

## 7 Inspirations: Making Short Films Based on True Stories of Persons with Disabilities for Inspiration.

By

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### Abstract

The research on “7 Inspirations: making short films based on true stories of persons with disabilities for inspiration” was originated from survey research, documents related to inspirational media theory and media content about person with disabilities, and an in-depth interview with persons with disabilities and caregivers of persons with disabilities, disability expert, short film production experts, a total of 20 persons, aimed to study and collect guidelines for producing inspirational media based on true stories of persons with disabilities among 7 types of disabilities, namely, vision impairment, deaf or hard of hearing, mobility impairments or physical disabilities, mental or behavioral disabilities, intellectual disabilities, learning disabilities, and autism spectrum disorder.

The research results were brought to prepare a guideline for making a short film to inspire persons with disabilities and making 7 short film role models based on life quality development of persons with disabilities, media production and publicizing in accordance with social communication plans that shall develop positive attitude towards persons with disabilities. To publicize and communicate with the concept of creative media innovation for social communication about persons with disabilities, the 360-degree communication was used, i.e., organizing public relations activities in the form of virtual concert and multimedia, such as video clips, articles, photo gallery, to publicize on online media. Persons with disability played a part as story tellers, media producers, and participants in various activities of the project. All stories aimed at making inspiration to drive Thai society to be the society where people have good quality of life and happiness thoroughly and no one is left behind in accordance with the 5<sup>th</sup> National Plan on Quality-of-Life Development of Persons with Disabilities B.E. 2560-2564 (2017-2021), Strategy 3: Understanding, to develop good attitude towards persons with disabilities. Persons of all 7 types of disabilities can be role models for other persons with disabilities to live the life of their dreams, live a happy life, and be able to give happiness and return benefits to the society while media role models are able to communicate creative stories about persons with disabilities accordingly.

**Keywords:** good attitude, inspirational media, persons with disabilities, types of disabilities

### Introduction

Communication is a tool for developing people’s quality of life and the progress of things. Everyone including all persons with disabilities need equality in communication like general people and would like other people to communicate their stories in a creative way. Starting with the meaning of Disability, what is the correct definition? What is the concept or

theory behind the concept of being **Normal and opposition?** Nearly everyone wants to be normal. And who can blame them, if the alternative is being abnormal or deviant or not being one of the rest of us. (Warner, Michael, 1999) **According to Marja Evelyn Mogk (2013), Normal has long been the most prominent example of a concept that relies on disability for its definitional existence and that has been filed it to label, control, or exclude other populations.** The social model of disability arises in the United Kingdom and constitutes a seismic shift in the understanding of disability from a form of stigmatized personal embodiment to a form of social injustice. Robert McRuer (2006) proposes a theory of compulsory able-bodiedness in which he argued that their system of compulsory able-bodiedness which in a sense produced disability is thoroughly interwoven with the system of compulsory heterosexuality that produce queerness that in fact compulsory heterosexuality is contingent on compulsory able-bodiedness and vice versa. The social model holds that disability is culturally perceived and shaped much like gender, race, class, and sexuality. You may have female sex organs, light skin, or no arms, all this address to disable physical characteristics but what each of those possibilities means - the ways others will perceive you, the opportunities, and roles you will be permitted or denied, the significance attached to your body is entirely cultural.

Therefore, media producers must have a correct knowledge and understanding about persons with disabilities, understand the meaning and types of disabilities, basic rights of persons with disabilities at international level and in Thailand, relevant policies, plans and laws to problem solving, and developing good attitude towards persons with disabilities in Thai society. (Tri Bunchua, 2019). It is considered a role of media producers to promote and develop the quality of life of persons with disabilities while persons with disabilities shall receive benefits of access to media as message receivers and senders. (NIDA Consulting Center, 2019). Besides, the 5<sup>th</sup> National Plan on Quality of life Development of Persons with Disabilities B.E. 2560-2564 (2017-2021) set the vision as “persons with disabilities are able to actually access the rights, enjoy living an independent life and live with other people in society happily and sustainably” under the strategy of equality (EQUAL), namely, empowering persons with disabilities and organizations for persons with disabilities to have capacity and strength (Empowerment, developing the quality of management, eliminating discrimination to enable persons with disability to access the rights (Quality Management), enhancing understanding about and creative attitude towards persons with disabilities and disabilities (Understanding), developing environment and public services that allow everyone to access and utilize (Accessibility), promoting integrated networks, and building participation for sustainable development of the quality of life of persons with disabilities (Linkage).

