

C550377: MAJOR MASS COMMUNICATION

KEY WORD: : STUDY/CELEBRITIES/TELEVISION COMMERCIAL/ADVERTISE-
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CHINNAREE SONGPRAYOON : THE STUDY OF THE USE OF CELEBRITIES
IN TELEVISION COMMERCIAL ADVERTISEMENTS (1992-1993). THESIS
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This research has the objectives to study the type of celebrities which use in television commercial and to study how to use them in television commercial.

The results show that the celebrities are the entertainment people who have ability not only the movie star but also the music artist, the model, and the athlete. The others are the public figures who are well-known and high social status in the society. In television commercials, the celebrities play in two roles: play to be themselves and perform to be other roles such as housewife, a Miss Universe, and servant.