

กัปตันอเมริกา: ตัวละครแบบฉบับอเมริกัน Captain America: The American Made Character¹

ธนกานต์ นพแก้ว (Tanagarn Nopphakao)^{2*}

อุษา พัดเกตุ (Usa Padgate)³

1. Abstract

การวิจัยนี้มีเป้าหมายเพื่อวิเคราะห์ค่านิยมอเมริกันที่ปรากฏในการวางนิยายตัวละครของกัปตันอเมริกาในภาพยนตร์กัปตันอเมริกาสี่เรื่อง ค่านิยมอเมริกันของโรบิน วิลเลียมส์ ถูกใช้เป็นกรอบทางทฤษฎีสำหรับการวิเคราะห์ ผลการวิจัยชี้ว่าพบค่านิยมอเมริกันสิบสี่ประการจากทั้งหมดสิบห้าประการในการวางนิยายตัวละครของกัปตันอเมริกาในภาพยนตร์ ค่านิยมที่ปรากฏมากที่สุดคือมนุษยธรรม ในขณะที่ค่านิยมที่ปรากฏน้อยที่สุดคือการแบ่งแยกเชื้อชาติและกลุ่มชนชั้นวรรณะ สรุปผลการวิจัยชี้ว่าการวางนิยายตัวละครของกัปตันอเมริกาในภาพยนตร์นั้นสะท้อนให้เห็นคุณสมบัติที่ตรงกับค่านิยมอเมริกันของโรบิน วิลเลียมส์เป็นส่วนใหญ่

คำสำคัญ: กัปตันอเมริกา, การวางนิยายตัวละคร, ค่านิยมอเมริกัน

¹ บทความวิจัยนี้เป็นส่วนหนึ่งของวิทยานิพนธ์ ศศ.ม. เรื่อง “ค่านิยมอเมริกันและการวางนิยายตัวละครของกัปตันอเมริกา” โดย ธนกานต์ นพแก้ว ภาควิชาภาษาอังกฤษ คณะมนุษยศาสตร์ มหาวิทยาลัยนเรศวร

A research paper as part of an M.A. thesis titled “American Values and Characterization of Captain America” by Tanagarn Nopphakao, Department of English, Faculty of Humanities, Naresuan University

² นิสิตศิลปศาสตรมหาบัณฑิต ภาควิชาภาษาอังกฤษ คณะมนุษยศาสตร์ มหาวิทยาลัยนเรศวร

M.A. Student, Department of English, Faculty of Humanities, Naresuan University

³ ผู้ช่วยศาสตราจารย์ ปรินญาตฐ์บัณฑิต (ภาษาอังกฤษ) ภาควิชาภาษาอังกฤษ คณะมนุษยศาสตร์ มหาวิทยาลัยนเรศวร Assistant Professor, Ph.D. in English, Department of English, Faculty of Humanities, Naresuan University

* Corresponding author: danidvlfish@gmail.com

This study aimed to analyze the Core American Values perceived in the characterization of Captain America in the four Captain America movies. Robin Williams's Core American Values was used as the theoretical framework for the analysis. The results of the study indicated that fourteen out of the fifteen Core American Values were found in the characterization of Captain America in the movies. The most frequently perceived value was Humanitarianism whilst the least frequently perceived value was Racism and Group Superiority. The conclusion was that the characterization of Captain America in the movies reflected the qualities that matched most of Robin Williams' Core American Values.

Keywords: Captain America, Characterization, Core American Values

2. Introduction

Presently, it is hard to refuse that one of the most influential countries in the world in many aspects such as economy and culture is the United States of America. People around the world consume a lot of American products and culture. For the English language itself, the American influences result in American English which originates from the contextual usage of the Americans. Thus, it can be said that American products, culture and language use play a huge role in influencing the changes in the ways of lives for the world population.

