition programs via digital TV in Bangkok. Most people and all ages who responded to the questionnaire liked the song contest program (Kayapa, P.2019) and consistent with the data, there was a rating of popularity among viewers from Channel One as follows: Bangkok 4.59, Bangkok and other provinces 3.48, overall. Country 2.52 Other provinces 2.76 (Nielsen15+, The Golden Song Season 5 Ep.1) (THE ONE ENTERPRISE PCL, n.d.)

6. Behavior in watching the singing competition program The Golden Song and the main music program There are different age groups. Considering the research found that People under 20 years of age, males, like to watch every season of singing competition shows the most. As for females, they like to watch all seasons of singing competition programs the most. Those aged 20-34 years and males like to watch certain seasons of singing competition programs the most. As for females, they like to watch certain seasons of singing competition programs the most. Those aged 35-44 years and males like to watch certain seasons of singing competition programs the most. As for females, they like to watch certain seasons of singing competition programs the most. Those aged 45-59 years and males like to watch certain seasons of singing competition programs the most. As for females, they like to watch every season of singing competition programs the most. Those aged 60 years and over, males like to watch every season of singing competition programs the most. As for females, they like to watch singing competition shows every season the most. which is consistent with Kayapa's research. Phongsupachakrit (Kayapa, , P.2019) shows an overview of the population that likes to watch singing competition programs. That said, watching the program for 2 years in a row means watching every season in which there is a contest (Kayapa,P. 2019) and is in line with the interview of Communication Arts Expert No. 1 that people aged 20 years old like Watch a program that sings old songs Those under 20 years of age do not enter the contest. He is not interested in listening to older songs.

7. The communication of the judges criticizing the contestants' singing makes the audience understand more. Considering the research found that Those under 20 years of age liked the judges to criticize the singing contestants for communicating and expressing their emotions through singing the most. Next was the use of voice in singing. Those aged 20-34 years liked the judges to criticize the singing contestants the most on their use of voice in singing. Next is the rhythm of the singing. Those aged 35-44 years like the judges to criticize the contestants' technical



singing the most. Second is the communication of emotional expression through singing, using the voice in singing. and the rhythm of singing. People aged 45-59 years like the judges to criticize the singing contestants for communicating and expressing their emotions through singing the most. Second is the use of language. And people aged 60 years and over like the judges to criticize the singing contestants for communicating and expressing their emotions through singing the most. Second is the use of language. which is not consistent with Kayapa's research. Phongsupachakrit Because the respondents only praised the committee members who gave suggestions. The office praised the committee members for expressing their opinions. The second expert in communication arts said that communication about music is related to Verbal and nonverbal Both issues can be seen clearly, such as lyrics, and nonverbal aspects, such as listening to music, melodies, and vocalizations Can it be reflected? It can be found in the work of Dr. Daojai Sucharitakul, who takes into account the pronunciation of sounds and the pronunciation of words very much.

8. Communication of singing competition programs through music and the emotions of the songs of the singing contest contestants It has an effect on the viewing behavior of The Golden Song and Ek Music Program. Considering the research found that People under 20 years of age like performing with music the most. Next was the show host. People aged 20-34 years liked the contestants' singing the most. Next was the beautiful setting/stage. People aged 35-44 years liked the contestants' singing the most. Next is the program host. People aged 45-59 years like performing with music the most. Second is the beautiful setting/stage setting and the host running the program. And those aged 60 years and over liked the part where the contestants sang the most. Next is the host who runs the program. which is consistent with Kayapa's research. Phongsupachakrit (Kayapa, 2019) who studied behaviors and attitudes that affect watching country singing competition programs via digital TV in Bangkok. There was a measurement of the attitude towards the country singing competition format.

