

Short Film Production for Obesity-Reduction Campaign of Secondary School in Yala, Thailand

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ABSTRACT

This research aimed to produce short film for obesity-reduction campaign and survey audiences' satisfaction after watch short film media. The qualitative research was employed in this research and investigated by using questionnaires method. The participants were selected from junior secondary school students in Yala province 345 people. Data were statistically analyzed the audiences of obesity-reduction short film as percentage and mean, it can be shown that group watching obesity-reduction short film were female 39.7 percent and male 60.3 percent, age average was almost around 11-13 years old at 50.4 percent, secondly 14-16 years old 49.6 percent. Almost audiences were Buddhist at 59.7 percent, followed by Islamic at 40 percent. The quality of film were analyzed at mean score 3.75 (high), the rating scores were analyzed as quality of frame, shot, scene and sequences. All mentioned aspects must be smooth, flow without any interruption, and the smoothness, all aspects were rated at 4.12 most interested (high). The benefits and satisfactions of watching short film had mean score at 4.18 (high), almost audiences were satisfy in guideline contents to prevent obesity by arm swing and exercise, the mean score was reached at 4.45 (very high).

Keywords:

Obesity, Short film, Students

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Introduction

From survey of population health, it was found that overweight and obesity were two main problems in health and they had been steadily increasing since 1980. From survey in 2014, adult people gained over weight standard around 1,900 million people or 39 percent, and 600 million people were obesity or 13 percent. It can be stated that the population over 11 years old totally 55 million people were obesity and overweight at 10 million people, this was ranged at the Fifth of Fourteenth countries in Asia Pacific. In 2009 found Thai people over 15 years old were overweight at 1 of 3 (Body mass index; BMI from

25 kgs/ 2 metre), it was double increasing (Eakpalakorn, 1984; National Statistical Office, 2017; World Health Organization, 2016). The Obesity people were found (BMI from 30 kgs/2 metre) at 1 of 10, it was increasing triple compared with first survey in 1990. In the south, from survey report in 2008-2009 can be found that there were prevalence and incidence of obesity at 34 percent likely steadily increasing every year, it can be predicted the obesity situation of young Thai people. Health system research institute (1984) was found the over-nutritional (starting obesity + obesity) at most prevalence was in central region and followed by southern region at

19.1 percent and 17.2 percent respectively. From the statistics of Yala province public health office (2018) found that the nutrition data of population aged 6-14 years old of regional health 12 in Yala province, fiscal year 2018 were evaluated risk of being overweight at high level in Yala Mueang District 3,176 people. Metabolic syndrome is obesity with high of fat accumulation around waist and abdomen, the overweight in students is the main problem and likely to be increasing. It can be indicated that Thailand is constantly faced the over weigh in children. These situations came from important factors of consumption behavior and food environment in school, moreover the population consumption survey (National Statistical Office, Ministry of Digital Economy and Society) found that 26.6 percent or 1 of 4 Thai population consume recommended fruits and vegetable less than 5 portion per day.

Obesity becomes major problem of global and international level, there are many organizations focused on these problems. Public relation plays a role as intermediary to convey information to audience in order to optimize communication process according to their objectives. There are many public relations media including print media, radio broadcasting, television media and movie media. Due to the movie's popularity and the rating of viewing are increasing rapidly, especially short film media are becoming popular among young people because short films can access their attention and attracted audiences. This is an opportunity for producer and audiences to fulfill their imagination and create their work. The movie did not provide only entertainment, education, movies but it also plays an important role. This was because movies have many advantages that bring benefits for teaching and learning. In the field of education, movie are attracted and stimulate interest for learners to remember what they had been studied and saved time in studying (Sangarunlert, 2008). In this research, the researcher had applied short film concept with obesity – reduction campaign of secondary school students in Yala province. This

was to gain attention and create short film to be perception tool, it complied with the research of Boonkong (2008) indicated that short film got more attention, watching movie able to stimulate imagination and interpretation in movie content and also being entertained. However, researcher applied health belief concept and self-efficacy theory to short film perception behavior discussion, this was complied with the research of Radtke, Roger, Keller, and Knauper (2011) to study result of health belief model to prepare of smoking cessation in adolescent, the result showed that teenagers had significant perception and awareness of smoking cessation, it depended on of each preparation to quit smoking besides other factors controlled such as self- control. It was also found that health belief model raised statistically significant perceived smoking cessation behavior from the initial data mentioned above. The researcher realized the problem of metabolic syndrome in adolescent and being risk of obesity in the future. Short film is a promotion media which raising awareness in health belief, in addition short film was selected by researcher to promote obesity-reduction in adolescent, to raise awareness to children concern more in their health and reduce risk of being obesity in children.

