

C441994: MAJOR AUDIO-VISUAL COMMUNICATIONS

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ARUNEE AREERUK: A CONTENT ANALYSIS IN TELEVISION ADVERTISING CONCERNING NATURAL ENVIRONMENTAL CONSERVATION : ASST. PROF. PRASAK HOMSANIT, Ed.D., THESIS CO-ADVISOR : ASST. PROF. ONJAREE NATAKUATOONG, Ph.D. 161 pp. ISBN 974-583-998-1

The purpose of the study was to analyze the content of television advertisements concerning natural environmental conservation. The content was analyzed in five categories : content presentation, environmental resources content, problem and quality of environmental resources, approach to conserve environmental resources, and educational objectives. The population employed in the study were 85 television advertisements concerning natural environmental conservation broadcasted during 1991-1993.

Findings showed that :

1. Most of the advertisements were produced by private sectors. Soft-advertising technique was most utilized in presenting the content. Environmental issues most frequently presented were pollution and the depletion of environmental and natural resources. Problem and quality of environmental resources concerning forest and air were most frequently presented. Prevention was a proposed approach to conserve the environment. Educational objectives found in the content of the advertisements were cognitive and affective domains.

2. All six levels of the cognitive domain were found in the advertisements. There were : knowledge, comprehension, application, analysis, synthesis, and evaluation. The first two levels were most frequently presented.

3. All five levels of the affective domain were found. There were receiving, responding, valuing, organization, and characterization. Receiving was most frequently presented.