As for strategy 3: strengthening understanding about and creative attitude towards persons with disabilities and disabilities (Understanding), Guideline 3: social communication, building awareness and understanding through media, publications, online media, radio, television, and alternative media to ensure people in society have knowledge and understanding so as to develop good and creative attitude towards persons with disabilities and disabilities, the indicator is the percentage of various media that produce programs or contents related to enhancement of good attitude towards persons with disabilities and disabilities, which seems to increase every year. Guideline 5: building opportunities, supporting a role model for persons with disabilities, and giving persons with disabilities a space to show capabilities to their full capacities in all forms of social activities,

including promoting the role of a disability role model to be accepted from society, Guideline 6: promoting and supporting a channel of alternative media to produce and publicize the content related to persons with disabilities in all aspects creatively to ensure the strategy in the 5<sup>th</sup> National Plan on Quality of Life Development of Persons with Disabilities is efficiently implemented. Therefore, this research was conducted to study stories of disability role models in Thai society to be inspiration for driving Thai society to be the place where people thoroughly have good quality of life and happiness while no one is left behind. All 7 types of persons with disabilities are disability role models who can live the life of their dreams, live happily, and are able to give happiness and bring back benefits to the society, deliver energy to and inspire a lot of people. In this project, persons with disabilities from 7 types of disabilities were selected to bring their stories to make short films that are about 15-20 minutes long per story. Cartoon characters were made as representatives of all 7 types of disabilities, with reference to research and technology related to the promotion of the quality of life of persons with disabilities and publicized according to social communication plans for developing good attitude towards persons with disabilities (Torsangrasmee, 2020). The title of the film is “7 Inspirations” aimed at building awareness of the importance and problems related to situations of persons with disabilities towards Thai society at present that most people see persons with disabilities as persons with inferior abilities though many persons with disabilities show their capacities in various aspects as equally as general people. If such attitude is changed in a better way, groups of people who used to see persons with disabilities as a social burden can change their mind to give persons with disabilities opportunity, equality, honor, and encouragement accordingly.

## **Objectives**

- 1) To present a guideline for making inspirational short films based on true stories of persons with disabilities by adhering to social communication for persons with disabilities to enable families, communities, and the society to have good and creative attitude towards persons with disabilities and disabilities.
- 2) To make short films about disability role models from 7 types of disabilities and public relations media according to the 360-degree communication, i.e., organizing public relations activities of the project in the form of virtual concert and multimedia like video clips, articles, short stories to be publicized on YouTube, Facebook fan page with the participation of persons with disabilities as storytellers, media producers, and participants in various activities of the project.

## **Materials And Methods**

This research was conducted based on a qualitative research design according to the following steps:

- 1) Survey relevant documents and research studies, i.e., films in the country and abroad that present stories about persons with disabilities, research studies relevant to concepts about the quality-of-life development of persons with disabilities, social communication plans for persons with disabilities, situations of Thai persons with disabilities, situations of Thai women with disabilities, the 5<sup>th</sup> National Plan on Quality-of-Life Development of Persons with Disabilities, etc. to collect related

concepts for producing media for persons with disabilities, developing good attitude towards persons with disabilities, creative and social issues about persons with disabilities used as a guideline for making short films for inspiring persons with disabilities.

