

C850767

: MAJOR

MASS COMMUNICATION

KEY WORD:

PUBLIC COMMUNICATION CAMPAIGN / TOURISM

WARANGKANA RATTANARUK : MASS COMMUNICATION PROCESS FOR THE “
THAI TIEW THAI” CAMPAIGN. THESIS ADVISOR : ASSOC. PROF. VIPA
UTAMACHANT. 120 pp. ISBN 974 - 636 - 804.

The purposes of this study are to understand principle and condition for using print media, TV media and radio media for the “Thai Tiew Thai” campaign of The Tourism Authority of Thailand (TAT) and to comprehend message presentation style and content that presented through these media. The methodologies are documentary research, depth interview and message system analysis.

The results found that the principle for mass communication process of TAT is try to find fixed distribution channels of all media used by purchasing air time and sponsoring some programs in TV and radio media. Moreover, good relationship with media owner are the important factor to attain the channel.

The presentation style are many kinds of documentary; short, long, variety and news feature for publicizing specific detail. The contents are general information for touring and Eco Tourism. The content appeals that used are rational, emotional, negative and status.

ภาควิชา..... การสื่อสารมวลชน

สาขาวิชา..... การสื่อสารมวลชน

ปีการศึกษา..... 2540

ลายมือชื่อนิสิต..... 

ลายมือชื่ออาจารย์ที่ปรึกษา..... 

ลายมือชื่ออาจารย์ที่ปรึกษาร่วม.....