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The Renaissance of Thai Knowledge Cartoons

Thai knowledge cartoon got their start since 1970 with *Chaiyaprupek Cartoon*, Thailand's first knowledge cartoon magazine. In the late 1980s, Japanese comics emerged as the dominant type of cartoon, causing Thai cartooning to be in doldrums for almost twenty years. Finally, a breakthrough for Thai knowledge cartoon came in 2004, with the publishing of the first Thai knowledge cartoon book from three major publishers: *Ramayana* by Skybooks; *King Naresuan the Great* by E.Q. Plus; and *October 14th – Democracy Day : The Story of October 14th 1973 for Youths* by Cartoonthai Institute. These events marked the beginning of the “renaissance” era of Thai knowledge cartoon. Even though knowledge cartoons from Korea were introduced to Thai readers in 2006 and quickly became hugely popular among young readers, knowledge cartoons still seem to be a profitable business for publishers and a promising career path for Thai cartoonists.