- 2) An in-depth interview with 7 disability role models from 7 types of disabilities and caregivers of persons with disabilities, namely, parents and caregivers of 7 persons with disabilities and disability experts, i.e. Director of the Fund for Promotion and Development of Life Quality of Persons with Disabilities, acting coaches and coaches for activities promoting skills for persons with disabilities, and representatives of the President of Association of the Physically Handicapped of Thailand, and short film production experts, a total of 20 persons, selected by a purposive sampling technique. Questions asked are about parenting, living a life, special skills, characteristics, and personalities of persons with disabilities, problems and obstacles in life and problem-solving guidelines, important life experience, and guidelines for caring persons with disabilities. All 7 persons with disabilities were selected from disability role models selected by Department of Empowerment of Persons with Disabilities, Ministry of Social Development and Human Security, according to the following names:
  - (1) Miss Kanchana Pimpa who won Miss Deaf Thailand and Miss deaf Asia 2019 and was Thailand representative in Miss & Mister Deaf World 2019 and Europe and Asia in South Africa (person with deaf or hard of hearing disability).
  - (2) Mr. Rinchart Ovatwannasakul, person with intellectual disabilities, who likes dancing.
  - (3) Miss Matsee Kammano, person with autism spectrum disorder who is a barista.
  - (4) Miss Saowalak Thongkuay, person with mobility impairment or physical disabilities.
  - (5) Miss Pattanan Arunwichitsakul, person with vision impairment, a singer.
  - (6) Mr. Paradee Imerm, person with learning disabilities.
  - (7) Miss Titiporn Pringpret, person with mental disabilities, counseling officer for persons with mental or behavioral disabilities.
- 3) Hold sub-group meeting by inviting experts in media production, i.e., film directors, actor recruiting team, scriptwriter team to present information obtained, mutually analyzed, and discussed for preparing screenplays and guidelines for film making.
- 4) Produce short films according to the planned screenplays and guidelines.
- 5) Publicize short films and public relations media on YouTube channel and Facebook:  
7 Inspirations including holding a film launch activity in the form of virtual concert.
- 6) Bring all operational performance to process, discuss, and make the conclusion of the research.

## **Results And Discussions**

According to the document survey and in-depth interview, research results are as follow:

***1) Guidelines for making short films about persons with disabilities were obtained from data analysis and synthesis from the survey of relevant documents and research studies:***

***(1) Writing a screenplay based on a true story***

In the past, the image of persons with disabilities in Thai society was presented to look pitiful, to be persons who need assistance or wait for social welfare only. They were presented to be a group of vulnerable people who must be protected by parents and caregivers. A guideline for producing inspirational media is to present a story about a turning point for overcoming problems or obstacles.

**According to the interview with caregivers or disability role models in this project,** it was found that the parenting model from childhood was giving an opportunity to persons with disabilities to be able to live with normal people in the society, but in fact there were a lot of problems and obstacles from an opportunity given by the society; obstacles related to finding a school like general schools that allow persons with disabilities to study together with normal children. These issues are facts in the society. Therefore, carefulness must be given to sensitive issues; for example, there are some persons with disabilities who cannot take care of themselves due to severe disabilities like an autistic person, a Down syndrome person or persons with a group of symptoms that cannot take care of themselves, which require close caregiving. Writing an inspiration screenplay needs to bring out experiences and methods to overcome problems or obstacles, methods to overcome fear and worry of parents and persons with disabilities themselves in a creative way. According to the model of inspirational media, there are five primary components of the model: Exposure, Media Messages, Responses, Outcomes, and Person/Situation variables. The Outcomes component refers to the effects that occur subsequent to exposure and initial response. These outcomes may include behaviors and perceptions that reflect greater meaning and self-transcendence (e.g., greater compassion for others, heightened feelings of universal connectedness), but also reflect unexpected or inconsistent responses such as heightened cynicism that have yet to be studied empirically. (Oliver, M. B., Raney, A. A., Bartsch, A., Janicke-Bowles, S., Appel, M., & Dale, K.: 2021). Therefore, the process of writing the screenplay needs to be more considered to the vulnerable issues for the disabilities. For example, a case of a person with mental disabilities and depression who has an idea to commit suicide, it is a true story and occurs quite often in the society. To write a screenplay, a story must be gradually told, and a sequence of shots must be considered carefully. In addition, spoken words about persons with disabilities including communication of persons with disabilities in the story must be studied differences among each type of disabilities thoroughly, such as the deaf who cannot speak shall use sign language in communication. Though they are educated and able to communicate with other people by writing or printing, but there is sensitivity in difference of a grammar. In this regard, an interpreter with high proficiency is required in the process of writing a screenplay and communication to the actor.

