

PalArch's Journal of Archaeology of Egypt / Egyptology

LOAS TEENAGE MAGAZINE: DYNAMICS OF CULTURE

Praphon Niamsa¹, Pat Kotchapakdee², Kham Chaturongakul³

^{1,2}Faculty of Fine and Applied Arts, Khon Kaen University Thailand

³Faculty of Architecture, Khon Kaen University Thailand

Email: [1Praphonniamsa@gmail.com](mailto:Praphonniamsa@gmail.com), [2patko@kku.ac.th](mailto:patko@kku.ac.th), [3khamkku@hotmail.com](mailto:khamkku@hotmail.com)

Praphon Niamsa, Pat Kotchapakdee, Kham Chaturongakul. Loas Teenage Magazine: Dynamics Of Culture-- Palarch's Journal Of Archaeology Of Egypt/Egyptology 18(9), 1225-1239. ISSN 1567-214x

Keywords: Magazine, Cultural Dynamics, Laos Teenage Magazine, Laos

ABSTRACT

This research aims to study of Dynamics of Culture in Laos Teenage Magazine as a study using qualitative research processes, conducts document and field data collection methods through surveys, observations, interviews and group discussions. There are compiled and analyzed by Cultural Diffusion theory and Agenda Setting theories compare to conceptual framework of 4 classifications of Lao Cultural such as 1) Cultural Live 2) Cultural Consciousness 3) Cultural Intelligence 4) Cultural Art. The research results found that Dynamics of Culture through Laos Teenage magazine 4 factors are as follows: 1) Cultural Live is influenced by changes of costume, occupation and technology. 2) Cultural Consciousness is influenced by law, tradition and ritual. 3) Cultural Intelligence is influenced by education and beliefs 4) Cultural Art is influenced by architecture and music which are variables from external cultural diffusion, effected in mass media Agenda Setting to persuade the attitudes to comply with what mass media who are defined, that's mass media significantly part in conveying the development of the dynamics culture, transmitted through a Lao youth magazine. There's leading to understanding and adaptation for existence into eras which in the continuous world of currents are constantly changing while its maintaining being an artistic culture in society, can be matching of the world changing trends

INTRODUCTION

Background and significances of the problem

Human creates print media to contain information, that the creator demands to keep is vital information and may be used to disseminate its to others or in the large widely public intervals. In ancient times, there is historical evidence of stone carvings appearance on the wall where is carved in animal formed lines, so it is the first print evidence of mankind. It was used to narrate the stories of human activities in that previous era. For example, hunting or religious rituals, paper was invented to record information and developed into the printing system with different equipments. There was taking for 500 years to develop the printing invention continuously for whiles. There are many print formats i.e. Books, Picture Books, Newspapers and Magazines etc. In media printing is variety categorizes which is including Books, Newspapers, Brochures, Journals and Magazines etc. "Magazine" means from 2 mixed Arabic which is Emporium, that's a warehouse, department store. And warehouse is with products holding (*Wisanu Suwanperm, 1988*) and also contains information format from one place to another. From person via others from another group of people who are including being used to disseminate such as information to the wide publicly place. *Thavorn KoUdomwit, (2011)* described that as a magazine refers to common readers which's available in journals, contained in articles. The articles were written by different authors that were distinctly scheduled for the production. Mainly are Fictions, Novels, Short Stories, or Poetries, which have been perhaps publishes weekly, for nightly and monthly, there can be reaching with a large target of readers, there are available with details and analysis. It is more interesting to post specific pictures by topic than daily newspapers. There is an area for advertising in response to public relations, promoting businesses, products and any services. By advertising may depends on of each magazine's context also influencing to human lives, that there's aware in countries and worlds wide news, are defined into another leading of the human lives being from gained knowledge from media magazine. (*Surat Numnon, 1994*)