People can access the knowledge about America through many channels. Many institutes offer courses focusing on specific American contents, such as American Literature and American Studies. Today, most people know about this country through various kinds of media. One of the most popular and influential media the world population consumes with zest is the movies. Hollywood cinema is the world's most popular and successful cinematic industry (Metz, 2001). It has produced countless movies to audiences all over the world. Those movies illustrate a medium within which American Values are found in abundance. Thus, it is not surprising that people around the world can learn and absorb American values through watching American movies.

The global success of Hollywood movies proves that audiences around the world embrace these American values. The popularity of American superheroes such as Superman confirms that American qualities are accepted, even admired, globally. According to the article titled *The Man of Steel Represents American Values* (Hussain, 2013):'

“Superman is sent far from his birthplace by his parents in the hope that he will have a better chance to live. A native of the distant planet Krypton, Superman is adopted by human parents and given the name Clark Kent; as he grows up, he discovers his Kryptonian heritage and attempts to bridge the differences between his two cultures. This aspect of Superman’s story represents the American ideal of E Pluribus Unum, the idea that our commonalities as Americans supersede our individual differences. To push the metaphor even further, Superman is technically an immigrant to the United States; his origin story emphasizes that any person can eventually be accepted as American, even if they were (literally) an alien from another planet. It is especially important for us to reflect on this concept as our nation decides the future of immigration reform; regardless of our policy preferences, we must remember that the promise of acceptance represented by Superman is essential to our nation’s identity”.

Therefore, it can be said that Superman reflects the American dreams and values of equal opportunity which matches one of the Core American Values: *Equality*, as well as the value of heroism in American culture.

The example above shows that non-native English learners can learn about American values or Americanism through movies. In other words, watching movies can help learners understand more about American culture and mindsets. Moreover, the phenomena of these blockbusters can provide insights into not only the Americans’ sets of values but also the global audiences’ needs for heroism and integrity.

At present, one of the oldest superhero characters is Captain America. Captain America is an American superhero character created by Joe Simon and Jack Kirby, the cartoonists of Marvel Comics Inc. in 1941. The Captain

America comics remained popular until July, 1949, when the publishing stopped. However, Captain America reclaimed his popularity after the first cinematic appearance in the 2011 movie *Captain America: The First Avenger*. Although he is an American fictional character, his first movie attracted a lot of attention of Thai people with 880 million Baht in total gross in Thailand. The popularity of Captain America in Thailand became higher in 2014 when the Box Office records revealed that the movie *Captain America: The Winter Soldier* made over 200 million Baht and became the highest grossing-movie of the year generating 714.8 million U.S. Dollars worldwide (IMDb, 2014).

Beyond the excitement and enjoyment that the movies give the audiences, the Captain America movies also show and reflect many qualities as depicted in Robin Williams' Core American Values. Understanding these values, thus, is key to the true appreciation of the Captain America movies as well as better perception of the American ways and culture, which will benefit the study of the language itself. Therefore, the study of Captain America movies based on Robin Williams' Core American Values will provide a new dimension to the study of the American culture and the English language.

However, not many research studies have been conducted to investigate all of the Core American Values. An analysis of a movie was often done based on the idea of American Dreams and American culture. For example, Suleman Bouti (2013) suggested that *The Great Gatsby* reflects the aspects of American Dream such as pursuit of happiness, persistence, self-reliance, the way to wealth, and individualism. Then, in 2014, There was another one from *The Great Gatsby* about the American Dreams. Ivana Nakić Lučić (2004)'s research titled "The American Dream in "The Great Gatsby" by F. S. Fitzgerald" suggested that "Gatsby shows Fitzgerald's consciousness

of the irreconcilability of money and beauty, ideal goals and corrupted methods, dreams about personal happiness and the awareness of their fragility. Money is, for Fitzgerald, the source of immense physical beauty, on the one hand, and evil, on the other, so the two cannot exist without being mutually dependent. The story about the incurable idealist and impostor Gatsby who created and bolstered the myth about his origin himself, becomes in this way a parable about the unhappy ending of the great American dream.” [Summarize this part.] According to these studies, the qualities of American Dreams appearing in *The Great Gatsby* matched some of the qualities from the core American values, such as Individualism, Achievement and Success and Activity and Work. Therefore, there should be further studies on every quality of the core American values.