To write a screenplay for a short film about 15-20 minutes long, there should be a process to select an important phase of life and a turning point of characters to make the story interesting. The turning point or important phase of life in the story must be the point enables audiences to remember and guide them to change their mindset towards persons with disabilities or to meet the communication goal in the story. This is the vital part of making film which followed three step of making inspirational media contents – which are the evocation process, media content moves people and then provokes their thoughts to a greater

extent; in the transcendence process, it generates more hopeful feelings and then elicits a greater sense of self-expansion; and in the motivation process, media content generates more feelings of vitality and then motivates people to act like the characters (i.e., emulate them) to a greater degree. All three multi-stage routes might lead to greater inspiration. (Dale, Raney, Janicke, Sanders & Oliver, 2017; Oliver et al., 2018; Raney et al., 2018)

### ***(2) Casting actors***

Casting process is divided into 2 parts; actors who play persons with disabilities and actors who play caregivers of persons with disabilities or persons close to persons with disabilities and is very important because the real life of persons with disabilities is full of both physical and mental sensitivity. In this research project there were non-disabled actors and persons with disabilities who played disabled roles. In case non-disabled actors play disabled roles, acting training is required, and they should have an experience working with a certain type of persons with disabilities, understand the way of life and communication of a certain type of persons with disabilities. In case persons with disabilities play a disabled role, acting training must be given to them to allow them to understand that character in the story and communication. In this project, there were actors who are persons with disabilities who played the roles of the deaf and the blind.

As for actors who play caregivers of persons with disabilities, they need to have understanding about the perspective of film production for inspiration in terms of facial expression. They must not show an insult to or give a big sigh to caregiving of persons with disabilities. It is highly important that actors who play caregivers must have good attitude towards persons with disabilities.

### ***(3) Film editing and techniques***

Editing, sequence of shots, and techniques in film making for inspiration from stories of persons with disabilities set the mood and tone of pictures to be bright and creative. In a scene showing obstacles in life or disappointment, such pictures shall not appear too long but a problem-solving guideline or methods to overcome anxiety will be presented immediately.

Films about persons with disabilities that are set to be watched by persons with disabilities shall be provided with important techniques like closed caption and audio description to enable the deaf and the blind to watch the films. A sequence of shots in films should not be too complicated. Some issues should be brought in for easy understanding. In general, the films do not have age restrictions except the films whose content related to persons with mental disabilities that have some scenes about the torture or mental illness that leads to decision making for committing suicide. In such case film editing techniques are required to delete violent pictures in the films.

### ***(4) Communication and public relations***

The goal of films for inspiring persons with abilities should not offer too many positive pictures as it will look like over-exaggerated communication. Therefore, messages, pictures or media for communication should reflect problems or obstacles in life of persons with disabilities and how they can overcome those problems or obstacles. Communication invites people to see a way person with disabilities live a life happily and social guidelines to help those persons with disabilities to achieve the better quality of life. It can be concluded

that the inspirational media for disability should generate the feelings of vitality and then motivates people to rethink about their life, change their mind, and act like the characters.

A guideline used in communication and public relations of this project was prepared in the form of short video clips, teasers or trailers, film production behind the scenes, and how actors in films feel, including public relation articles, cartoon characters as persons with disabilities with epigrams, and organizing a film launch activity in the form of a virtual concert to allow persons with disabilities and actors in the films mutually show their special skills like singing, dancing, giving attractive ideas for living a life in the form of a live broadcast so that the society can see their abilities without any editing process.

## ***2) Short film screenplays and guidelines for the stories from 7 persons with disabilities with 7 types of disabilities***

### ***Film 1 - Shining Silence***

The story of Miss Kanchana Pimpa or Pukky, Miss Deaf Thailand and Miss deaf Asia 2019, was composed to be a short film for audiences to know and understand another viewpoint of a woman with deaf or hard of hearing, the role of family in caring a child, and the role of a woman with disabilities and persons with disabilities in the society who push forward and drive the society to see the importance and value of women with disabilities, especially those with deaf or hard of hearing. Though they stay in their silent world, their voice and energy glisten, they reflect their thoughts, beauty, and value to Thai and global society.

