

CHALIDA KUNALAI : THE GLOBALIZATION AND THAINIZATION IN WORLD  
BRAND TELEVISION ADVERTISING. THESIS ADVISOR: ASSO. PROF. SIRICHAIR  
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The objective of this research is to know globalization and thainization in world brand television advertising in Thailand nowadays both form and content.

This reserch is conducted using qualitative research method and is primarily based on concepts of global marketing, global advertising, semiology and signification. The results of the research can be summarized as follows :

The world brand television advertising in Thailand can be classified into 3 forms :

1. The advertising that has the concept and creative strategy likes the advertising in foreign markets
2. The advertising that has the concept likes the advertising in foreign markets but the creative strategy was built to use only in Thailand
3. The advertising that has the concept and creative strategy which only be used in Thailand.

Each forms of the advertising has both globalization and thainization which can be signified by the signifiers in the content of the advertising.