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CHITCHAI SUKRACHANDRA : A CONTENT ANALYSIS OF ETHICS IN TELEVISION
DRAMAS BROADCASTING FROM TO JULY, B.E. 2537 THESIS ADVISOR :
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The purpose of this research was to analysis the ethics content in the television dramas and compare the ethics in television dramas both positive and negative aspects. The population employed in this study were 11 television dramas which was broadcasted from June to July, B.E. 2537 between 20.00 - 22.00 pm. in chanel 3, 5, 7 and 9 of television station in Bangkok.

The findings showed that the television dramas which positive ethics content appeared the most frequencies was Sarawatyai and the least frequencies was Peakmarn. Television dramas which all of positive ethics appeared was Sarawatyai (16) and the least was Daoprasuk (9). The positive ethics content in television dramas that appeared the most frequencies was generosity (15.07%). The least frequencies was unity (10.84%). The positive ethics that appeared in all television dramas were generosity, gratefulness, patient, diligence, kindness, responsibility, attachment to religions values. The positive ethics that appeared the least in television dramas were patriotism, justice, gratefulness.

The television dramas which negative ethics content appeared the most frequencies was Peakmarn the least frequencies was Somsongsang. The television dramas which negative ethics appeared the most was Maimeesawan sumrupkun (11), Pleungluk-pleungkan (11), Sarawatyai (11), Peakma and the least was Chaonang (7). The negative ethics content in television dramas that appeared frequencies was attachment to religions values (16.52%) and the least frequencies was unity (0.001). The negative ethics that appeared in all television dramas were honesty, generosity, attachment to religions values. The negative ethics that didn't appeared the least in television dramas were unity.