

##C650858 : MAJOR MASS COMMUNICATION

KEY WORD : DRUG ADVERTISEMENT/VIOLATING ADVERTISEMENT/VIOLATING DRUG TYPE

YAOWARES OPPAMAYUN : FDA CENSORSHIP ON DRUG ADVERTISEMENT VIA  
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The purpose of this research is to study the violations of the Drug Act regulated by the Food and Drug Administration and to study the types of violation as regulated by the Food and Drug Administration. Data were collected from requests handed to the Food and Drug Administration for permission to be advertised via television and radio during 1995 and 1996. Interviewing of the Drug Advertisement Approval Committees that were on duty during that period was also done to obtain more information regarding violation and approval procedure.

From the research it was found that:

1. The most frequent violations were advertisements containing incomplete statements according to the regulations (42.48%), containing inappropriate language and illustrations (32.42%), containing exaggerated advertisements (9.28%), expressing painfulness in the ads (3.53%) and overclaim (3.01%)
2. The most frequent types of drug that violated the regulations were external use drugs (25.43%), vitamins (15.41%), analgesic drugs (13.10%), topical muscular pain relaxants (12.33%) and antitussive drugs (11.17%)
3. From the conduct of the Drug Advertisement Approval Committees, it was found that although specific academic data from a variety of occupations could be used to support the committees' decisions, each specific decision was based upon the individual committees' present. Apart from this, the committees were hesitant to make final decisions, worrying about damaging their own images. Certain committees may have personal relationship with business making the request.

ภาควิชา.....การสื่อสารมวลชน.....

ลายมือชื่อนิสิต.....*Rina Gant*.....

สาขาวิชา.....การสื่อสารมวลชน.....

ลายมือชื่ออาจารย์ที่ปรึกษา.....*[Signature]*.....

ปีการศึกษา.....2539.....

ลายมือชื่ออาจารย์ที่ปรึกษาร่วม.....*[Signature]*.....