

##C350350 : MAJOR MASS COMMUNICATION

KEY WORDS : SIGN/ADVERTISING/MEDIA/STATUS/ELECTRICAL APPLIANCES

CHANPEN PHOKACHAIPAT : THE SIGN CONSTRUCTION THROUGH MEDIA

ADVERTISEMENT IN ORDER TO PROMOTE PRODUCT STATUS : A CASE STUDY OF  
SHARP ELECTRICAL APPLIANCES. THESIS ADVISOR : ASSO. PROF. PANA  
THONGMEEARKOM, 139. PP. ISBN 974-581-625-6

The purpose of this study is to understand the patterns and content used in creating sign through media advertisement and to understand how the sign construction through media advertisement help create a positive image for Sharp Electrical Appliances.

The scope of the study covers electrical rice cookers, water heaters, refrigerators, washing machines, vacuum cleaners, irons, and microwave ovens distributed by Thai City Electric Co. and American Engineering Co. through media advertisements in 1991 (a period of one year).

The results of the study are as follows:

1. All Sharp electrical appliance sign construction through media advertisement emphasize the "Modern Family"
2. The Sharp electrical appliance advertisements are of 3 types: solving problems, having fun, and explaining product quality.
3. The company's policy is emphasizing the family, product's beauty, and specialized names for certain products purpose, and policy focus on the target group of well-to-do consumers to be able to create the advertisement that meet the target group.
4. The status of products which appear in Sharp electrical appliance sign construction through media advertisement is the product for well-to-do and modern family.
5. The pattern and content of a sign construction through media advertisement helps build the image of a product as respects its modernity, quality, beauty, and its social status, good taste, various catalogs and prices of these products, especially those advertisement, and promoting the modern family.