

C851720: MAJOR DEVELOPMENT COMMUNICATION

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KERATIKARN VANTANORM : AN ANALYSIS OF FORM, CONTENT AND FACTORS AFFECTING THE CREATION OF JINGLES. THESIS ADVISOR : ASSOC. PROF. ORAWAN PILANOWAD, Ph.D. THESIS COADVISOR : PANJAI SANASEN. 270 pp.
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The objective of this research was to analyse the form and content of television commercial jingles in order to know and understand the factors that affected the creation of jingles and also to study the format and content of television commercials. The study was a qualitative research which adopted the framework of concepts of jingle, television commercial, hierarchy of needs, persuasion theory, semiotics theory, and figures of speech theory. The results of this research are as follows:

Part 1. The format of most television commercials that used jingles had as their purpose to build image by using two formats of presentation : singing presenter and non-singing presenter. The modes of presentation frequently used were presenters (celebrities and non-celebrities), sex appeal, minidrama or slice of life, and vignettes.

Part 2. The form of jingles had particular characteristics which were different from songs in general such as the use of jingles, the original of jingles, the length, the lyric of jingles, the composition of the lyric, the use of the language, and the singing.

Part 3. The content of the television commercials and jingles concerned the lifestyle of the consumers. The creators used emotional motivation and emotional motivation plus rational motivation in order to stimulate the psychological needs of the consumers such as social needs, safety needs by using signs through presenters, objects, products, and the other component of television commercials. The figures of speech most used were hyperbole and personification.

Part 4. The factors that affected the creation of jingles were external and internal. The external factors were relatively more influential such as television commercials, and their length, advertisers, agencies, products and consumers and the internal factors which were less influential such as emotion, feeling, imagination and experience of the jingle creators.

ภาควิชา..... การประชาสัมพันธ์

สาขาวิชา..... นิเทศศาสตร์พัฒนาการ

ปีการศึกษา..... 2539

ลายมือชื่อนิสิต.....

ลายมือชื่ออาจารย์ที่ปรึกษา.....

ลายมือชื่ออาจารย์ที่ปรึกษาร่วม.....