

C450290 : MAJOR MASS COMMUNICATION

KEY WORD: STAR TV/CREATIVE ADVERTISING/REGIONAL ADVERTISING IN ASIA/
SATELLITE TELEVISION

PEI-LING LIN : AN ANALYSIS OF STAR TV ADVERTISEMENTS IN ASIA VIA
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The objective of this research is to find out whether global, international, regional, and local characteristics appear in the satellite commercial advertisements via STAR TV. It is to prove that the "Think locally, and act globally" strategy is being employed in the creative strategies of satellite advertising, so that international message is being sent effectively across national boundaries in the Asia region, a place at which great diversities in language, religion, and culture are the predominant features. However, similarities among nations exist in the realm of consumer culture which are the results of a global economy.

This research is conducted by using qualitative research method. The research is based on concepts of consumer culture, international advertising, semiology and signification. The research findings are concluded as the following.

1. The construction of meaning by using internationally recognized local signs in Asia.(International local signs approach)
2. The construction of meaning by avoiding all local signs (which include the historical, social, political, religion, language and economical aspects) and presents the message by focusing on the internationally shared signs that mark the features of the natural environment, human instinct, and learned culture which is happening on a global scale. (Universal approach)
3. The construction of meaning by using all kinds of signs which are the indicators of the common characteristics and experiences of the Asian consumers. These signs reflect the consumer culture and consumer nature that are apparent on the international scene. (Consumer culture approach)
4. The construction of meaning through a common vision which deems association, cooperation, relation, and oneness of the world as significant. It is a global consideration in the creation of advertising message that is an effort to create a shared understanding, role, or responsibility. (Global approach)