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JUTHAMAS SUKITJANONT : A PORTRAYED OF ETHICAL MEANING IN THE WALT DISNEY CARTOON. THESIS ADVISOR : ASSIST. PROF. ORAN WONGBANDU.
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The purpose of this research is to study the content of scenes and methods of conveying ethical meanings : Unity, Obedience, Gratitude, Responsibility, Mercy, Bravery and Understanding of individual rights in the stories Snow White and the Seven Dwarfs, The Little Mermaid and the Lion King. The study also includes seven contrary non-supportive behavior aspects.

The approach of conveying ethical meanings in children cartoon films, the approach of ethical development in children and interviews given by Ethics teaching teachers are used in this study.

The analytical result shows that the contents present the ethical meaning through characters, shots, camera angles, sound and lighting. In addition, audiences perceive and interpret those meanings accordingly.

ภาควิชา.....การสื่อสารมวลชน

สาขาวิชา.....การสื่อสารมวลชน

ปีการศึกษา.....๒๕๓๘

ลายมือชื่อนิสิต.....

ลายมือชื่ออาจารย์ที่ปรึกษา.....อ. อ. งามวิจิตร

ลายมือชื่ออาจารย์ที่ปรึกษาร่วม.....