There were also the studies on American culture. Isnawati Lydia Wantasen (2015) concluded in her study titled “Walt Disney as the Icon of the American Popular Culture” that the importance of Disney’s ideas has all infused in American popular thoughts, such as vanity in the American past, devotion to pastoral values, hopefulness in the future, and belief in industry and technology. It was also mentioned that people could understand the rhythm of American popular culture by appreciating Disney’s popularity and its influence. And in “The Promotion of American Culture through Hollywood Movies to the World” by Wanwarang Maisuwong (2012), Thammasat University, the researcher selected 30 Hollywood movies from the years 2001-2010 to analyze on what are critical cultural values and political messages in each selected film that America tries to communicate to the world audience under the bases of freedom of expression, nationalism, sexuality, language, lifestyle, value, and ideology, and expected cultural impacts on the audiences regarding language, lifestyle, value, and ideology. The researcher found that Hollywood movies affected on the audiences in terms of language effect, lifestyle effect, and value and ideology effect.

Therefore, this study was aimed to bridge the gap in the study of Core American values through movies by an analysis of the qualities of the Core American Values perceived in the characterization of Captain America in the Captain America movies using Robin Williams' Core American Values as a theoretical framework.

American Values or Core American Values were first identified in 1965 by Sociologist Robin Williams (Jay, 2005, p. 66) as follows:

1. **Individualism (“Consistent Persistence”)** - Americans have traditionally prized success that comes from individual effort and initiative. They cherish the ideal that an individual can rise from the bottom of society to its very top. If someone fails to “get ahead,” Americans generally find fault with that individual, rather than with the social system for placing roadblocks in his or her path.
2. **Achievement and Success (“Success Emphasis”)** - Americans place a high value on personal achievement, especially outdoing others. This value includes getting ahead at work and school, and attaining wealth, power, and prestige.
3. **Activity and Work (“Work for Work’s Sake”)** - Americans expect people to work hard and to be busily engaged in some activity even when not at work.
4. **Efficiency and Practicality** - Americans award high marks for getting things done efficiently. Even in everyday life, Americans consider it important to do things fast, and they constantly seek ways to increase efficiency.

5. **Science and Technology** - Americans have a passion for applied science, for using science to control nature – to tame rivers and harness wind – and to develop new technology, from motorized scooters to talking computers.
6. **Progress** - Americans expect rapid technological change. They believe that they should constantly build “more and better” gadgets that will help them move toward that vague goal called “progress.”
7. **Material Comfort** - Americans expect a high level of material comfort. This comfort includes not only good nutrition, medical care, and housing, but also late-model cars and recreational playthings – from boats to computer games.
8. **Humanitarianism** - Americans emphasize helpfulness, personal kindness, aid in mass disasters, and organized philanthropy.
9. **Freedom** - This core value pervades U.S. life. It underscored the American Revolution, and Americans pride themselves on their personal freedom.
10. **Democracy** - By this term, Americans refer to majority rule, to the right of everyone to express an opinion, and to representative government.
11. **Equality** - It is impossible to understand Americans without being aware of the central role that the value of equality plays in their lives. Equality of opportunity has significantly influenced U.S. history and continues to mark relations between groups that make up U.S. society.

12. **Racism and Group Superiority** - Although it contradicts freedom, democracy, and equality, Americans value some groups more than others and have done so throughout their history. The slaughter of Native Americans and the enslaving of Africans are the most notorious examples.

