

C350218 : MAJOR MASS COMMUNICATION

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IN TELEVISION (1990-1991) THESIS ADVISOR : ASSOC. PROF. SIRICHAJ
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It is the purpose of this research to analyse the form and content of advertising in television between 1990-1991 and to make explicit the characteristics of stimulating and developing needs of TV advertising for consumers. This study uses qualitative approaches which have Postmodernism, Modernism, Theory of Human Motivation, Steps in Persuasion and Degree of Involvement as its theoretical and conceptual frameworks. The results of this research are as follows:

1. There were 7 characteristics for the form and content of advertising in Television which correlated with postmodernism and which could not be considered mutually exclusive. Those characteristics were emphasis of images, differentiation, reproduction, subculture, retro and nostalgia, explosion of visibility, and implosion of meaning.

If considering the entire presentation of TV advertising, the mentioned characteristics reflected the consumption of "images" in the form of "realities." Moreover, "sign value" was more important than product "use value."

Nevertheless, the form and content of advertising in television could be analysed not only by using postmodernism but also by modernism and conventionalism which intermingled with each other.

2. The characteristics of stimulating and developing needs of TV advertising for consumers emphasized more on belongingness and love needs, esteem needs, self-actualization needs than on physiological needs and safety needs.

Furthermore, advertising that stressed more on emotional approach than physical reasoning resulted in consumers' behavioral reaction, which did not always follow the regular cited steps. That means it was not necessary for consumers to at first perceive product information, but could develop their preference and might eventually purchase products. This depended on degree of involvement that consumers had on products and advertisements.