Literature Review

The concept of short film

Film media is not only for entertainment but also paly important role in education because there are a lot of advantages in learning and gain more attention from students to have long time remembering and saving time. The result was found that film media is good tools for learning in principles, conceptual and rule. It creates more value and good attitude, this is due to image, sound and performing are easily to convey people and attract target audience to perceive especially in juvenile (Sangarunlert, 2008).

1. Film element

In terms of composition, producing film media to meet the requirement, valuable, and be aesthetic. Besides the understanding or other

elements, the composition was a focus to make valuable image and better convey to audiences. Kachaintornpan (2008) studied composition concept as following; picture size or shot size is a picture of story media, there are different sizes of picture to spell thing out in the movie which are long shot, medium shot and closeup. Using different shot sizes is to describe detail in each scene, and to make sure that people see the things what exactly producer want them to see, this is mainly concern for producer to focus on. Samranvet (1999) described basis film elements as following; 1) frame refers to an image of various still images which are recorded in film, or it is an image from camera shot, 2) shot refers to an important and smallest unit in film to perceive. Normally shot is length of recorded of film while film was on recording, therefore the length of recorded are different, 3) scene refers to shot more than one shot which convey the thing by one scene with continuous time in same scene and characters, and 4) sequence refers to scene combining according to the emotional and narrative momentum condition.

In aspect of setting up lighting, Mekpayab (2004) explained that there are three concepts of set up film lighting as following details; 1) lighting for recording, it is the basic of lighting set up is to brighten up all over set up location, consider where the light from, what position of lighting on, which direction of lighting, how much intensity of light and important thing what is the purpose of lighting set up. There are different kinds of lighting set up, 2) lighting for atmosphere is the lighting set up not only for brighten up during the recording but there is a thing which perform together with lighting set up is conveying purpose to audiences. It is important to consider lighting position, lighting temperature and lighting direction. The way of set up light, hard light, soft light, low key, or high key, 3) lighting for presentation, it is for lighting technician that has to understand how to adjust lighting and can adjust in various style but the most important thing besides the brighten and atmosphere is the

beautiful images that were recorded.

In terms of sound effect, Tangsakul (2008) said that sound creation was not simply capturing someone's voice or speech on the screen, or simply bringing the narration or someone's voice to speaking off-screen. Sound engineers had to design and create sound to show as if there were various movements on the screen such as door opening-closing sound and the wailing sound of paper. Filmmakers also use imaginary sounds, such as creating the sound of a spaceship traveling in the outer space. Despite the fact that sound cannot travel in a vacuum. This sound creation was coming from imagination so this could be called a special sound effect.

2. Story narrative concept in the movie

Wiwatsinudom (2003) stated that there are various ways of telling story in the movie which can be analyzed according to story composition as following details; 1) plot is a series of story that is threaded together and running from beginning to end by collecting from the reactions of the characters and story conflicts including a summary. In one movie able to run story as single storyline or insert subordinate storyline, normally there are five steps of chronology, 2) conflict is always being studied. Because studied conflict is more understood and obviously clear. Every action in the drama or film is involved in the conflict, which is at the main idea of the movie. Without conflict, there is not any narrative story. And there are not any stories in the movies, so they are the elements that make story exciting, 3) The conflict of character begins from the problem, which is an incident or confrontation with a problem that gradually collapses the hopes of any character, which leads to conflict situations or step into rising action. Conflict is one of the key elements of the storyline that creates a problem, finding a solution of character's conflict. This is antagonism or inconsistencies in the character's behavior, actions, thoughts, wishes, or intentions in the story. The clues of conflict can be classified into several categories, and 4) character is main elements of the story and indispensable for all

stories. Character is one of the important elements to consider that the story is an art or drama. It can be seen from character creation and action of character

3. The benefits of movie concept

Sangarunlert (2008) stated that the movie did not provide only entertainment but also provided many advantages to create values and attitude because of the sound image and the performances that easily approach to audiences. Homla (1980) said that the movie has the following benefits: 1) the movie is connecting motion visualization with voice narration, perceived from two perceptions, seeing and hearing at the same time. This is an effective perception, 2) the movie removes obstacles in learning ability. It will take less reading skills, 3) the movie can create something happened in the past, such as the historical situations, and it can be made exciting and reliable by various performing, 4) the movie can create co-experiences and combine different experiences, 5) the movie is able to show action flow with natural and realistic which other media, especially language media or the publication cannot be done, 6) the movie can bring the experiences up close, and 7) the movie overcomes physical barriers such as global learning.

