

4085095828 MAJOR DEVELOPMENT COMMUNICATION

KEY WORD: CREATIVE STRATEGIES / PROMOTE / FAMILY TIE / TELEVISION PROGRAMMING

POUNGCHOMPOO BUMRUNGSOOK : CREATIVE STRATEGIES TO PROMOTE FAMILY TIE THROUGH TELEVISION PROGRAMMING. THESIS ADVISOR :

ASSOC.PROF.THANAWADEE BOONLOU, Ph.D. 130pp. ISBN 974-331-664-7.

The objective of this study is to explore strategies and tactics used in 3 TV programs which promoted family tie. In depth interview was conducted with 11 key - informants along with observing production and broadcast content. By comparing "Lok Bai Lek" "Theing Wan Kan Ang" and "Ban Lek Tee Ha" seven strategies were found in those three programs , namely : 1) retention solicitation 2) generating interest 3) audience participation 4) interactive two - way communication 5) role modeling 6) compelling selling point and 7) edutainment

However, each program had different tactics depending upon different air-time, target groups, length of air-time, frequency and sponsor. As for obstacles or threats to promote family relations through television programming, the research result revealed 6 types of obstacles or threats namely : 1) information search 2) program sponsor 3) policy of TV station 4) air-timing 5) program structure and 6) program cost.

ภาควิชา..... การประชาสัมพันธ์
สาขาวิชา..... นิเทศศาสตร์พัฒนาการ
2541
ปีการศึกษา.....

ลายมือชื่อผู้ผลิต..... พวงชมพู บำรุงสุข
ลายมือชื่ออาจารย์ที่ปรึกษา..... Thanawadee Boonlou
ลายมือชื่ออาจารย์ที่ปรึกษาร่วม.....