### ***Main character and casting main character***

Pukky is deaf and unable to speak. She can make a sound but not in a word. She is unable hear. She is a joyful person and has self-confidence since her family supports her to do activities she likes. The plot of the story is set by showing the pictures of encouragement from the family and building opportunities for women with deaf and hard of hearing by organizing Miss Deaf Contest to be an opportunity in life of persons with disabilities.

According to the sub-group meeting, Pukky's caregiver and the production team would like to have an actor who is really a deaf person as previously a non-disabled actor could not play the disabled role well due to restrictions of using sign language. Consequently, the production team selected a deaf actor and worked with a sign language interpreter throughout the production to ensure the communication between the team and actor is understandable and the performance is quite good. The deaf actor could communicate through facial expression and emotions quite well.

Though this film is about a deaf person, the actor team and disability experts would not like a sign language to be inserted in the whole story and located in the corner of the screen since they would not like to ruin the enjoyment of film watching. The production team designed the screenplay to have a sign language during an important part. The story was composed to gain understanding through pictures and closed captions only.

### ***Film 2 – The Beautiful Mind***

The short film titled the beautiful mind was made from the story of Mr. Rinchart Ovatwannasakul or his nickname, “Nai”, the eldests son of his family. On the day his father

and mother knew their son might be born with a defect, they chose to give a life to their son. They devoted both physical and mental energy of their lives to show the world that every child can grow with strong life and happiness if love and understanding are instilled in the child, making “Nai” be a good-tempered person, caring, and kind-hearted to everyone. Whoever knows Nai will always have smiling and laughing.

Writing the screenplay for this film is to bring out Nai’s dream in becoming a YouTuber. He will be a YouTuber who shows the society how nice their family members are and his special skill, dancing. The screenplay written showed what Nai really likes. Therefore, the film shooting came out naturally and the sequence of shots reflected the role of Nai who likes to encourage his family members and make his family happy.

### ***Main character and casting main character***

The main character has a communication restriction since he is unable to arrange spoken words the same way normal people do, including the physical appearance that reflects disabilities. Thus, it is unable to select a non-disabled actor to play. However, Mr. Rinchart, the story owner, has special skills in singing, dancing, and acting. The production team provided acting training and performance rehearsal in different scenes in advance before the real shooting took place. In addition, there was a non-disabled actor who played his sister. She had an experience in working with persons with disabilities. She participated in the acting training, making how emotions and feelings communicated in the film come out quite well.

### ***Film 3 - NAN the Barista***

It is the story of Miss Matsee Kammano, her nickname is “Nan”, a young autistic barista who has overcome a lot of tests in her life before becoming a successful barista. She would like to open her own coffee café and teach autistic children who would like to be a barista like her.

### ***Main character and casting main character***

Nan’s physical appearance looks like a normal person as if she is not an autistic person. The screenplay was written that when she has strong intention to work and would like her colleagues to treat her like a normal person, she needs to make a great effort to work as efficiently as other people. It is her goal setting and challenge. However, the obstacle of being an autistic person is to control emotions, feelings, and communication. The screenplay presents that she receives opportunities and understanding from the owner of the coffee café she is working with.

The main actor in this film is a non-disabled actor who played an autistic person. The actor needs to study the character of autistic persons, the way they speak and communicate, being suspicious when seeing people, they are not familiar with, manners and reactions and an attempt to solve problems.

### ***Film 4 - FIGHT! Disabilities and love, faith, and confidence in humanity***

It is the story of Miss Saowalak Thongkuay, an expert in the rights of persons with disabilities, Disabled People’s International Asia-Pacific Region. From an ex-bank officer who set the goal to be a “developer”. She had an accident and had secondary spinal cord

injury, making her suffer from lower limb paralysis. She is unable to walk. Her life, dream and hope were totally ruined.

