

VISUAL IDENTITY: IMAGE REPRESENTATION OF THAI RICE CULTURE

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Abstract

Inspired by Stuart Hall's concept of identity that identity should be viewed as a production, not as "an accomplished historical fact", this paper aims at creating Thai rice culture via digital production of visual identity. At present, cultural identity of rice culture in Thailand has been represented in images through media from economic, political, and social platform. To present rice culture in a different perspective, the visual identity is employed in this study to produce images which are a powerful tool to communicate to people and raise a value of rice culture in Thailand. In addition, the visual identity can generate new knowledge, greater understanding, and positive attitude toward rice culture among individuals in the society. In the production of digital images, the rice culture is not represented as a complete historical statement which can be easy to understand and has no complications. In other words, it can be assumed that the construction of identity images of Thai rice culture is an ongoing process of completion, adjustment, and development. The visual identity platform is a production creating within image representation of Thai culture in order to reflect the country's environment and changing society.