In Present time, Magazines across the world tendency has decrease including production and incomes which effected by consumer attentiveness in free contents from digital platforms which's causing consumer turn to reading on digital magazine. Also its business decreasing within the budget of advertising pay, the publishers have made adjust in production forms to facilitate to consumer during digital era by focusing in consumer personal interest, hobbies and leisure. Moving image becoming the new form adding to digital magazines to make more functional interests which aged style printed magazine can't offer, making more optional to publisher and producing in both printed channel and digital forms as a consumer choice, However some publisher stop produce printed magazine only publish in digital. During 2015-2020, in percentage rate expansion of magazine consumer has increased such as Asia Pacific, Latin America and Middle East&Africa which are differ from North America, Western Europe and Central & Eastern Europe which has decreased rate. (*Deborah Bothun, 2016*)

"Laos Magazine" was born in 1930 during French ruled Laos's nation. It was developed from two newspapers, "Ngong Chung" and "Puen Jon" are established by a group of Vietnamese and Laos who had thoughts of the

opposing French colonialism. Magazine was approximately published in 150 - 200 issues, with the political news contents. After being suppressed by France, it later had been shut down, after that there was a pretension from Lao adolescents whom had been more knowledge in education and freedom. France has therefore allowed Laos to issue their own newspapers called "*Lao Yai*", with no more than 200 printed copies in 1976. Each of Laos mass media agencies are assigned into state government, there is available with the Ministry of information, Culture and Tourism who is responsible for overseeing any news that will be presented to the public in order that filter news that maybe destroying image or the confidence of the Laos in the state. There is considered to media controlled in any free power of Laos' criticizes in the state, but is controlled the supported of the state policies. Later in 1980s during the collapsed communist regime in Eastern Europe as the collapsed of socialist country "Russia", within Cold War ended; other countries had focused on economic and industrial development rather than political ideologies. "New Imagination" by the Laos presses had developed in model based on the external price system of world influences. (Liberal capitalism), there was occurred in business competition which were more increasing products and services through advertising of products and services in that media, as resulting of earning their own media incomes and developing a more flexibly and in rapidly media format. In 2000, the government allowed to individual publicans whom can be owned magazines. (in a particular case by case), but there was allowing individual publicans or public officers can be operated and is also restricted to tourism contents such as "*Wannasin*" magazine, "*Muang Lao*" magazine, "*Chaiyo Lao*" magazine, which includes into investing of business magazines from abroad there are available in roles of developing Lao PDR, within speedy highest are China and Vietnam. Especially China where almost all categorizes businesses have made a large investments, there are including in investment of media business and media contents production business. Chinese government has supported the information technology development networks providing to schools across Laos that it's exchanged for the right to invest in a variety of media. Therefore, in addition to the magazine claimed that China also has a satellite television business and the producing contents business are in both Chinese and Lao languages, in resulting of Chinese media has begun in highly influencing in Laos. (*Center for Communication Policy Study, 2020*) Later, whenever the current world trends have changed, the evolution of various technologies have numerously developed, magazine has presented more diversity information contents which are focusing on adolescents i.e. "*Update*" magazine, "*Mahason*" magazine, "*Lao Teen*" magazines, in the results of the expansion of this new imagination period (NEM: New Economic Mechanism), the state cannot have much controlling over the media then it makes the media being more spaces in various opinions expression (to some extent), is responded to more diverse range of consumers (Lampong Kantasiwan, 2008).

Instance of Southeast Asia country which has type of politic and media dynamic with Laos is Burma. Burma has a pattern of magazine content command by the government familiar to Laos. Begin from media contents were published control laws during Coup d'état period in 1962. Burmese Mass media forced to send all media publish contents manuscript to government before publishing to public which prevented all mass media publishing contents which has criticized by the

government. In 2012 after the pressure of ASEAN and Western Nations force Burma bring country to Democracy which makes Burma has to reform mass media by repealing the originated manuscript contents which's controlled in obligation, there has been used for 48 years. However, The Minister of News still inspects intimately in mass media. (*Singh Singkhajorn, 2017*)

Also in Cambodia during 1960s, Mass media was suppressed by the government to command in media contents which there are about resisting and criticizing to the Nation Politics. They are applying media to build the Personality Cult of *Narodom Sihanouk*. During 1975-1979, a numbering of journalists have been eliminated beneath Communist Regime. At that time media was used as tools for creating propaganda representing to targets as children and youth after Vietnam troops took over Phnom Penh from Rogue Regime, Mass media was took control by Communist Party and Cambodia remained closed to the outside world, The government continued to banned advertising in 1987 because it was the symbol of Capitalism. (*The European Union, 2009*)

