

## Abstract

**Fowl Play: Commoditization Process in the Context of Thai Society** is an attempt to explain social phenomena between cockfighting. In Thai society, cockfighting is identified as a 'play' now being confronted with criticism of gambling and criminal cruelty. The prime objective of the study is, then, directed to the questions of what exactly is cockfighting, what is the condition of its existence in Thai society, and how does cockfighting adapt and change itself to gain social acceptance.

Three basic conceptual frameworks are used in the study;

1. Cockfighting as a folklore.
2. Cockfighting as a gambling.
3. Commoditization process of cockfighting.

Attempt is being made by various groups of people involved to study and collect scattered and fragmented knowledge of cockfighting and creating a new and acceptable set of rules of cockfighting in order to preserve either as folk play or economic commodity. The current event, however, is still an early stage of on-going development process.