Discussion

1. Viewers aged 60 years and over prefer to watch The Golden Song program more than Master Music Program. Considering research, it was found that people aged 60 years and over, males, like to watch singing competition programs, major music programs the most. As for females, they like to watch The Golden Song singing competition the most. But if you look at the overall picture, it is found that people aged 60 years and over like to watch The Golden Song program more than Master Music Program. This is consistent with the opinion of Communication Arts Expert No. 1 that people aged 60 years and over like to watch both programs. and is consistent with 4 other experts who are of the opinion that each person And I'm not sure that the new generation will like old or retro songs as much as they should.

2. The Golden Song singing contest is a way to communicate songs to the current generation. Is it considered preserving old songs? Considering the research found that An expert in communication arts Person 1 is not sure if it is possible to preserve old songs or not because children do not yet know these old songs. Person 1, a performance communication expert, suggested that these song contest programs depend on marketing and capitalists. Which format do you want more?



3. Most viewers are more interested in the emotional communication of songs than in the communication of performance. Considering the research found that Research and articles on singing techniques from all 3 persons, namely Asst. Prof. Kanchana Inthasunanon, Dr. Daojai Sucharitkul and Teacher Film Thanapat, have given importance to the emotional communication of music. The same is more than the performance.

Recommendation

Research on the topic of communication in the performing arts: the phenomenon of The Golden Song and Best Song Contest has not yet been able to delve deeper into the content. Suggestions regarding singing competitions in Thailand that are interesting and worth studying are as follows:

1. Coverage and variety of music Singing competitions in Thailand tend to be more inclusive and diverse. This can be compounded and created by increased awareness of the importance of representation. competition organizer You may study programs about seeking contestants from musical genres. Language background and diverse cultures Does it make the competition more appealing to a wider audience?

2. Digital Integration is an in-depth study of the integration of digital technology, whether it will play an important role in singing contests in the future or not. Can I audition online? Or can there be a real-time singing contest? The researcher thinks that in the future interactive voting systems are expected to become more widespread. It allows contestants from different regions to participate and allows fans to participate in the activities from home through various digital platforms. Education in virtual and augmented reality. Integrating Virtual Reality (VR) and Augmented Reality (AR) technologies can redefine the viewer experience. Viewers may be immersed in a virtual concert hall. Interact with holographic actors or take part in an immersive experience. This increases the overall entertainment value of the competition.

3. Studying artistic growth to raise the quality of the show Singing competitions may place a greater emphasis on mentoring and artistic growth. Musicians, singing coaches and respected industry experts may be involved in nurturing talent. Contestants will receive advice on not only their singing skills. But also, to perform on stage This issue is interesting to study further regarding the advice given by each side of the show to the contestants.

4. Sustainability and social impact This is another interesting topic for further study in the future. Singing contests may align with sustainability and social causes, for example, they may incorporate eco-friendly initiatives. Promote charitable cooperation or use the platform to raise awareness about pressing social issues. This can enhance one's reputation and contribute positively to society. Attract a socially conscious audience.

5. Study of global cooperation processes to promote cross-cultural exchange and showcase local talent on the global stage. Singing contests in Thailand may cooperate with international This can create exciting opportunities for Thai competitors to gain exposure and international recognition. At the same time, it also brings world-class artists to the Thai stage. In the next research, interested people can research such heads.

6. Analysis of adaptation to musical trends the singing contest adapts to the changing musical styles of the era. They may introduce new music or challenges to reflect emerging music



styles and trends. Making old music modern or fashionable and relevant is important for these competitions to appeal to contemporary audiences.

7. Transparency and fairness Ensuring transparency and fairness in the judging process is essential to maintaining the credibility of the singing competition. This research has not yet been studied.

8. Hybrid format means that the singing contest may use a hybrid format. This allows for greater flexibility in organizing events and reaching a wider audience. To accommodate those who prefer live or online experiences. If anyone is interested in studying this issue. It may need to be created as a model because there has not yet been a competition of this type in Thailand. The future of singing contests in Thailand depends on social change, technological progress and the changing preferences of contestants and viewers. As a person who is interested in this field Your support and participation can help shape this future.

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