Laos Teenager Magazine has developed a variety of information presentation within emphasizing to fashionable and clothing trendy. In general contents are including; Entertainment, Technology, Lifestyle and General News which there are many emerging teenaged magazines to accept "The growth of purchasing power of teenage consumers" is following the evolving economic trends along with the arrival of foreign products. Laos Teenage magazines have also more roles via group teenaged organizing activities i.e. Music festivals, Sports, Cosplay dressing up, their rapidly changes have both pro and cons to traditional culture. There are including with both groups of people who are in agreement and disagreement with these rapid changes, there are from modern in western costumes technology is presented in the media, magazines, with famous personalities or teenage leaders as a model and influencer. So there was a debate about the contents and images presented by the Laos Teenage Magazine. This has made Lao teenage magazines more targeted and regulated by the government than any other magazine. It has also frequently criticized the government and entrepreneurs for controlling and directing presentations, whether it is appropriate or contrary to Laos's tradition or not.

When in developing of the socialist economic system of Laos has focused solely on trading relations with socialist countries, Consequently the resulting in many disadvantages including Laos unemployment problem with economic recession that's lack of consumer goods and becomes the world's poorest country until the birth of a "New Imagination peroid" is a majority of Laos economic development plans that is announced by the government of the developing plans. This "New Imagination peroid" is 2nd issue during in (1986-1990) with a more business-oriented management models (*ApiradeeKhae So, 2010*). According to the international market mechanism has also opened up with countries and received foreign assistance to develop the country's infrastructure. But there is still adheres to the rules of democratic socialism as the regime of the country. (*Pat Kotchapakdee, 2014*)

Before online media become influences to change media consumer behavior in Laos, There are 2 types of media as 1. Prints media such as newspaper and

magazine 2. Electronic media such as radio broadcast and Television broadcast. During 2009 until present day, Magazine media expand constantly till online media comes and turn consumers' attraction. Some of magazines was out of business but newcomer comes as a result of state magazine has estimate to invest and manage own business and private sector magazine making a profit focus on buying a commercial area in magazine. Beside, Many of Laos magazine improve channel of consumer reach by developing e-magazine platform together with original print process. These make mass media labor market in Laos find public favor such as columnist, photographer, editor and graphic designer, etc. (*Singthong Wiangkham, interview, 2017*)

During 2007-2017, Laos magazine obtains popularity in society by offering knowledge and public advantage information, for example of "Mahason" magazine which has increased rate of circulation in each year from advertising both local and international business even though digital edge effecting to many form of Laos printed media industry, Magazine still be another media option for consumer who wants knowledge or information in specific suit to personal consumer interest. Magazine reader in Laos still offer the trust of contents in printed magazine more than other digital media. In a numbering of Laos magazine publisher using social media platforms as Facebook for public relation to gain more channel of consumer to their products and a few has stopped printed process to fully digital production. The result of specific contents in each type of Laos magazine such as tourism, economic, occupation, fashion, residence, etc. which satisfies to various consumer needs that makes strengths of Laos magazine in Digital era (*Francis Savanhkham, 2017*). The result in print media development consists of changing in social, economic culture and personal media such as Influencers, Singers, Sales, friends, relatives, etc., In resulting into the cultural structure changes and the Laos' way of lives are leading to the presenting of brainstorming idea of a group of urbanites society who need to maintain their roles in Laos' way of lives as in ancient times. (*Sutthiluck Sawanyavisuthi, 2020*)

Dynamics Culture of Laos has been constantly changing from the previous to present. In ancient days, there was focused on communicating information about political and government, as a result of the communist regime directly regulated in public contents in presentations from public states sector that is their sector's priority data control in media content, is useful in directing the persuasion of the people so as not to incite local people. To contradict each other public activities, in previously mass media had to be careful in presenting information through various media in order to disputes avoidance with public sector. Because of examined its every contents before being published, there was also available in providing duty information to support of government policies and activities in public relations and dissemination of government information positively. Previously, the audiences would be received all media information channels where all each types were defined in the same direction as public policies and activities. By showing that what the government has performed activities or policy planning was beneficial, there may be some Laos who might not be agreement. But there is not much of a media spaces used for criticizing government activities. Later, whenever in trendy duration changed, media factors have developed and modified as well as entering to the Digital

