

#C850625 : MAJOR MASS COMMUNICATION
KEY WORD: BILL BOARD / COMMUNICATION STRATEGIES

NADDA NETRATTANA : ADVERTISING STRATEGIES AS REFLECTED IN THE BILL BOARD ON THE EXPRESS WAY. THESIS ADVISOR : ASSOC.PROF.NANTHAWAN SUCHATO, Ph.d. 199 pp. ISBN 974-636-666-1.

The purposes of this research were (1) to study communication strategies in the bill board Advertising located on the Express Way;(2) to analyze the main characteristics of content and format presentation as appeared in the bill boards during January-December of 1996. Survey of 174 Bill Board Advertisements along with in-depth interviews of ad agencies were undertaken within a conceptual framework of the communication strategy approach.

Results indicated that an advertising budget was a dominant factor determining the objectives of advertising on the bill boards. There was a diversification of product categories approaching various classes of prospects. Advertising of real estate products was found to be predominant among others. Their presentation strategies were an emphasis on more verbal than visual messages. To conclude, traffic problem was found as the main factor to facilitate the popularity of the bill board advertising as the way they are.

ภาควิชา.....การสื่อสารมวลชน.....

สาขาวิชา.....การสื่อสารมวลชน.....

ปีการศึกษา.....2539.....

ลายมือชื่อนิสิต.....นิตดา เนตรรัตน.....

ลายมือชื่ออาจารย์ที่ปรึกษา.....น. นันทวัน.....

ลายมือชื่ออาจารย์ที่ปรึกษาร่วม.....