In 1975, Sociologist James Henslin updated Williams' analysis by adding three values (Jay, 2005, p. 66):

1. **Education** - Americans are expected to go as far in school as their abilities and finances allow. Over the years, the definition of an "adequate" education has changed, and today a college education is considered an appropriate goal for most Americans. Those who have an opportunity for higher education and do not take it are sometimes viewed as doing something "wrong" – not merely as making a bad choice, but as somehow being involved in an immoral act.
2. **Religiosity** - There is a feeling that "every true American ought to be religious." This does not mean that everyone is expected to join a church, synagogue, or mosque, but that everyone ought to acknowledge a belief in a Supreme Being and follow some set of matching precepts. This value is so pervasive that Americans stamp "In God We Trust" on their money and declare in their national pledge of allegiance that they are "one nation under God."
3. **Romantic Love** - Americans feel that the only proper basis for marriage is romantic love. Songs, literature, mass media, and "folk beliefs" all stress this value. They especially love the theme that "love conquers all."

Understanding these Core American Values can make one understand more about Americans as well as America, the country, itself. Thus, the Core American Values constitute a reasonable framework for a study of an American character. In addition, as mentioned earlier, as the English language itself has also been sub-divided into American English, thus, learning about the American Values can lead to deeper understanding of the language used by Americans. However, it should also be pointed out that Americans see all of these values as very positive ones whilst people from other country might not (Kohls, 1984, p. 1). In other words, analyzing the American Values, beings, or beliefs, from a foreigner's perspective will help bring objectivity to the Americans' self-portrait.

In this study, the 15 Core American Values suggested by sociolinguist Robin Williams and James Henslin were used as the main framework on which the analysis was based due to their broad coverage of American characteristics through the literary device; characterization.

Characterization is defined as the act of describing the character or qualities of someone or something, the way a writer makes a person in a story, book, play, movie, or television show seem like a real person. (Merriam-Webster's Learner's Dictionary, n.d.)

Characterization is a literary device that is used step by step in literature to highlight and explain the details about a character in a story

It is in the initial stage where the writer introduces the character with noticeable emergence and then following the introduction of the character, the writer often talks about his behavior; then as the story progresses, the thought-process of the character. The next stage involves the character expressing his opinions and ideas and getting into conversations with the rest of the characters. The final part shows how others in the story

respond to the character's personality.

An author can use two approaches to deliver information about a character and build an image of it

1. Direct or explicit characterization

This kind of characterization takes a direct approach towards building the character. It uses another character, narrator or the protagonist himself to tell the readers or audience about the subject.

2. Indirect or implicit characterization

This is a more subtle way of introducing the character to the audience. The audience has to deduce for themselves the characteristics of the character by observing his/her thought process, behavior, speech, way of talking, appearance, and way of communication with other characters and also by discerning the response of other characters.

3. Research Methodology

The analysis of the Core American Values in the characterization of Captain America in the Captain America movies was conducted in the following steps:

- 3.1 Data Collection

- 3.1.1 Collect information on the American Values and American Dreams, Hollywood Cinema and related research studies.

- 3.1.2 Collect information on characterization in literature and movies

- 3.1.3 Collect 2 Captain America movies and 2 Avengers Movies (in their original soundtrack version):

- Captain America: The First Avengers (Johnston, 2011)
- The Avengers (Whedon, 2012)
- Captain America: The Winter Soldier (Russo and Russo, 2014)
- Avengers: Age of Ultron (Whedon, 2015)

3.2 Documentary Study

3.2.1 Study the related documents and research studies.

3.2.2 Study the Captain America movies and the Avengers movies.

3.3 Data Analysis

Analyze the characterization of Captain America in the Captain America movies based on Robins' Williams' qualities of the Core American Values.

3.4 Conclusion

Conclude and discuss the research findings in the form of a descriptive analysis.

4. Results of the Study

The result of the study indicated that **fourteen out of the fifteen** values of Robin Williams' Core American Values were found in the characterization of Captain America in the Captain America movies. Therefore, it could be concluded that the characterization of Captain America in Captain America movies reflected the qualities that matched most of Robin Williams' Core American Values.