4. The concept of utilization and satisfaction theory

The theory focused on the responsibilities of press media to service audiences to meet their satisfaction. It was the concept that the receivers were person who determined what do they want, what media and what was content, this was to meet their own satisfaction. This emphasized how important of the receivers. As the communication person, the receivers were not the only influenced by media. Instead, the receivers choose media that can meet their needs and satisfactions; this was one of the concepts of communication that receivers were being decision-maker based on their needs. All these based on following assumptions: firstly, the receivers will seek news from the media in order to meet their satisfaction.

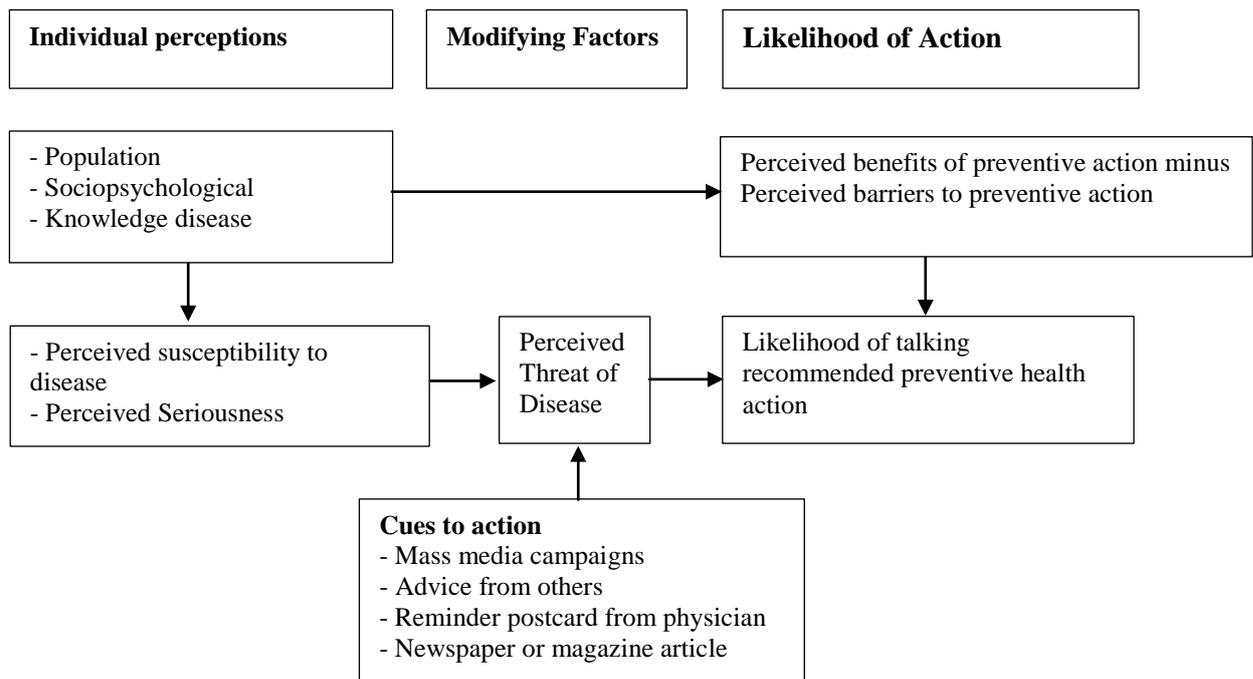
Secondly, the receivers will choose the media from all available media. Thirdly, the receivers will be aware the media will meet their requirement, interest, and relevance. Finally, the receivers will use any media, without any familiar of media consumption behavior. In addition, the theory of utilization and satisfaction, which Dainton and Zelle (2011) addressed communication that was giving and receiving, it meant transmitting and receiving messages including the concept of response, sharing, and interacting with others. Media was considered to play a role in the production and dissemination of messages to meet individual audiences' requirement as follows: 1) in terms of entertainment, the receivers consume media for amusement, entertainment. This can relieve their stress, killing their time or escape from daily problems, leaving from real world into the virtual world and create their happiness, and 2) the receivers consume media as source of information for self-benefits. This is a chance to perceive history, situation, suggestion and able to apply with real life. Also, Supakul (1997) interpreted the meaning into two characteristics as follows; 1) gratification sought is the expectation from receivers to media, estimate value and their satisfactions from media and to be reinforcement to receivers to open their mind for that media, and 2) gratification obtained is result that receiver able to obtain from media after exposure to different types media or content, which reverse to support or change their old belief and satisfied with that rapid information, it's up to date in anywhere, anytime, with any type of versatile and save time for consuming (Keawtep and Chaikunpon, 2012).

