

Abstract

In the study into “The dissemination of Northeastern culture via NOO-HIN INTER Comics to secondary-level students”, the researcher used qualitative research together with quantitative research focusing on content analysis of comics to analyze the quantity and type of Northeastern culture content and analyze textual analysis of comics to study into the dissemination of Northeastern culture and bring focus group interview for analyzing and decoding and interpreting by audiences who were secondary-level students living in Northeastern region, who are considered those in sub-culture and audiences living in Bangkok who were considered those in dominant culture by using Semiology theory, concept on critical cultural study, and concept on audiences as the criteria for analysis of findings of study.

1. NOO-HIN INTER Comics presents Northeastern culture content of all 5 types with domestic arts at most including on clothes and dressing; secondly, is the arts including on language, craft type including weaving, sports and recreation type including plays, and humanities including traditions and cultures.

2. The overall image of the dissemination of Northeastern culture was found that the content and picture that obviously conveyed the Northeastern culture appeared including the use of the Northeastern language, the pictures of music instrument, the dressing, the houses, the weaving tools used, the way of lives of the characters in finding food from nature and the simple living including the reflection on traditions, values, and beliefs of the Northerner. The latent meaning appeared in the elements of comics through the main characters including characters, scenes, and dressing, were found that the characteristics of characters were determined demonstrating the social status, class, and financial status that were clearly different. The NooHin character had less advantage or lower qualification on cultural characteristics and value than Khun Milk including the study of only primary level, the occupation of house keeper, the dressing, and poor financial status of the family and the look which was not beautiful or fine; these things could be conveyed from using picture language in the elements of this comics.

3. Most audiences both in sub-culture or those living in Northeastern culture and dominant culture or those living outside Northeastern culture would decode the meaning and making sense corresponding directly to the issues aimed by author to convey (Preferred Reading). About the decoding and interpreting that were different from the point that the sender encode (Oppositional Reading) at most was the stereotype of laborer as the representative of people in the Northeastern region since each audience had different experience, way of life, and cultural background.