To clearly illustrate the results of the study, fourteen events that matched most of the qualities of Robin Williams' fifteen Core American Values, one event to exemplify each Core Value, were analyzed and presented as follows:

1. Individualism

Event: Signing up for military service

Movie: Captain America: The First Avenger (Johnston, 2011)

Time: 0:08:23 – 0:17:10

Type: Indirect characterization

Method: Action

Details:

Steve Rogers at first had poor health. He was too weak to be recruited to be a soldier. However, he never gave up. He falsified his own profile and went to sign up five times in five cities. He only succeeded when he signed up for the sixth time and Dr. Abraham Erskine recruited him for the in Super-Soldier Project.

Analysis:

Steve never surrendered to his physical weakness. He believed that every man could serve the country as a soldier without any excuse. Finally, with his courage and belief in justice, he became a soldier. He achieved this because of his individual effort.

2. Achievement and Success

Event: Medal for valor

Movie: Captain America: The First Avenger (Johnston, 2011)

Time: 1:12:05 – 1:12:23

Type: Direct characterization

Method: Another character's narration

Details:

After the success of the rescue of the 107th infantry, Senator Brandt presented the medal of valor to Captain America. However, he did not come to receive it.

Analysis:

American people appreciated what Captain America had done. They valued his courage and sacrifice highly. Captain America was then awarded the medal of valor.

3. Activity and Work

Event: Searches for Hydra weapon factories

Movie: Captain America: The First Avenger (Johnston, 2011)

Time: 1:19:12 – 1:21:14

Type: Indirect characterization

Method: Action

Details:

After the rescue of the 107th, Steve Rogers reunited his SSR team for the mission to seek and destroy every Hydra weapon factory. The SSR team, under the leadership of Captain America risked their lives in going to six remote regions to search for six Hydra weapon factories. They succeeded in destroying the six factories which seriously obstructed Hydra's plan to conquer the world and drove the Red Skull (Head of Hydra) insane.

Analysis:

In this mission, Captain America and his SSR team did consecutive operations. They went on fights one after another until the mission was completed. This matched the quality of Activity and Work.

4. Efficiency and Practicality

Event: Coordination with New York Public Defense

Movie: The Avengers (Whedon, 2012)

Time: 1:49:15 – 1:49:48

Type: Indirect characterization

Method: Action and speech

Details:

As he was a skilled and experienced soldier, Captain America efficiently advised a civilian evacuation plan and defensive strategy to NYPD officers in order to save as many civilians' lives as possible. The officers agreed with him and followed his instruction.

Analysis:

In this disastrous situation, Captain America could control the panic-stricken crowd and evacuate them efficiently and safely while the other officers were frightened and had no idea how to handle it. This matched the quality of Efficiency and Practicality.

5. Science and Technology

Event: Super-Soldier Experiment

Movie: Captain America: The First Avenger (Whedon, 2012)

Time: From the transformation of Steve Rogers into Captain America to the end of the movie

Type: Indirect characterization

Method: Another character's narration

Details:

Dr. Abraham Erskine had been coordinating with SSR (Strategic Scientific Reserve: top-secret Allied war agency during World War II in the movie) to accomplish the Super-Soldier Project (the project to create the best army in history using Dr. Erskine's empowering serum) in order to create a perfect army to conquer the war against the Nazis. The project was successful when the procedure was performed on Steve Rogers. This made him the world's first Super Soldier.

Analysis:

As the Nazis were very strong, the American army believed that they could only win this war by relying on the progress of science and technology. This matched the quality of Science and Technology.

6. Progress

Event: Stealth Uniform

Movie: Captain America: The Winter Soldier (Russo and Russo, 2014)

Time: 0:03:36 – 0:13:31

Type: Indirect characterization

Method: Looks

Details:

Captain America's original uniform was upgraded into the Stealth Uniform. The red and white stripes were removed, and the base blue color was darkened to make

the suit more modern and suitable for the night and stealth missions. Similarly, the color of the Vibranium shield was modified to be more pallid in order to make it harder to be seen by enemies. However, the star symbols were still on his chest and in the center of the shield.

