

C852081 ADVERTISING

: MAJOR

KEY WORD: ATTITUDE / CULTURE / AMERICAN CULTURE / TELEVISION COMMERCIAL

CHINTAWEE KASEMSUK : THE ATTITUDES OF UNDERGRADUATE STUDENTS
TOWARD THE PRESENTATION OF AMERICAN CULTURE IN TELEVISION
COMMERCIALS. THESIS ADVISOR : M.L. VITTRATORN CHIRAPRAVATI, Ph.D.

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The objectives of this research were 1) to study creative men's opinions toward their use of American culture in television commercials ; and 2) to analyze the attitudes of undergraduate students on the presentation of American culture in television commercials. The analysis was undertaken within four conceptual frameworks : 1) Advertising ; 2) Culture and American Culture ; 3) Psychology of Adolescence ; and 4) Attitude. Sampling of 5 television commercials during 1995 - 1996 was validity checked by the experts on American culture. Copywriters and Art Directors who created these 5 television commercials were the key informants for the depth interview. Focus group discussion of 32 selected undergraduate students was also arranged to acquire data on their attitudes toward the commercials.

Results show that four prominent factors involving in the presentation of an American culture in these 5 television commercials are : 1) Products ; 2) Target Groups ; 3) Advertisers ; and 4) Social Change. For the interview of 32 undergraduate students, they express favourable attitudes toward the advertising concept, presentation technique, music and presenters. On the other hand, they express unfavourable attitudes toward unreasonable advertising concept and presentation, and the improper action of presenter.

ภาควิชา การประชาสัมพันธ์

สาขาวิชา การโฆษณา

ปีการศึกษา 2539

ลายมือชื่อผู้คิด จิรวิทย์ 10227461

ลายมือชื่ออาจารย์ที่ปรึกษา อ.ดร. วิจิตร

ลายมือชื่ออาจารย์ที่ปรึกษาร่วม