

C851014 : MAJOR MASS COMMUNICATON

KEY WORD: MESSAGE STRATEGIES / CONCEPT / COOKING OIL MARKET

NORASAN JAOWANARIDHI : AN ANALYSIS OF MESSAGE STRATEGIES

OF COOKING OIL MARKET. THESIS ADVISOR : ASSOC. PROF. NANTAWAN

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The objective of this research was to gain an insight into message strategies of cooking oil advertisement on television during 1993 - 1996. Content analysis of seven brandnames was performed along with in-depth interview of advertising agencies, creative and production teams. The main focus was placed on an analysis of content format and its presentation within the conceptual framework of advertising strategy and semiology.

Result showed that all salient factors concerning advertising objectives, strategic plans, a determination of main ideas and its format presentation needed to be taken into account for the creation of an effective message strategy. It was also found that persuasive messages for the target consumers trust worthiness and compliance required good motivation techniques and appeals.

To conclude, most agencies and the production teams agreed that message designing should be suitable for the consumers needs and communication behavior under the consideration of product images and positioning concepts.

ภาควิชา..... การสื่อสารมวลชน.....

สาขาวิชา..... การสื่อสารมวลชน.....

ปีการศึกษา..... 2540.....

ลายมือชื่อนิสิต..... *ด.ว. น. ๒๕๔๐*.....

ลายมือชื่ออาจารย์ที่ปรึกษา..... *น. ๑๐๖*.....

ลายมือชื่ออาจารย์ที่ปรึกษาร่วม..... -.....