Analysis:

The stealth uniform allowed Captain America to be better at operating night missions such as the Lemurian Star Cruise mission. This showed the quality of Progress.

7. Material Comfort

Event: Adjustment to the present world

Movie: Captain America: The Winter Soldier (Russo and Russo, 2014)

Time: 0:02:18 – 0:02:31

Type: Direct characterization

Method: Speech

Details:

Steve Rogers had a conversation with Sam Wilson about the way he was living in the present world.

Sam: You must miss the good old days, huh?

Steve: Well, things aren't so bad. Food's a lot better. We used to boil everything. No polio is good. Internet's so helpful. I've been reading that a lot, trying to catch up.

Analysis:

During the conversation, Sam asked Steve how he was coping in the present world. He replied that today's world was so convenient in many ways which made his

life much more comfortable than in the past. This matched the American Value for Material Comfort.

8. Humanitarianism

Event: A dummy grenade

Movie: Captain America: The First Avenger (Johnston, 2011)

Time: 0:23:47 – 0:24:21

Type: Indirect characterization

Method: Action

Details:

When Colonel Phillips threw a grenade right on the SSR squad during the training, every soldier quickly ran away, except Steve. He dove down on the floor using his body to cover the grenade and shouted at everyone to leave. However, that was in fact a dummy grenade thrown in to test the soldiers' courage.

Analysis:

Steve did not know that it was a dummy grenade. Therefore, he willingly sacrificed himself to protect other people without any hesitation. This showed the quality of Humanitarianism in him.

9. Freedom

Event: Destroying Project Insight and Hydra

Movie: Captain America: The Winter Soldier (Russo and Russo, 2014)

Time: From 1:02:20 to the end

Type: Indirect characterization

Method: Action

Details:

Captain America found out that Hydra had been in disguise in S.H.I.E.L.D. for a long time and that Project Insight was their plan to rule the world, and he did what he could to stop them.

Analysis:

Captain America risked his life to stop Hydra's plan of taking freedom away from the world. He knew well that if they succeeded, freedom would be taken away from the people. Therefore, he thought that the battle was worth fighting for. This showed his firm belief in Freedom.

10. Democracy

Event: Argument with Stark

Movie: Avengers: Age of Ultron (Whedon, 2015)

Time: 1:09:16 – 1:09:23

Type: Indirect characterization

Method: Speech

Details:

Steve had an argument with Tony Stark about Ultron.

Tony: You know, Ultron is trying to tear us apart, right?

Steve: Well, I guess you'd know. Whether you'd tell us is a bit of question.

Tony: Banner and I were doing research.

Steve: That would affect the team.

Analysis:

Steve did not like it that Tony and Banner had created Ultron without permission from the team. It would become a serious threat, and affect trust and harmony of the team. This showed that Steve possessed the American spirit of Democracy.

11. Equality

Event: Second chance for the Maximoff twins

Movie: Avengers: Age of Ultron (Whedon, 2015)

Time: From 0:24:51 to the end

Type: Indirect characterization

Method: Action

Details:

After the Maximoff twins changed their minds to become allies of the Avengers, Captain America gave them a second chance to do what was right, to help people and save the world.

Analysis:

Captain America trusted that people deserved a second chance although they were villains. Therefore, he gave a chance to the Maximoff twins to use their power for a greater good. This showed the quality of Equality.

12. Racism and Group Superiority

There were no events that showed the quality of Racism and Group Superiority in Captain America through his characterization in these 4 Captain America movies.

13. Education

Event: SSR training

Movie: Captain America: The First Avenger (Johnston, 2011)

Time: 0:21:04 – 0:24:22

Type: Indirect Characterization

Method: Action

Details:

After signing up for service, Steve Rogers was brought to Camp Lehigh. There, he was trained under the Strategic Scientific Reserve (SSR) division. The goal of SSR was to create the best army in history to defeat Adolf Hitler and the Nazis.

