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SUNISA VILAIRAK : AN ANALYSIS OF INFLUENTIAL ROLES OF CONSUMER PROTECTION INSTITUTES ON TELEVISION ADVERTISEMENT OF CAFEINE BEVERAGES. THESIS ADVISOR : ASSO.PROF.ANOPE DHIENTHAWORN, 115 PP. ISBN 974-636-261-5.

The purposes of this study were to analyze the influential roles of consumer protection institutions on television advertisement, and to study its problems, obstacles and solutions to the problems. A document analysis and an interview of key informants were performed.

Findings showed that the institutions involved in the process of censorship concerning the advertisement of cafeine beverages were as follows: (1) The Public Relations and Advertisement Control Division, The Food and Drug Administration, had its role on pre-censor and post-censor. (2) National Broadcasting Commission, The Department of Public Relations, had its influential role to censor advertisement before broadcasting, but since October 13, 1994, all television stations were responsible for their own to censorship unless there were some problems regarding certain advertisements. (3) Board on Advertisement, The Office of The Consumer Protection Board had its role on post-censor and also was in charge of consumer's complaints. (4) The Advertising Association of Thailand had indirect supervisory roles by participating in each committee and sub-committee. However, all the institutions had tried to supervise the advertisement of cafeine beverages on television under the governmental rules and regulations in dependence of the cooperation and coordination among them.

In conclusion, there were so many institutions that caused an overlapping and interferences among one another. The process of supervision was too complicated and could not easily be handled. Moreover, there was a loophole in the law and legal enforcement including the inflexibility of the committee. However, the solutions to these problems could be classified as follows: there should be an improvement of the regulations and determining mechanism on the advertisement. Supervision had to be clarified and there should be a better coordination between these institutions and a clearer proper standard supervision of the censorship.

ภาควิชา.....การสื่อสารมวลชน.....

ลายมือชื่อนิสิต.....

สาขาวิชา.....การสื่อสารมวลชน.....

ลายมือชื่ออาจารย์ที่ปรึกษา.....

ปีการศึกษา.....2539.....

ลายมือชื่ออาจารย์ที่ปรึกษาร่วม.....