5. The model of Health Belief

The health belief model of Becker, Drachman, and Kirsch (1974) which believed that a person who have decision about their healthy would be happen when they are ready. It depends on various beliefs; believe that they have a risk of disease prevention. The disease can be harmed and affects their life, believe that the behavior will help reduce the risk of disease or reduce the

severity of the disease and there's obstacle such as any inconvenience, stress, fear, shyness interferes with health behaviors such as sex, age, age and environment (Becker and Maiman, 1975). The perception of risk opportunity together and severity is forcing daily behavior. To find out the benefits will help people choose their guideline

direction. If a state of high risk is perceived but still to do, it must be stimulated, each person needs different stimulation depending on the cognitive level and the biological factors by the main components of the theory of health beliefs as following detail;



Health Beliefs for Disease Prevention Behavioral Practitioners (Becker, Drachman, and Kirsch, 1974)

Research Methodology

The population in this study was junior secondary school students in Muang Yala District with a total number of 2,346 students which consist of 1,245 students from Kanarassadornbumrung school, 752 students from Satri Yala School, and 349 students from Srinagarindra the princess mother School. For the selection of the sample, the researcher determined the sample size based on the concept of Yamane (1973) with confidence level at 95% as a result, a sample size in this study was 345 participants.

The questionnaires were employed as a research tool in this study, and its validity and reliability were also tested as following: for the

test of validity, content validity and appropriate wording were considered by asking advices from experts in order to verify the correctness of the content that relevant to questions as well as the appropriateness of language used. Then the tested questionnaires were brought to revise. Once the revised questionnaire completed, it was distributed to key informants for data collection. Furthermore, reliability testing was conducted by providing 40 questionnaires to people, who were not the determined sample group, to answer a questionnaire in order to test their understanding in questions. The results of reliability testing were statistically calculated by using Cronbach 's alpha which were 0.805-0.809, representing acceptable

values to use for further analysis. (Cronbach, 1973)

Result and Discussion

The results of quantitative research in “Short film production for obesity-reduction campaign of secondary school in Yala Province” which collected data by using questionnaires from 345 informants can be described as following;

The quality of reduction of obesity campaign short film, found that the most

audiences rated quality level as smooth and understandable in obesity. It also encouraged students to take care their health. The quality of filming, frames, shots, scenes, sequences, and moods have no clutter, the emotion was flowed and matched with pictures, the location was attracted , good lighting set up, clear, and high quality sound speech, music, narration, sound effects were good which make the story interesting and engaging.

Table 1 showed that the benefit and satisfaction of watching films

Benefit and satisfaction of watching obesity-reduction campaign film	Level of benefit and satisfaction					Mean	Satisfaction level
	Very High	High	Moderate	Low	Lowest		
1. Acknowledged cause of obesity	116 (33.62)	149 (43.19)	61 (17.70)	19 (5.50)	0 (0.00)	4.05	High
2. Acknowledged the risk of disease from obesity such as heart disease , stroke, hypertension and diabetes	189 (54.78)	115 (33.33)	32 (9.27)	9 (2.60)	0 (0.00)	4.40	Very High
3. Acknowledged prevention obesity behavior such as swing arm or exercise	189 (54.80)	134 (38.84)	18 (5.21)	4 (1.15)	2 (0.58)	4.45	Very High
4. Acknowledged nutrition	101 (29.28)	142 (41.16)	63 (18.26)	35 (10.14)	4 (1.16)	3.87	High
5. Film can make awareness of obesity	180 (52.17)	122 (35.36)	40 (11.60)	3 (0.90)	0 (0.00)	4.39	Very High
6. Gained more knowledge from obesity-reduction film	105 (30.34)	136 (39.42)	94 (27.24)	10 (2.90)	0 (0.00)	3.94	High
Summary						4.18	High

