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KEY WORD: YOUNG GENERATION/OPINION/FAMILY INSTITUTION/TELEVISION COMMERCIALS.

PUNNEE JITPHAISANWATTANA: YOUNG GENERATION TOWARDS FAMILY INSTITUTION
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The purposes of this research were to study the young generation opinion and to evaluate the effectiveness of a portrayal of family institution in TV commercials. The analysis was undertaken within a conceptual framework of learning theory concerning an acquisition of knowledge and attitude change through exposure of TV advertisement. Focus group discussion was conducted for data collection from a total of 80 selected samples divided into 10 groups.

Results showed that young generation had learned about family concept through television commercials in a positive manner due to a portrayal of family institution in warm and good interaction among members of a family. Moreover, the commercial appeared to instigate young generation to be more attentive to their family. Besides, there was no significant difference among each group in relation to their perception of the family concept. They all agreed that the application of the concept had something to do with products and services. The presentation techniques, jingles and presenters in these commercials were also found to be suitable for helping clarify the messages.

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ลายมือชื่อนิสิต.....
ลายมือชื่ออาจารย์ที่ปรึกษา.....
ลายมือชื่ออาจารย์ที่ปรึกษาร่วม.....