Analysis:

During the training, Steve learnt many skills that were necessary for a soldier. After that, he was ready for the war and the Super-Soldier procedure. This matched the quality of Education.

14. Religiosity

Event: Captain America's belief in God

Movie: The Avengers (Whedon, 2012)

Time: 0:44:31 – 0:44:41

Type: Direct characterization

Method: Speech

Details:

When Iron Man went after Loki after Thor had taken him away from the jet, Captain America went after them. Agent Romanoff told him that he could not deal with those god-like people because the scales of power were too powerful. The Captain did not care because they were not his gods.

Agent Romanoff: I would sit this one out, cap.

Captain America: I don't see how I can.

Agent Romanoff: These guys come from legend. They're basically gods.

Captain America: There's only one God, ma'am. And I'm pretty sure he doesn't dress like that

Analysis:

Captain America believed in only one God, the Christian God. This matched the quality of Religiosity.

15. Romantic Love

Event: Steve's opinion about love

Movie: Captain America: The First Avenger (Johnston, 2011)

Time: 0:11:17 – 0:14:00

Type: Direct characterization

Method: Speech

Details:

While Steve and Bucky were walking into a fair, they exchanged their opinions about love.

Bucky: You're about to be the last eligible man in New York. You know, there's three and a half million women here?

Steve: Well, I'd settle for just one.

Analysis:

In this event, Bucky said that Steve would soon be able to be with any girl in New York because the other men would go to the war. But Steve believed in monogamy. This showed the quality of Romantic Love in him.

The analysis of the characterization of Captain America in the 4 movies based on Robin William's Core American Values could be summarized as in the table below.

Values	Movies												Total
	The First Avenger			The Avengers			The Winter Soldier			Age of Ultron			
	Frequency	Characterization		Frequency	Characterization		Frequency	Characterization		Frequency	Characterization		
		Direct	Indirect		Direct	Indirect		Direct	Indirect		Direct	Indirect	
1. Individualism	3	0	3	0	0	0	0	0	0	0	0	0	3
2. Achievement and Success	2	2	0	2	1	1	1	1	0	0	0	0	5
3. Activity and Work	4	0	4	1	0	1	1	0	1	1	0	1	7
4. Efficiency and Practicality	1	0	1	3	0	3	1	0	1	1	0	1	6
5. Science and Technology	1	0	1	0	0	0	0	0	0	0	0	0	1
6. Progress	2	1	1	1	0	1	1	0	1	1	0	1	5
7. Material Comfort	0	0	0	0	0	0	1	1	0	0	0	0	1
8. Humanitarianism	9	3	6	5	1	4	4	1	3	6	0	6	24
9. Freedom	2	0	2	2	0	2	3	0	3	2	0	2	9
10. Democracy	0	0	0	0	0	0	0	0	0	1	0	1	1
11. Equality	2	1	1	2	1	1	2	1	1	1	0	1	7
12. Racism and Group Superiority	0	0	0	0	0	0	0	0	0	0	0	0	0
13. Education	1	0	1	0	0	0	0	0	0	0	0	0	1
14. Religiosity	0	0	0	1	1	0	0	0	0	0	0	0	1
15. Romantic Love	4	2	2	0	0	0	1	0	1	0	0	0	5
Total	31	9	22	17	4	13	15	4	11	13	0	13	76

5. Conclusion

The results of the study showed that the most frequently perceived value of William's fifteen Core American Values in the characterization of Captain America in the 4 Captain America movies is **Humanitarianism**. There were **twenty-four events** that reflected qualities that matched this value which could be further divided into five events of direct characterization and nineteen events of indirect characterization.

The least frequently perceived value out of the fifteen values of Robin William's Core American Values in the characterization of Captain America is **Racism and Group Superiority**.