From Table 1, it was found that the benefits and satisfaction of watching short film had an overall mean at 4.18 (very high). It can be shown that almost audiences receive useful and satisfaction message from obesity-reduction short film and acknowledged guidelines of preventing the

obesity, swing arm, exercise, with mean score at 4.45 (very high), followed by the risk acknowledgement of disease which caused by obesity such as heart disease, stroke, hypertension, diabetes that had a mean score at 4.40 (very high). Film helped awareness of obesity with mean score at 4.39 (very high) acknowledged causes of

obesity with mean score at 4.05 (high). Gain more knowledge of obesity –reduction from short film, lose weight with mean score at 3.94 (high) and acknowledged about nutrition with mean score at 3.87 (very), respectively.

Discussion and summarize

The quality of the short film is to promote obesity-reduction for junior secondary school students in Yala province. The study aimed to find the quality of short film media obesity-reduction campaign in junior secondary school students in Yala province, it was found that short films had overall mean score at 3.75 (high), with the majority of audiences focused on shooting quality, frames, shots, scenes, sequences, smooth, and flowed with mean score at 4.12, followed by the attractive location with mean score at 3.93 (high). Pictures quality had mean score at 3.83 (high) realistic characters with mean score 3.78 (high). The brighten of lighting set up had mean score 3.75 (high). The sound quality, music, sound, narration, sound effects had mean score at 3.60 (high) Contents of storyline was interesting and addictive with mean score at 3.54 (high) and the script and images were smooth with mean score at 3.44 (high). The reason of short film of obesity-reduction campaign in junior secondary school students in Yala province meet the quality criteria was about the content which presented clearly, relevant, and short. This made audiences understand what message in the story. This was consistent with the concept of Sangarunlert (2008) stated that the movie did not provide only entertainment, in education, movies also play an important role because there were a lot of advantages of film that able to use in teaching and learning. Movie also attracted learners more interest and it can help learners remember in long last and saving time. The results were found that film can be used for teaching in principles, concept, and regulation. It was the best for creating values and attitudes; this was because images, sounds and character performances were easily to reach to people. Therefore, movie media

was able to attract attention, create knowledge, more understanding and convey message from the movie to the target audience groups especially adolescent. The results were consistent with the research of Srimultra (2016) studied the development of short films by using storyline concept to present twelve values through community and evaluated by experts. Both content and technical, the film presentation was at the highest level. The evaluation result showed that samples were satisfied of watching short film in the part of content and technical the overall film presentation was at the highest level. When considered individually, it was found that ranked the highest number 14 out of 15 questions. It can be said that the short film to promote the obesity-reduction for junior secondary school students in Yala Province had the quality that was set at 3.75 (high) quality, or it was concluded that short film can be used as campaign media in order to bringing audience awareness in obesity-reduction in junior secondary school students. It's also be used as a training tools in community as well.

In terms of benefits and satisfaction of watching obesity-reduction short film in junior secondary school students in Yala Province, this study found that overall benefits and satisfaction of watching short film were high level of 4.18. The majority of audiences were acknowledged and satisfied about guidelines of obesity prevention, arm swing, exercise with mean score 4.45 (very high), followed by the knowledge of the risk of disease caused by obesity such as heart disease, stroke. Hypertension Diabetes had a mean score of 4.40 (the most). Movies help awareness of obesity. The mean score was 4.39 (the most) known the cause of metabolic obesity. The average score was 4.05 (high). Gained knowledge from watching movies obesity-reduction campaign with mean score at 3.94 (high) and acknowledged about nutrition with mean score at 3.87 (high), respectively. It can be stated that the short film for obesity-reduction of junior secondary school students in Yala province can stimulate audiences to know how to prevent obesity, swing arm, exercise which

