

ABSTRACT

The research 'The Motion Picture for Transmission Meaning Towards Perception of 12 Main Values for Thai Students' aims to;

1. Produce motion pictures that deliver the effective meaning of the Thai's 12 National Main Values to Thai students, with the approval of experts.
2. Study the student's perception on motion pictures that convey the 12 National Main Values.

The study was conducted through an experimental research method. Questionnaire and data collection sheet from observation are used as research tools. The sampling group includes 3 experts and 43 junior high school students.

The research result can be concluded as follow;

1. There are 4 screenplays that passed the experts' standards.
 - 1.1 'Mamuang', which conveys 10th national main value
 - 1.2 'Chuang Wela Lek Lek', which conveys 6th and 11th national main values
 - 1.3 'Sandwich', which conveys 3rd national main value
 - 1.4 'Class Leader', which conveys 7th and 8th national main values

All have met the standards of short movie production.

2. The result of students' perception on the 12 National Main Values, after watching the movies, show that the majority of samplings have less understanding of the movies' content and are more interested in the movie's continuity. Their suggestions focus more on technical production than performance.