

Project	Production of Music Video using Long Take Techniques
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Abstract

The purposes of this study were (1) to produce music video by using Long Take technique ; and (2) to study a satisfaction after watching music video about Production of Music Video using Long Take Techniques. The sample in this study is a 3 specialist to qualitative research and 100 students of Television and Radio Broadcasting Technology, The Faculty of Science and Technology, Rajamangala University of Technology Krungthep to satisfaction study by Purposive Sampling, The research instrument is 1) Pai yhu thee nai ma music video (Lipta) 2) The satisfaction after watching music video about Production of Music Video using Long Take Techniques by 5 rating scale.

Research results from satisfaction study from 100 students of Television and Radio Broadcasting Technology, The Faculty of Science and Technology, Rajamangala University of Technology Krungthep, Found that in the overall satisfaction rating from Production of Music Video using Long Take Techniques is highest level ($\bar{x} = 4.53$, S.D. = 0.66), Secondary a presentation have a satisfaction rating is highest level ($\bar{x} = 4.52$, S.D. = 0.67), and storytelling content have a satisfaction rating is highest level ($\bar{x} = 4.51$, S.D. = 0.67), From the overall found that Production of Music Video using Long Take Techniques have a satisfaction rating is highest ($\bar{x} = 4.52$, S.D. = 0.67)

Keyword Music Video, Long Take Techniques