

## ABSTRACT

The research project entitled “ The Study on Opinions on Advertisement via Television for the Sake of Anti-Alcoholic Drinking Campaign among the University Students in Bangkok ” was conducted with 3 objectives: to study the opinions of the targeted students concerning the message codes appeared in the television advertising; to inspect the targeted students’ needs for improving the quality of message codes appeared in the television advertising; and to recommend the guidelines for message codes improvement and development in order to reduce alcoholic drinking behaviors of the youths in Bangkok. The research’s samples were selected by purposive sampling technique, which included two main sampling groups; 20 students in four targeted universities, and 4 persons from 4 organizations in Bangkok (who worked in the fields of curing and preventing Thai youths from alcoholic drinking behavior). The research methodology for data collection included in-depth interview and documentary reviews.

The results of the research were as the followings:

1. The opinions of the targeted students concerning the message codes appeared in the television advertising

- 1.1 The television advertising which the targeted students could mostly recall was the movie entitled “The New Year Gifts : Giving the Alcoholic Drinks Means the Giving of Dam Words ” (broadcasted during 2010)

- 1.2 There were two types of message codes, appeared in the movie (The New Year Gifts : Giving the Alcoholic Drinks Means the Giving of Dam Words), that could help the targeted students recall the movie’s plot, as well as receive the message of alcoholic-drink-disadvantages. One was called verbal message codes, which consisted of dialogues of the actors, voice of script readers, and typed messages presented on the television screen. The other was called non-verbal message codes, which consisted of the gestures of the actors and the materials including bottles of alcoholic drink and New Year gifts baskets.

- 1.3 Consequences emerged from the application of the two types of message codes were the influences in helping the targeted students recall the movie’s plot, as well as receive the message of alcoholic-drink-disadvantages. However, the two types of message codes could not be the factor to persuade the targeted students to reduce or stop drinking those alcoholic drinks,

although the two types of message codes could make the targeted students to re-think about the negative results emerged from giving the alcoholic drinks to other people as the new year's gifts.

1.4 The broadcasting frequency of movie entitled (The New Year Gifts : Giving the Alcoholic Drinks Means the Giving of Dam Words) in 2010 was too less. In this regard, the movie could not be the media to impact on reducing the alcoholic drinking behavior of the targeted audiences.

2. The targeted students' needs for improving the quality of message codes appeared in the television advertising.

The television advertising, in form of movie, should be added with more effective and concrete message codes. The recommended message codes that should be used were attractive words or messages, interesting sound, picture and materials, as well as understandable and clear gesture of the actors. These recommended message codes could be the factors to persuade the targeted students, or youths in any areas, to reduce or stop drinking the alcoholic drinking behavior effectively.

3. The guidelines for message codes improvement and development in order to reduce alcoholic drinking behaviors of the youths in Bangkok

3.1 The two types of message codes should be improved and developed to be more attractive for calling the audience's intentions, as well as more understandable for clearly receiving the messages of alcoholic drink disadvantages.

3.2 There should be the standard for verbal language inspection to control the right use of verbal language made by the actors. This standard could help the media deliver the messages with the right grammar and clear speaking within the limited time.

3.3 The actors in the television advertising, in form of movie, should be the persons with reliable images in order to be the right model for the youths.

3.4 There should be the supports from any concerned organizations to launce any exhibitions or projects, mainly conducted by the youths, in order to publicize the knowledge of alcoholic drink disadvantages.

3.5 Any concerned organizations should give the chances to the youths to participate in activities for creating effective media to launch the anti-alcoholic drinking campaign for the Thai society in the long run.