Ages which communicating technology has evolved all over the world, has spread into both the factors of globalization. And the opening country of free-trade in Laos, there are various countries to support and help in diverse fields, including investing in multicultural countries. And a range of business sectors have role in the Laos economy. When there are more diversity of business which used equipment to promote products and services, there is mass communication of each type of media has different target groups in terms of exposure. Thus making the media area diverse and it is the optional of various business sectors to plan public relations, inserts into the content of the magazine of that type, as well as the evolving educational changes of Laos. They have starting more direction to receive information, results in making regulated information control from the public sector then more difficult cases from the increasing number of media in public sector supervision is not enough for supervision and content control. Currently, Lao magazine has been developed in format responded to the digital world society that is rapidly presenting the content of media producers. And the instant access to media recipients Lao magazine's format has been modified, providing information and news content via Social Media, Online Magazine or Electronic Magazines (E-Magazine) from then magazines that more peculiar adapted content i.e. Teenage Magazines, Home Magazines, Business Magazines, Fashion Magazines, etc. In content o magazine that is expressed through each sort of magazine which represents with changing of Lao cultural lifestyle, Social Formalization and Laos culture has always being changed by the course of time. That's including transnational cultural trends. According to *Pornpimol Yenjabok, 2016* referred that as Tran-national cultural currents are another factor that contributes exchanging and spreading of cultures from one nation to another. Caused of the developing communication technology can be rapidly communicating around the world Ease of causing of the culture spread it was noting.

From the origins and importance of magazine referred that Researcher is interested in the cultural variations of the world currents that affect the cultural patterns of Lao PDR via media communication into categorizes of Youth magazine which is a media roles and is prevalently with teen ages, who mostly are attention of consuming media information everyday. This research caused to the study of Dynamics Culture that is expressed through the information content of Lao Teenage Magazine journalism produced. And there are published in Laos, including conducting in historical of Lao magazine from previous to the present days. To find out how to find the relation between Lao Magazines and Lao Arts and Culture, with relying on Lao identical of Nation reflection via knowledgeable magazines used in the analysis of art information and culture. According to different eras changed in Laos, aims to present the conditional living from previous to present of Laos via magazine media and the magazine industrial production of the business administration theme. Lao magazine editor has influences of politics and governance on formulation, methods and contents of communication can be knowledge ably disseminated contents to that are interested to be used as a guideline for further educational available.

Objectives of the study

To study Dynamics Culture in Laos Teenage Magazine.

Methods of the Study

The methods of conducting qualitative research is as follows: 1) Target groups in the research including whom have known from the public sectors who have knowledgeable in the historical of education in Lao magazine, that media is Publishing Department by Ministry of Cultural and Tourism Lao PDR, there is available with the publisher of magazine who is concerned with collegians of mass media department at National University of Laos and others general public. 2) The data collection tools for this study consisted of a Structured Interview, an Unstructured Interview and Group Discussion. 3) Data Collection consisted of 2 categories of data collection methods: 3.1 data collection from research documents, which theirs searching from public agencies; thesis. 3.2. Data has collected from the fielding data repository interviewing with the Structured Interview, Unstructured Interview spreads of cultural diffusion theory. And theories are defined in analyzing in Dynamics Culture of Laos teenage Magazine. There is divided into 4 concepts of Laosculture (*Sunet Phothisarn (2006)*):1) Cultural Live are Clothes, Residence, Occupation, Health, Sport and Amusement, Technology 2) Cultural Consciousness are Heat-Kong, Tradition, Law, Rite 3) Cultural Intelligence are Education, Language, Religion, Beliefs, History 4) Cultural Art are Social Art, Literature Art, Fine Art Architecture and Sculpture, Music Art. These can be categorized of Laos Teenage magazines from the cultural dynamics as follows:

