

## **ABSTRACT**

**Thesis Title** : Cartoon as a Means of Political Communication :  
A Case study of the Daily Newspapers during Chaovalit  
Government

**Student's Name** : Miss Manisa Bunchit

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**Major** : Political Science

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**Advisory Committee** :

- |                                      |             |
|--------------------------------------|-------------|
| 1. Assoc. Prof. Sathian Homkachorn   | Chairperson |
| 2. Asst. Prof. Wutisak Lapcharoensap |             |
| 3. Dr.Vichote Wanno                  |             |

The objective of this thesis is to study the style and content of political cartoon in daily newspapers as a means of communication and reflection of political events and phenomena. Political cartoons were views as a form of artistic criticism of social events. Sometimes, its characteristic of political satire distinguished itself from other forms of media communication. Each drawing line constituted artistic subtlety and led to the presentation of dramatic characters. It was a powerful tool with alternative potential in the world known by the fourth estate.

The researcher carried out the research of political cartoons during the period of General Chaovalit Yongjaiyuth as a prime minister. The main objective was to analyze the impact of political events on the drawings of political cartoons. The analyze therefore required the comparison of content analysis and the reality of

political events. The researcher found that there was a parallel between the two objects of study. Political cartoons were reflective of contemporary political events. The political events were formed as a contextual surrounding which affected cartoonists and cartoonists in turn exercised their ideas and opinion on their drawings.

Therefore, the presentation of cartoons in daily newspapers is an alternative form of effective political communication, which reflected the role and influence of the media. Although its was an indirect means of communication, its effectiveness was enhanced by its entertaining content.

Political cartoon is therefore a means of communication which can be influential in different types of political regime.