corresponded to Thai health promotion foundation (2015) that also promoted the exercise by swinging arms, besides exercise in everywhere can do while walking in order to increase the rate of energy burning. The benefits of swinging arms were convenient to exercise in everywhere without any equipment and suitable for all genders and ages. It can be saved and not caused any injury. It can bring freshness to the body. There were steps of work out in short film media to promote obesity reduction. According to the Journal of the No-in (2017) stated that overweight and obesity in adolescent can caused both short and long-term health effects. This led to obesity in adulthood and was associated with premature mortality, such as metabolic syndrome, respiratory problems, bone and joint problems, gastrointestinal problems: Obese people are easily prone to gallstones, heart disease, stroke, high blood pressure, and diabetes. This was because a short film of obesity-reduction campaign for junior secondary school students in Yala province was media which can stimulate interest because it was a short story or short brief story which presenting as entertain and convey various emotions to the audience can attract attention, build cognition and send message to the target audience. It was simple plot, not complicated and easily to understand with the limited time. This was consistent with the concept of Srisom (2013) that short film or short movie was a type of movie that was similar to general movies which tell a story with audio and video, but it was just telling a short story or short brief. The standard time of short movie was no longer than 40 minutes. Short films are created from the process of filmmaking. There are 3 stages' which are pre-production, production and post-production and the composition of the film, animation, sound, special effects and presentations of short films to promote obesity reduction. It is interesting, impressive and memorable; it can make the audience more satisfied when watching short movie media.

In addition, the results of researching in benefits and satisfaction of watching short film

obesity reduction found that the sample group knew about the best practices for preventing obesity by arm swing, obesity reduction exercise with mean at 4.45 sample group were acknowledged awareness of the risk of obesity-related diseases such as heart disease, stroke, hypertension, diabetes with mean 4.40 and the film allowed; recognizing the obesity mean at 3.39, which were the top three highest mean values, it was consistent with the theory of media utilization and satisfaction that communication is able to transmit and share a meaning of message allowing people to interact each other (Dainton and Zelle, 2011). It can be mentioned that the value of a short film can raise interest for sample groups. It can create a good atmosphere as if they existed consistent with the result of interested storyline content with a large average at 3.54, influenced to a limited time of perception. Audiences were obviously clear of scenery without using their reading skill. The results of the research in the overall mean at 4.18 were at a high level, reflecting that the short film was a positive reinforcing and was rating valued at wide range from high to low. It might be viewed as psychological impact of individual experienced story (Kanpai, n.d.). The results showed the individual satisfaction in consuming media. More details, the satisfaction which people seek from media (Gratification Sought) was the audiences' point of view of what they receive from media. Evaluate on the satisfaction of what media gives and be an impetus to open their mind of media exposure. Also, the satisfaction that people get from the media (Gratification Obtained) was the results when person exposure media or content in different types of media which reversed, supported or changed their old ideas with satisfied and value of the quick news received and up to date in every place and any time (Supakul, 1997). For the composition of the obesity-reduction campaign of short film found that there were two compositions of characters included the conception and the presentation, the researchers had demonstrated the objectives to the audience of

what they want audiences to recognize the importance of the obesity problem through the content and high school characters which matched with the sample group which they thought were like a representative of same age people in sample group. Normally, it is difficult to change until there were other good reasons to change. A good character will have their own ideas. The things that determine the idea and a character's mind are character's background such as childhood, education, and social status in character behavior in short films (Wiwatsinudom, 2003).

The aforementioned elements and factors can be analyzed after the sample was watching short film. The model, concept, and theory of health belief model were applied for acknowledgement. Receivers refer to a junior secondary school student, Yala province, which were risk group to be obesity. Their risk behaviors were presented through the film media. It is common experiences that can make sample more awareness. Film and collaborative experience appeared through the characters in the movie. It perceived threat of disease and raised awareness to obesity preventing. This was consistent with the data from the research that reflects to the behavior changing in sample group. Almost audiences watching short film media acknowledged about the best practices to prevent obesity. Swing-arms workout presented mean score at 4.45 (very high). Acknowledged how to prevent obesity, swing arms, exercise with mean score at 4.45 (very high), followed by knowledge of risk of disease which arise from obesity such as heart disease, stroke, hypertension and diabetes with mean score 4.40 (very high). Short film can raise awareness of obesity with mean score 4.39 (very high) Acknowledged caused of obesity at mean score 4.05 (high), gained more knowledge about obesity from watching short film with mean score 3.94 (high) Acknowledged about nutrition with mean score 3.87 (high). From the quality of media and results of benefits and satisfaction of watching short film of obesity-reduction in junior secondary school students, the result reflected positive belief

in model of health belief which influenced the individual perception. In this case, it referred to the perception of risk and the negative threat. The factors of likelihood of action in this awareness of obesity were nutrition knowledge and modifying factors were about social group that was associated with norm, social values, for example obese people are often seen as being unattractive or unhealthy. The 3 factors that mentioned above were factors that stimulated the cues to actions, both from internal factors which samples can be recognized by their own mind. And external factors stimulated by short films.

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