

KEY WORD : SOCIAL CONSTRUCTION OF EMOTION / JAPANESE CARTOON.

DUANGRAT KAMALOBOL : THE STUDY OF THE SOCIAL CONSTRUCTION  
OF EMOTION OF THE JAPANESE CARTOON TV SERIES "DORAEMON"

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This research is aimed at understanding the social construction of emotion and all important factors that influenced the construction of emotion including major techniques used for conveying messages. The methodology of the research is the qualitative method and the theoretical frameworks are based upon Social Construction of Emotion, Japanese Society, Cartoon Theory, Semiology, Socialization, Social construction of Reality and Cultural Norms Theory. The results of the research are as follows :

The emotions that are socially constructed in "Doraemon" can be categorized into 6 types : happiness, anger, love, sadness, fear and envy. These social-constructed emotions are characterized by social expectations, values and culture of the society in which an individual lives. The most influential factors in "Doraemon" are 1) religions 2) friends and social group 3) educational values 4) norms and ways of life in Japanese society.

"Doraemon" sends its messages such as social-constructed emotion, social values, culture and social reality through the application of Semiology, the science which explains the signification of signs, symbols, myths, etc. of this cartoon.