Cultural Life	Cultural Consciousness	Cultural Intelligence	Art and Cultural
1.Clothes 2.Residence 3.Occupation 4.Health 5.Sport and Amusement 6. Technology	1.Heat-Kong 2.Tradition 3.Law 4.Rite	1.Education 2.Language 3.Religion 4.Belief 5.History	1.Social Art 2.Literature Art 3. Fine Art, Architecture and Sculpture 4. Music Art

Table 1: 4 Culture concepts divided framework

RESULT

Laos teenage Magazine

Laos teenage Magazines was born during the “Opens” period, an era in which the economic and social infrastructure was completely redeveloped, trading system was widely opening and economic has also resulted in more expansion

from ancient days. There was in varieties of business investments, occurred in a numbering of magazines diversity responded to audiences' demands within contents diversity of changing times. There has been the emergence of a magazine with content with providing information in public relations of public policies that is presented to promote in government performances via publishing magazines. Then its also providing polices with trading law, economic roles and Laos women rights with equality in various fields same as males. There is linking in free trading development plan that occurred into opening foreign trades, supporting to Laos incomes increasing have more enhanced in their quality lives. There are lists of 10 Teenage Magazines in Laos following: 1. Update 2. "Nok Bin" 3. Culture 4. "Mahason" 5. Lao Teen 6. "Kuanjai" 7. Family 8. Shadow 9. Young Enterpreneur 10. Lao Wedding

Past-Present of Laos teenage Magazine

Teenage magazine has evolved in equivalent to the increasingly global popularity trends for example, in fashionable photography, there was no traditional Lao dresses shooting, but nowadays there have been a change that opens to traditional Lao dresses. In order to be in line with the global cultural trends that have changed and spread into Laos but Lao national identity has not been changed, there availably with using of Laos national fabrics such as applying Laos silk to the universal shapes of clothing or the designing of applied fabric patterns to suit the universal dresses. Because of expanding of the economy coming of the profession, new magazine business was adapted by the emergence of alternative magazines and new forms of content, as well as the increasing numbering of magazines, making it difficult for the government content controlled and covered all magazines. As a result of being thoroughly inspected by the government causing disputes many times or calling out the owners business in meeting with contents warning, there was a dispute between the magazine entrepreneurs and the public sectors.



Picture 1 : Contemporary fashion apply to Laos silk

A conceptual evolution of adolescents can express more in political and economic thoughts in a few magazines via Surveys, Interviews, Satisfaction Policies in how much national development plans is how much different national development plans. In public sectors giving more chances recommendation but there is within the legal framework that isn't violating to any one's rights, it's a part in defining society and can available knowledge which is consisted of national society development, spread into social media worldwide. Occurred in role models or idols that are well-known then there will be used as information for interviews or advertises as products in magazines.

Past Present of Cultural Contents Presentation

In previous days, a numbering of ancient traditions had been limited, made teenagers unable to voice enough. Nowadays, it has evolved presenting contents through new perspective imagination of new modern teenagers. For example, there is an opportunity to present the concepts, experiences, knowledgeable in social development. To preserve in local culture of the rural areas from the experienced adolescents or outstanding works, i.e. teenagers, of each tribes with varieties of people who are proficient, opportunities to participate in society development and culture through such adolescents. To develop at the regional nation with different social and cultural aspects in Lao, including access to information on various country sides, there a widely current focuses on content, not just in capital city, in several of contents are probably from rural teenaged

regions of the country. There are available to present in diversity of their societies, cultures, identities each locality communities then it brings to be introduced within nations or abroad more awareness. In result of mass media information forms the provincial level down to and into based community or the rural prosperity civilization.

