

In this qualitative research investigation, the researcher conducted textual analyses in investigating the methods used in Communicative meaning to promote morality on television in the Thai morality promotion project of the Council for National Security.

In the course of carrying out this investigation the researcher made use of a conceptual framework utilizing elements or approaches taken from the concept of “basic virtues,” phenomenology, semiology, the rhetoric of the image, and the analysis of “the image of the good eye.” Additionally utilized and applied by the researcher was the concept of “good governance.”

Guidelines were extrapolated from the aforementioned conceptual apparatus and applied to the study and analysis of data taken from images involving the concepts of “the Good Eye” and good governance. Studied and analyzed were eight series of spots of the campaigns on television used in to promote morality on television in the Thai morality promotion project of the Council for National Security between 2006 and 2008.

Findings are as follows:

The researcher was concerned with seven methods in analyzing the methods of conveying meaning in the project under study. These methods were as follows:

1. On the basis of applying the method of detecting the hidden or latent meaning in the use of colors, the researcher concluded that colors are highly significant because they deeply influence human perceptions. As such, the researcher determined that colors used in images conveyed a variety of patterns.

2. In the use of symbols in images, the researcher found that objects as symbols became representations of meanings.

3. The researcher additionally detected the hidden or latent meanings conveyed in the use of camera angles. In using camera angles at a level lower than normal eye level, the hidden meaning conveyed is that of a message of weakness and being humble.

4. Hidden meaning was also found to be conveyed by the use of light. If in an image, there is more darkness than light, then the meaning conveyed

to the perceiver is one of fear and sadness. However, in contrast, if there is a greater proportion of light to darkness in an image, the meaning conveyed is one of happiness, freshness, and love.

5. The use of similes was also detected by the researcher. Similes convey meaning by drawing attention to similarities between disparate phenomena.

6. Calling attention to opposites in the use of symbols conveyed meaning in another fashion.

7. Finally, the researcher found that mythical elements were used in the presentations. Myths concern unreal beliefs and attitudes and generate illusions, thereby indirectly conveying certain kinds of meaning.

In using the various methods just enumerated, the contents of the spots in the promotion of virtue campaign on television were concerned to show that one is virtuous through being honest, grateful and acting in a manner conducive to social harmony, which in turn leads to happiness. The intention is to show how all of this together fosters the development of a just, moral and ethical society in which citizens fully participate while complying with the law. Urged are the virtues of being transparent, and responsible, which if incorporated into individual comportment foster an efficient and effective society, a society which in turn is rationally governed in accordance with the principles of good governance.