

## ABSTRACT

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This study concentrated on the Eastern cultures that are shown by Shang-Chi and the Legend of the Ten Rings' main characters. The main characters' moral teachings served as the study's aims. In this work, multimodal discourse analysis was utilized to analyze the movie and transcript of Shang-Chi and the Legend of the Ten Rings from the year 2021 as the data source. The moral values of being and giving are separated by Linda and Eyre (1993). The result of this study shows that, 1) There are six different forms of value of being and six different types of value of giving. 2) There are two ways of representing East culture. 3) The reasons why the East culture are represented in the way they are.

**Keyword : Moral value, East culture, Shang-Chi**

