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ADVERTISING MEDIA

DUANGRUDEE RATANA-OLARN : THE ROLES OF THE OFFICE OF THE CONSUMER
PROTECTION BOARD IN MONITORING THE ADVERTISING MEDIA THESIS ADVISOR :
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This research is designed to study the roles of the Office of the
Consumer Protection Board in controlling the advertising media by monitoring
on the operation process, methods and procedures of controlling the advertis-
ing, operation results, consequences, problems, hindrances and solutions.

The research reveals that the Office of the Consumer Protection Board
controlled the advertising media through consideration on advertising
"content" and "presentation" in line with the Consumer Protection Act, 1979.
The Protective role initiated after the advertising had been made public
rather than the preventive role which can stop possible damages beforehand.
Lack of personnel has resulted in inefficient operation.

An alternative to efficient protect the consumers from advertising
is to focus on the publicity of Consumer Protection in educational institu-
tions at college level, which supplies the society with advertising and jour-
nalism professionals. Moreover, consumers should learn to watch out their
rights and make public outcry when their rights are violated.