

พิมพ์ต้นฉบับบทคัดย่อวิทยานิพนธ์มา เสนอในทวอบสี่เขียวนี้เพียงแผ่นเดียว

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SOMPOB GINGNGOEN : THE PROCESS AND EFFECTIVENESS OF TELEVISION

PUBLIC SERVICE ADVERTISING DISCOURSE DURING 1995 – 1997. THESIS ADVISOR :

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This research is a qualitative research. There are the objectives to analyze the relationship between the social contexts and the texts of the public service advertising that used the public sphere for creating and applying the concepts of discourse, of public sphere and of the public service advertising. The results are as follow :

The discourse of the public service advertising of the nine-group organizations, for instant of the alcohol production organization, the automobile production organization, the insurance organization, the power resource organization, the power controlling organization, the non-profit organization, the financial organization, the utility producing and selling organization and the real estate organization, have the feature, the format and the process in the same direction. Moreover the texts of the public service advertising discourse are related to the contexts being the public sphere in the social interest at that time. The contexts are used for creating the texts such as the public sphere inside the social interests, the public sphere outside the social interest including the projects and responsibilities of organizations.

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