

CONTENTS

	Page
Acknowledgements	c
Abstract in Thai	d
Abstract in English	f
List of Tables	k
List of Figures	l
Glossary	m
Chapter 1 Introduction	
1.1 Rationale	1
1.2 Purpose of Study	4
1.3 Application and Education Advantages	4
Chapter 2 Literature Review	
2.1 Theoretical Frameworks	6
2.1.1 Marxist Theory	6
2.1.2 Capitalism and Militarism	10

2.1.3 Peirce's Theory of Signs	11
2.1.4 <i>Metal Gear Solid 4: Guns of the Patriots</i>	14
2.2 Previous Studies	15
Chapter 3 Research Methodology	
3.1 Data Collection	23
3.2 Data Analysis	25
Chapter 4 Video Game Analysis and Discussion	
4.1 Bourgeois Class	27
4.1.1 The Patriots	28
4.1.2 The Patriots as the Capitalists or Bourgeoisie	30
4.1.3 Discussion on the Bourgeoisie's Role in The Patriots	35
4.2 Proletarian Class	
4.2.1 The Proletarian Class in <i>Metal Gear Solid 4: Guns of The Patriots</i>	36
4.2.2 Discussion	41
4.3 Revolution	
4.3.1 Revolution of the Proletarian Class in <i>MGS4</i>	42
4.3.2 Discussion	47
Chapter 5 Conclusion and Recommendations	48

References	51
Curriculum Vitae	54



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LIST OF TABLE

Page

Table 2.1 Peirce's Sign Types

13



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LIST OF FIGURES

	Page
Figure 1 Metal Gear Solid 4: Guns of the Patriots Review from Jeff Haynes	4
Figure 2 Peirce’s Triadic Model of Signs	12
Figure 3.1 In-game Third Person View Mode	24
Figure 3.2 In-game Cutscene and Narrative Dialogue	25
Figure 4.1 Drebin versus Solid Snake	32
Figure 4.2 Liquid Ocelot is Watching his PMC army	33
Figure 4.3 PMC is Using Force against the Militia	34
Figure 4.4 PMC’s Checkpoint	38
Figure 4.5 Fallen Militia during the Furious Fire Fight	39
Figure 4.6 Destroyed City after the Battle	40
Figure 4.7 The Resistance is Escorting the Defeated PMC	45
Figure 4.8 Big Boss, Solid Snake, and Zero	46

GLOSSARY

- A. Marxism** The political and economic theories of Karl Marx and Friedrich Engels which originally explained the differences in classes between capitalists and the working class. The theories also led to the formation of the socially revolutionary idea called “communism.”
- B. Bourgeoisie** This French word originally denoted the wealthy middle class during the Middle Ages who were considered as the powerful ones according to their ownership of capital. This study focuses on the capitalists in the capitalist economy.
- C. Proletariat** This Latin word used to describe the wage-earners class who were considered as inferior since they only take the possession of labor power to trade for living. In this study, the workers in capitalist economy are focused on.
- D. Semiotics** The study of signs is the study on how signs are used or interpreted. This study focuses on Charles Sanders Peirce’s semiotics.
- E. Representamen** Something which is not necessarily material, that represents another thing.
- F. Object** The meaning that is acquired from the cognition of a sign.

- G. Interpretant** The interpretation process, such as the subsequent thoughts of persons, which allows the perceivers of signs recognize an object or the meaning of a sign.
- H. Icon** A type of sign which directly represents meanings of something without the necessity of further interpretation. For instance, the shape of heart can directly express the idea of a heart.
- I. Index** A type of sign which indicates some other meanings relating to the appearance of the sign. For example, a volcanic-like mound of dirt that gets pushed to the lawn surface can indicate that there is a mole living in that area.
- J. Symbol** This is a type of sign whose meaning is irrelevant with the sign's appearance. Hence, the conventional meaning of this sign type can be acquired from an understanding of human regarding to their culture. For instance, the crow can be a symbolic sign of evil.