The foregoing cultural contents presentation can examine in each 4 concepts of Laos culture following:

Cultural Life: 1. Clothes 2. Residence 3. Occupation 4. Health 5. Sport and Amusement 6. Technology

Cultural Consciousness: 1. Heat-Kong 2. Tradition 3. Law 4. Rite

Cultural Intelligence: 1. Education 2. Language 3. Religion 4. Beliefs 5. History

Art and Culture: 1. Social Art 2. Literature Art 3. Fine Art, Architecture and Sculpture 4. Music Art

Teenage Magazine	Cultural Life				Cultural Consciousness					Cultural Intelligence				Art and Cultural						
	1	2	3	4	5	6	1	2	3	4	1	2	3	4	5	1	2	3	4	
Update	•	•	-	•	•	•	•	•	•	•	•	•	•	•	•	-	•	•	•	•
Nok Bin	•	-	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	-	•	•
Culture	•	-	-	•	-	•	•	•	•	•	•	-	•	•	•	•	•	•	•	•
Mahason	•	-	•	•	•	•	•	•	•	•	•	-	•	•	-	•	-	•	-	•
Lao Teen	•	-	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Kuanjai	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	-	•	-	•	•
Family	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	-	•	-	-	-
Shadow	•	•	•	•	•	•	-	-	•	•	•	•	-	•	-	-	-	-	•	•
Young Entrepreneur	•	•	•	•	•	•	-	-	•	-	•	•	-	-	-	-	-	-	-	-
Lao Wedding	•	•	•	•	-	-	•	•	•	•	-	•	•	•	•	-	•	•	-	•
Total	10	6	8	10	8	9	8	8	10	9	7	10	8	9	4	7	6	8	6	

•: having content present in option

-: non content present in option

Table 2: Cultural content present in Loas teenage magazine

Dynamics of Culture

In cultural dynamics the researcher scoped in the conceptual framework (Sunet Photisarn, 2006) who describes in Laos culture is divided into 4 main groups as follows: 1) Cultural Life are Clothes, Residence, Occupation, Health, Sport and Amusement, Technology 2) Cultural Consciousness is Heat-Kong, Tradition, Law, Rite 3) Cultural Intelligence are Education, Language, Religion, Belief, History 4) Cultural Art are Social Art, Literature Art, Fine Art Architecture and Sculpture, Music Art. These can be summarized of Lao magazines from the cultural dynamics as follows:

Cultural Life

In attires field, it's shown in a cultural shift, with a magazine that provides visual information on conservation in Laos dressed styles that there are applied form, combining between Laos and international, internationalism attires. Their Laos attires are fewer in conservativeness; in model photos of Laos dresses have been shown up the adapted in adolescents cloths pattern changes. In terms of housing, there is more in universal dwelling pattern of through contents on home decoration with illustration used as in house shootings or modern buildings background. In the professional duty that career is provided information via models that succeeded in their opportunities. By persuading from the interviews to the concept of success in taking care of good health, there are shown with great concern for healthcare for diseases away. Until health advertisings via media commercial that contents health-related magazines, or Life Insurances, Sports and to persuade teens more interested in exercises, through supports to be the competitive athlete. And technology information provides on the current situation of the changing technology in society, how to use, precautions and use of technology consciously.

Cultural consciousness

In Heat-Kong (Ancient Traditional of Laos and northeast of Thailand tribes worship) field, there tradition provides some unclear information. Owing to this is not a permanent event; the traditional theme is defined only based on periods whenever the magazine was published within traditional event. In regulation aims to provide on various information laws, knows the law without violating or behaves in an unlawful manner. In the ritual aspect of teenage magazine, there is not much information on the ritual, only some editions that available some contents related to behavior, such as Laos Wedding Magazine that provides on Wedding rituals knowledge, etc.

Cultural Intelligence

In terms of educational information provided through a model person, via the adolescents interviews persuading on the valued education leading, results in to selves and social developments. In consciousness to the importance of educational programs and social survival Lao language uses of teenage magazine has inserted a few English within insertions inside the book, it may transliterated into words or use theirs as column topics that including the headline to make it interesting of religion information on practical is available, maintenance still not found on issues. Regarding to beliefs, is provided according to the magazine's conceptual content, but most often presenting shown are columns that contain the historical fortunate telling and historical information but not always found in every issues.

Arts and Culture

In social related information from local communities where has been availably made, a few rare. Art and literature in some magazines have extended more

spaces for teenagers to show off their literary potentials or literature which found ambiguous. Painting, Architecture, Sculpture, informed of houses where have been used as scenes in distressed photography, magazines, with both conservative, applied and contemporary formats, most of which can be seen as a universal format on Music arts, there can be seen in some editions that contain entertainment contents, which may provide information on both domestic and international music industry news. Then its including interviews with artists and singers about the lifestyle and the creation of works.

