

## C350140 : MAJOR MASS COMMUNICATION

KEY WORD : INFORMATION/TELEVISION COMMERCIALS

CHIRAPORN KANISTARATH : INFORMATION SERVICE THROUGH TELEVISION  
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The objective of this research is to understand the characteristics of information transmitted through television commercials, the role of television commercials as an information service, and the characteristics of how that service is offered to consumers.

This research is conducted using qualitative research method and is primarily based on concepts of information, services, advertising, and information services. The results of the research can be summarised as follows:

Information transmitted through television commercials can be classified into two major modes, including information on commodities available in the market and information on the specific qualities of those commodities advertised, such as brandname, availability, and prices.

That information is transmitted to consumers as information service through television commercials. It was found that the service can be divided into 5 major types : 1. practical information service  
2. intellectual information service 3. pastime information service  
4. unwanted information service 5. need encouraging information service.

Those information services are offered to consumers in conjunction with television programmes based chiefly on consideration of the nature of the advertised products and the intended target audiences or customers of the information service. In addition, the way television commercials provide information service is consistent with the type and scheduling of television programmes.