

Abstract

This is the quantitative research for studying the bachelor degree students' perception in Pathumthanee province towards women as sex object in the television advertising. The objectives of this research are as followings :

- 1) To study about the bachelor degree students' perception towards women as sex object in the television advertising

- 2) To study about the bachelor degree students' opinion towards women as sex object in the television advertising

343 bachelor degree students were used to be the sampling groups in this research. The research was done through the questionnaires and all gathered information were calculated by the social science research program of computer.

From the result; we found that most of the sampling groups agreed with the concept that said the television advertising has affected spectators' opinion and they applied the presenters' speeches who offered those advertisement to use in their daily lives. They used those offered products as well. The female sex has attracted the spectators' attention especially the female's funny characteristic and the women image in the television advertising must be the only type of the beautiful, white and slender shape. Most of the sampling groups received the information of the television advertising from their manners and all of the stories. The women aspects regarded the reflection of women image in our current society as the second status under the man situation. The creation and presentation of women image in only one side which affected the people's perception in the society.

In general, most of the women accepted that they were used to show their sex appeal in the television advertising while someone didn't know that the belief that women only responded the man's need and they would be the good mother. Therefore, all women must try to control their real and perfect shape and image. The female groups became the target groups and it caused too hard tasks for them to perform because they must handle outside job to earn their families. Generally, women didn't realize these fact and receive in these cases.

The recommendation was that the educational institute should create self conscious to the new generation with no bias towards mass media communication and to spread the unity of various media among sex . Besides, they should present the real women' image in various aspects without any bias.