

KEY WORD: COMMUNICATION / CAMPAIGN / AIDS / ADVERTISING / TELEVISION COMMERCIAL /
FEAR APPEAL

VENUS CHERDCHANYAPONG : THE INFLUENCES OF FEAR APPEAL IN AIDS
CAMPAIGN'S TVC ON HIGH RISK TARGETS. THESIS ADVISOR : ASSO. PROF.
PANA THONGMEEARKOM, Ph.D. 110 pp. ISBN 974-331-753-8

The objective of the study was to study the influences of different level of fear appeal in AIDS campaign's TVC on high-risk targets. The methods used in the study were focus group interview conducted on three high-risk groups, and in-depth interview conducted on three experts on AIDS campaign. Three high-risk groups in the focus group interview were; gay men, prostitutes, and men frequent with brothel.

Results of the study are: the different extent of fear appeal in AIDS campaign's TVC inflicted different level of fear of HIV infection among high-risk participants; the fear level seems to affects the effectiveness of TVC in reducing the number of HIV infection; high fear appeal appears to be more effective than moderate and low fear appeal. There are other findings in the study. It is apparent that TVC cannot stop promiscuous, however, it tends to increase protection behavior. Most of those attended the focus groups agree to the use of fear appeal in AIDS campaigns, provided that it based on facts, knowledge, or presenter's emotional appeal, not objectionable or unsightly picture of HIV patients. On the contrary, the experts disagree with the use of fear appeal for they afraid of other repercussions. The HIV patients might be discriminated against, and barred from normal social life. However, the experts do believe that low level of fear appeal in AIDS campaign could be effective. Advice from the focus groups is that future campaign should use positive and favorable style TVC. So the HIV infection will be accepted and live as a normal person in the society.

ภาควิชา..... การประชาสัมพันธ์.....

สาขาวิชา..... การโฆษณา.....

ปีการศึกษา..... 2541.....

ลายมือชื่อนิต..... วัน..... ๒๕๔๑.....

ลายมือชื่ออาจารย์ที่ปรึกษา.....

ลายมือชื่ออาจารย์ที่ปรึกษาร่วม.....