Summary

Dynamics of culture of the Laos teenage Magazine on previous to nowadays, there was a phenomenon of social and cultural changing at the same time as the worldwide trends, which globalization as linking with informative communication, is interconnected in various technological developments. As a result of allowing the external natural diffusion has flown into Lao traditional culture, there was an adaptation of modern and new cultures to achieve balances in the lifestyles of Laos. Both exposures to foreign cultures and preserving traditional cultures available with the media to set the media agenda communicates the views of the general public that conforms to the media's custom that it may comes from a mass communication system and the country's political system.

DISCUSSION

Lao Teenage Magazine business management is available in political factors to regulate the provision of information that is not contradictory with the concepts of the public sector, in which each there are established a framework management in accordance with the action plans of that department, including the connection with the National Economic and Social Development Plan in various issues. That the state has set development intentions as guidance to the populations to follow the government framework provided via mass media, magazine. Magazine is another route control of adolescent lifestyles by interfering government contents and policies into information. But in the days changing, the information speedy in un-boarded world wide has prevented the government from doing as comprehensive content governance in previous days. That causes controversy in some editions of Teenage Magazine business owner, in defined magazine patterns of public information provisioning is according to Bryan McNair (2006) concept of addressing the movement politically led information. It is a form of presentation about the activities, operations or policies of one's own or theirs groups. Through public media channels in Lao Magazine, that is available to insert information about public contents, and conforms to a public relations which is according to Jutaphon Mettasat (2011), who mentioned that the media is scheduled in guidelines for dissemination, an effect on changing the views of the general public. And there conforms to what the media defines that media will be determined by the political system.

Dynamics of Culture

Cultural life is a group of cultures that related to lives, including Dresses, Housing, Occupations, Health, Sports, and Amusements. There information

formats is shown in Laos Teenage Magazine that has a few changed in universal fields. By adopting ideas from western cultural themes adapted presenting via teenage magazines. While some remaining conservative styles, focused on the worth of traditional Arts and Culture of Laos. In conservative formats, in numbering of magazines has decreased adversative the increasing trends of universal or applied formats. Sometimes contents provident in an open format can be impacted on business operations, which may be criticized by the government for the cultural framework of Lao adolescents. That the government has given importance to the propriety and suitability in dresses (Sunet Photisarn, 2006). Cultural consciousness is a social conscious group which is the cause's culture in common consciousness of the cooperating people in society. It is orderly in a pattern which Heath-Kong traditions, law, rituals are framed so that people have to awareness in self-behaviors within the framework of consciousness and culture, any non-enforcement.

Lao Teenage magazine emphasized into the cultural of mindfulness in the context of law contains with regular information on legality matters that is related to the magazine's themes. In terms of Heath-Kong tradition, is related to information rituals that is provided to make awareness of people. Also it reminds existed as a cultural framework within society, Lao cultural antiques framework cited to various practices such as matrimonial ceremony or marriage (Sunet Photisarn, 2006). Cultural Intelligence is a group of studying in language, religion and history also showed in the dharma content groups via within a few columned magazine issues. By providing information contents about Buddhism, to behave in happiness based on known immorality of right and wrong is according to Sunet Phothisarn (2006) who claimed that "our society is a society based on Buddhism, most people have been practicing Buddhism as their national religion, which Buddhism is a religion used to refine people and make their lives consciously". Conversely, some information is provided but not a regular basis that is depending on the time of the national events, it will be brought up in contents.

Cultural Artis a group that deals with several of Laos Arts fields with the Socialized Arts, Lao literature, Art, Architecture, Sculpture and Music in Lao Teenage magazine provides in fields that didn't prominently in some magazines, the most noticeable in a part of the architecture through pictures and photography, which there used in applied or universal architecture. And may contained with content of home decoration to reflect the importance of the people's living quarters, there may be availably with entertaining contents that refers to Arts in music, but not all editions, itis concern with Everette Roger (1962) referred that the external cultural diffusion had an effect on social and cultural changes in order to a particular cultural adaptation, it is necessary to take into account the similarities and differences of both cultures. Otherwise, one culture may be swallowed up by another.