Insults are her driving force. The way people argue with her disability and other people's sympathy made her feel self-pity. Finally, she met turning point in her life. She won a scholarship from the UNK. She teaches English to persons with disabilities. She made her decision, and this scholarship changed her life. Now she is working what she dreamt. She is a fighter for the rights of persons with disabilities.

#### ***Main character and casting main character***

The actor in this film is a normal person who is an acting coach and played a person with physical disabilities. She needed to learn a lot from the character of Miss Saowalak whose mindset is a fighter. She started fighting against her changed physical appearance, making a fighter character in herself, and becomes a fighter for the rights of other people in the society. Miss Saowalak reflected her viewpoint to the production team that being a normal person almost half of her life and became a person with disabilities is considerably tortured and how to get through the suffering is the most difficult thing in life. The film presents a picture how her mindset was changed to be significant inspiration for other persons with disabilities and general people in the society who may encounter unexpected problems and need to cope with those changes.

#### ***Film 5 - The Light in my heart***

The plot was made from the true story of Miss Pattanan Arunwichitsakul, or her nickname "Punch", a clear voice singer who captures the heart of everyone who has a chance to listen to her voice. Punch is blind at birth and her parents supported her to learn piano. She learned how to play the piano and studied further in The Conservatory of Music Rangsit University. The problem was the university had never enrolled persons with disabilities before, making the instructor team had to adjust their lesson plans and helped support Punch to pursue her dream.

#### ***Main character and casting main character***

Punch, the story's owner played herself in this film, a blind person who can play the piano. The character, sequence of the shots, and location for film shooting are real, including the instructor who played the instructor in the film is her real instructor, making the film shooting was smooth and the main character was not worried but communicated emotions, feelings, and abilities quite well since it is the place where she spent her life learning and finishing the study.

#### ***Film 6 - He is my SUN: My son has LD***

The plot was made from the true story of Mr. Paradee Ierm, a person with learning disabilities. The film told the story in his childhood before becoming a lecturer with expertise in inspiring families or caregivers of persons with learning disabilities.

#### ***Main character and casting main character***

Mr. Paradee has characteristics and personalities not different from normal persons, but his disabilities are points to worrying among people in Thai society since most parents do not accept their children to be identified with such disabilities, making children not developed

or solved learning disabilities. He had an opportunity to have his defects solved because his mother was aware of this problem and accepted his disabilities. She took him to see a doctor since he was a child. Currently, he performs his duty in giving knowledge and understanding to people whose children have learning disabilities and persons with learning disabilities themselves. The actor who played this character is a normal person who communicated emotions and feelings.

A challenge is how the actor should play to retain the character of a person with learning disabilities. The actor must understand and study characteristics and personalities of persons with learning disabilities more than usual.

### ***Film 7 - The Better Me: Good life really exists***

It is the story of Miss Titiporn Pringpret whose life was sunk into depression and changed to be the one who gives smiles to the society. She was born in a middle-class family. She was a cheerful person and her parents had high expectation on her. She studied hard with the hope that one day she would make her parents live happily and comfortably. Things turned out to be bad. The cheerful girl on that day became the one who started to be introverted, over thinking, and kept problems to herself as she met disappointment in her life, making her become a person with depression.

The screenplay written reflected that though they are family problems, love and encouragement from family members will enable persons with mental disabilities can overcome the obstacles. This disease can be cured and persons who relieved from depression can become persons who can give advice to or help those who have mental disabilities to have the better quality of life.

### ***Main character and casting main character***

The actor in this film is a normal person selected from net idols to attract viewing among teenagers since they are in the group of people with a higher tendency of depression. The actor needed to participate in acting training to understand how persons with mental disabilities feel and listened to Miss Titiporn's life experience directly for being able to play the role when she suffered with depression and understand the turning point in life when she thought to fight against ongoing problems.

