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SUPHATRA SIRIMANGKALA : THE STUDY OF WOMEN'S ROLES AND STATUS IN
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The purpose of this research was to study Bangkok women and advertising personnel's opinion regarding the roles and status of women that appear in television advertising.

Data were collected from two groups of respondents, 250 women in Bangkok were asked to fill the questionnaire while 20 advertising personnel participated in indepth interview.

Findings were :

1. Most respondents were aware of women's roles in television advertising namely mother role, housewife role, working woman role and sex-object role.

2. Presentation of women's role in today television advertising tended to show more ideas, knowledge and ability of women in society than in the past.

3. Most respondents believed that women's role in television advertising took part in promoting, constructing and changing women's role in society.

4. Advertising creatives presented women in mother and housewife role, working woman role and sex-object role in their work. In addition, more of modernized woman image was used in television advertising.