

ABSTRACT

The Use of Nonverbal Messages Associated with Sexual Suggestiveness

in TV Commercials

by

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This study is an analysis of the characteristics of nonverbal messages regarding sexuality in TV commercials and how they are used. The paper focuses on the senders' perspectives. Six TV commercials of two brands are the research data. Based on the qualitative approach, the in-depth interviews with the creative personnel of the selected commercials have been chosen to acquire information about their attitudes. The findings reveal that nonverbal communication is used to enhance people's perceptions immediately and accurately. The advertisers believe that a hint of sexuality in advertising can draw the public's attentions because the cognitive system of human being is organized in such a way to be most susceptible to this kind of information. A heterosexual relationship between a young man and a young woman is the primary situation presented in the commercials because young people, who are the manufacturers' target group, can easily associate themselves with the products. In addition, social norms and the indirect approach of the Thai communicative style also influence advertising. Nonverbal cues, as a part of that style, are employed to maintain social acceptance and harmony.