**All 7 screenplays were criticized by experts in film production and disability experts. A meeting was held to discuss the screenplays with persons with disabilities who are the stories' owners and caregivers to make a conclusion that the screenplays can be used to make the short films.** The 7 short films were funded by the Fund for Promotion and Development of Life Quality of Persons with Disabilities in 2020, to be publicized in 7 Inspirations project, creative media innovation for social communication related to persons with disabilities. Public relations media were prepared in the form of virtual concert. Cartoon characters were made to communicate with children. The short film launches event and creative media, 7 Inspirations Virtual Concert was held. The special performance "Believe – Faith" was sung by Miss Pattanan Arunwichitsakul and sign language was performed by Miss Kanchana Pimpa, Miss Natechanok Chanta and Khun Nabdao Ongapichart, disability role models, and guest artist, Mr. Nil Lohit, the famous rapper

in Thailand, who brought the song “Faith” of Hin Lek Fai band to re-arrange and added a rap lyric to inspire people in the society. There were performances from Nai, Rinchart Ovatwannasakul, a disability role model, and DBK-T21 Down syndrome Bangkok - Trisomy 21 Team (the performance team of Down syndrome kids). It is one of the role models projects for producing media for persons with disabilities that gives a good outcome, making people see the image of persons with disabilities in a creative way and becomes a role model for media production accordingly.

## **Conclusions**

Making film or media about persons with disabilities is very sensitive in the dimension of presenting a story of a person who really exists in the society. The work team needs to hold a meeting to consider film scripts thoroughly and does not forget to consider appropriate communication to all types of persons with disabilities. Regarding the beautiful Mind (the story of a male person with intellectual disabilities), Nan the Barista (a young woman with autism spectrum disorder) or the light in My heart (Punch, a singer with vision impairment), the stories were presented brightly. Emphasis was placed on happiness to communicate how families and colleagues are important to how everyone live the life. The Better Me and He is my sun, my child has LD tried to reflect the truth that when something occurs, if that person and his/her family do not accept, it is impossible for a life to go on. Understanding and creating positive energy in oneself in combination with encouragement from surrounding people shall help all persons with disabilities to be able to live a happy life.

As for the development of life quality of persons with disabilities concept, social communication plans for persons with disabilities, situations of Thai persons with disabilities, situation of Thai women with disabilities, the 5<sup>th</sup> National Plan on Quality-of-Life Development of Persons with Disability, they are in harmony in the same direction that the important principle that enables persons with disabilities to enjoy living an independent life and live happily is empowerment. They will be able to rely on themselves and are not discriminated by the society. They will be able to access (Accessibility) public facilities in terms of travelling, education, career, and government welfare scheme, including the rights to express their opinions or demands related to persons with disabilities to the society. The development of life quality of persons with disabilities must not exclude the subjects about persons with disabilities to be a specific issue but the points related to disabilities should be combined with various dimensions in social development (Inclusiveness). The pictures presented in all short films revealed that all disability role models could overcome difficulties in life and have better quality of life by means of cooperation of people in the society starting from family, the smallest unit but the most important one, school teachers, college instructors who are able to develop teaching and learning model that allows persons with disabilities to study with normal people, and the society that will give persons with disabilities an opportunity. Building knowledge and understanding about various dimensions related to persons with disabilities requires mass media energy to produce media to be publicized to the society in a wide range creatively. Techniques are used to enable persons with disabilities to understand stories, such as persons with vision impairment can understand characteristics of characters, places, facial and emotional expression (Anyamanee Petchma: 2018).

However, in fact there are social situations occurring to persons with disabilities, i.e., violations of the rights of persons with disabilities, persons with disabilities who are unable to help themselves, how pictures can be presented to let the society realize that such issues occur, but normal people can work collaboratively to take care of persons with disabilities, to empower persons with disabilities to rely on themselves. Though there are persons with disabilities who cannot take care of themselves, the society should develop a system to take care of persons with disabilities. This is an important issue that awareness should be raised from childhood. Cartoon characters of persons with disabilities were made in this project like in foreign countries that cartoon characters of persons with disabilities can live together with other cartoon characters, making children get familiar with the fact that persons with disabilities are living in the society. When they go to school and spend their lives at work, they will be able to get familiar with and open their mind to persons with disabilities to learn or work with them, this will give persons with disabilities opportunities to engage in the society while no one is left behind, which is the significant principle of the concept of sustainable development of United Nations on the basis of the development of life quality for everyone in the world including persons with disabilities.

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