There was **no event** that reflected this value in the characterization of Captain America.

From the results above, it could be said that Captain America's most distinctive quality is his personal kindness. He is an old-fashioned ideal gentleman and national hero of the American people. He is brave and selfless. These attributes were considered the most important in hard times, as he was created during wartime when the Americans and the world population were suffering from the Nazis' Axis power of World War II, and, as a result, badly needed a hero. Therefore, Captain America was created to embody virtually every positive quality that a man could have to represent an idolized American hero in times of needs. In other words, Captain America could not have a negative quality. This was seen in the results of the study that his characterization did not reflect the quality of Racism and Group Superiority. Although this is one of the Core American values, the creators of Captain America did not want him to have any quality that would match an ideal dictatorship of the Nazis.

Captain America is a fictional character who is an old-fashioned idealized American superhero. As seen in the movies, he rarely shows negative thoughts or actions. It came as no surprise that his characterization matched most of the American values or even universal righteous, ideal or desired values of the world population. However, in linguistic terms, there is no obvious benefit from the study that provides or promotes English language learning.

However, as a theoretical framework, Robin Williams's Core American Values can be used for further studies to analyze the American values in all aspects of the production of the Captain America movies. There are many issues remaining to be studied such as the scripts, the plots, the costumes, the political issues and the presentations of other characters based on the same framework. Further studies could lead to deeper understanding of the English language and culture through an appreciation of the culture of native English speakers.

References

- Bouti, S. (2013). American Dream in F. Scott Fitzgerald's the Great Gatsby. in *Jurnal Inovasi*, Vol.4, No.1. (p. 1-9). Yogyakarta: Yogyakarta State University.
- Hussian. A. (June 16, 2013). The Man of Steel Represents American Values. Huffington Post. Retrieved May 18, 2016, from http://www.huffingtonpost.com/aamir-hussain/the-man-of-steel-represen_b_3446785.html
- IMDb. (2014). *List of Highest Grossing Films in Thailand*. Retrieved May 18, 2016, from <http://www.imdb.com/list/ls070084987/>
- Jay, J. (2005). *Sociology*. 10th ed. Upper Saddle River, New Jersey: Pearson Prentice Hall.
- Johnston, J. (Director). (2011). *Captain America: The First Avenger* [Film]. Hollywood, California: Marvel Studios.
- Kohls, L.R. (1984). *The Values Americans Live By*. Washington, D.C.: Meridian House International.
- Lučić, I.N. (2014). The American dream in "The Great Gatsby" by F. S. Fitzgerald. in *International Journal of Languages and Literatures March* 2014, Vol. 2, No. 1. (p. 67-76). Wisconsin: American Research Institute for Policy Development.
- Maisuwong, W. (2012). The Promotion of American Culture through Hollywood Movies to the World. in *International Journal of Engineering Research & Technology (IJERT)* Vol.1 - Issue 4 (June- 2012) Retrieved May 18, 2016, from <http://www.ijert.org/view-pdf/282/the-promotion-of-american-culture-through-hollywood-movies-to-the-world>
- Metz, W. (2001). Hollywood Cinema in Bigsby, C. (Ed.). *The Cambridge Companion to Modern American Culture, edited by Christopher Bigsby*. (p. 374). Cambridge: Cambridge University Press.

- Russo, A & Russo, J. (Director). (2014). *Captain America: The Winter Soldier* [Film]. Hollywood, California: Marvel Studios.
- Wantasen, I.W. (2015). *Walt Disney as the Icon of the American Popular Culture*. Retrieved May 18, 2016, from http://www.niu.edu/international/_images/Isnawati%20Lydia%20Wantasen.pdf
- Whedon, J. (Director). (2012). *The Avengers* [Film]. Hollywood, California: Marvel Studios.
- Whedon, J. (Director). (2015). *Avengers: Age of Ultron* [Film]. Hollywood, California: Marvel Studios.