

##C852183 : MAJOR ADVERTISING

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PUNCHAROEN WANASANGSAGUL : THE STUDY OF TECHNIQUES FOR
GENERATING CREATIVE IDEAS IN TELEVISION COMMERCIALS. THESIS

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The objective of this research is to study the techniques for generating creative ideas, sign & signification and marketing background as the specific variation in advertising creativity. The study is conducted by using qualitative research method. The research is based on the concept of Advertising Creativity by James L. Marra, and Semiotic Theory by Roland Barthes. The findings are concluded as the followings.

1. Creativeman uses creative strategy as a specific variation for generating creative idea. Because creative strategy is depending on marketing analysis, therefore marketing background may be seen as specific variation in generating advertising creativity.

2. The Level of Signification can be separated into two levels. The first level is Denotation, when the meaning of Sign stays unchanged in every context. The second level is Connotation here the meaning of Sign varies depending of it's context and receiver's experience, norm, culture and etc. Moreover, there are two types of signification, one is Metaphor and the other is Metonymy.

3. The study of techniques for generating creative ideas in advertising state that creative idea is resulting from the connection of specific variations and general variations. The relationship must be new and related to marketing background.

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