CONCLUSION

According to the background and significance as mentioned above, researcher is interested to study Loas Teenage Magazine: Dynamics of Culture which would provide knowledge and information for Laos PDR which could be describe in Dynamic of Culture through in Lao Youth magazine consists of which is following 1) Cultural Live 2) Cultural Consciousness 3) Cultural Intelligence 4)

Cultural Art. From previous times to present there was occurred in phenomenon of social and cultural changes at the same time as the world trends to display within mass medium that set the media agenda in order to communicate the attitudes of the general publics' and can go along with, there comes from a mass communication system and the country's political system. To result in understanding and adaptation to the way of living in an era which world trends are constantly changing while maintaining an artistic culture in society.

REFERENCES

- Center for Communication Policy Study. (2020). **Mass Communication Ethics in Asean**. Nonthaburi: Office of The National Broadcasting and telecommunications Commission
- Kachaphakdee, P. (2014). **Lao Popular Music: Reflection of Society and Culture in the new Imaginary Era**. Thesis of Master of Arts, Arts and Culture Graduate School: Khon Kaen University.
- KhaeSo, A. (2010). **Thai-Lao Economic Relations 1975 - 2005**. Bangkok: Silpakorn University.
- Khantaleewan, L. (2008). **Female Representative in Magazine**. Lao People's Democratic Republic during the year 2002-2007. Chiang Mai: Chiang Mai University.
- KoUdomwit, T. (2011). **Publication design for art**. Bangkok: Amarin Printing and Publishing.
- McNair, B. (2006). **Cultural Chaos, News and Power in a Globalized World**. London: Routledge Publishing.
- Methasat, J. (2011). **Political Communication through Political Marketing of Mr. Chuvit Kamolvisit: A Study of the Case of the Election of Members of the House of Representatives**, Bangkok: Krirk University.
- Noomnon, S. (1994). **Social Science Research Methods**. Nonthaburi: Sukhothamathirat University.
- Photisarn, S. (2006). **Lao Studies**, Khon Kaen: Mahasarakham University.
- Rogers, E.M. (1962). **Diffusion of innovations**. New York: Free Press of Glencoe.
- Sawanyavisuthi, S. (2020). **Presentation of Buddhist Ideology in Laos through Mahachon Magazine**. Journal of Social Science and Buddhistic Anthropology, Nakhon Si Thammarat: Wad Wangtawantok.
- Singkhajorn, S. (2017). **Journalists in Myanmar**. Management Science Rajabhat Mahasarakham University Journal, MahaSarakham: Rajabhat MahaSarakham University.
- Srithongtae, P. (2014). **The Agenda Setting for Change: Agenda Setting of Thai Diaspora on Public Service Broadcasting Case**, Journal of Graduate Study in Humanities and Social Sciences, Khon Kaen: KhonKaen University.
- Suwanperm, W. (1988). **Magazine**, Faculty of Humanities: Ramkhamhaeng University.
- The European Union, (2009). **Enhancing Independent Media in Cambodia: An Ethics Perspective**. Phnom Penh: Cambodian Center for Independent Media.
- Yenjabok, P. (2016). **Influence of Cross-Cultural Communication Affecting Cultural Domination and Extinction in ASEAN Countries: A case**

- study of Lao PDR.** University of the Thai Chamber of Commerce Journal Humanities and Social Sciences, Bangkok: University of the Thai Chamber of Commerce
- Savankham, Francis. (2017, November30). **Lao Magazines Still Relevant, Despite Digital Onslaught.** Retrieved from <https://laotiantimes.com/2017/11/30/lao-magazines-still-relevant-despite-digital-onslaught/>
- Bothun, D. (2016, September). **Entertainment and media outlook: 2016-2020.** Retrieved from <https://www.pwc.co.za/en/assets/pdf/enm/entertainment-and-media-outlook-2016-2020.pdf>
- Singthong, W. (2017). **Head of Department of Laos Language and Mass Communication, Pedagogical University of Vientiane** (12 May 2017), interview, Vientiane: Laos.