

## C450283 : MAJOR MASS COMMUNICATION

KEY WORD: SLOGAN/ A STATE'S IDEOLOGICAL/

NOPARAT TRAINNACHARTWANICH : AN ANALYSIS OF SLOGAN AS A STATE'S  
IDEOLOGICAL APPARATUS DURING THE FIELD MARSHALL P. PIBULSONGKRAM  
REGIME (1938-1944). THESIS ADVISOR : ASSO PRO. UAYPORN PANICH.  
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This study has the objective to understand the role of a state in constructing ideologies to control mass value. In the study, a state is viewed as a sender and slogans are focused as the state's ideological apparatus. Various aspects of slogans including message, presentation and persuasive strategies are comprehensively analysed.

The study supports that the slogans were exploited by the state to control mass value and behaviour, In these slogans, the abstract ideology of "nationalism" was represented by concrete symbols such as unity. Moreover, many slogans identified the way that people should accomplish the state's ideology. The repetition, attractive presentation and several persuasive strategies were effectively employed in these slogans.