

Identity and Effectiveness of Communication via New Media in Form of Set Up Candid Clips

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Abstract

The objectives were to analyze the using of new media in the form of set up candid clip that affects the product and presenter, to study the effectiveness of using new media in the form of set up candid clip in order to increase the circulation and audience satisfaction and to use the earned information and knowledge to develop the communication for publicizing and advertising via new media. This research is qualitative research based on questionnaire and in-depth interview from experts. The findings showed the identity, advantages and disadvantages of communication for publicizing and advertising via new media in the form of set up candid clip. The identity is related with the disadvantages that the electronic media that computer or mobile device is required including with internet and social network and make audience feel deceived. The advantage is the ability to reach the specific target group, easy to access anyplace and anytime in low cost production and can be talk of the town overnight but mostly in short-term. The boundary of this media is the requirement of computer, electronic device, internet and social network programs. It should be used as secondary media to support the primary media. The specific target group for this kind of communication are female, in the age of 31-35 and 41+ and in the level of education of secondary education. Set up candid clip effects to the products and presenters by using this kind of communication. It will be useful for fields of publicizing and advertising in the new media forms at the present.

Keywords: Advertising, New media, Publicizing, Set up candid clip

Introduction

Communication has been defined into many definitions. Oxford Dictionaries said that it's the imparting or exchanging of information by speaking, writing, or using some other medium. It's the successful conveying or sharing of ideas and feelings. It's the means of sending or receiving information. This field of study concerned with the transmission of information. But the basic and simple definition of communication is the procedure that one person (sender) transmits a message to another person (receiver) and there is feedback from receiver. This phenomenon is about symbol (using both verbal symbol and nonverbal symbol) and there is interaction between sender and receiver. There're 5 components for communication which are source or sender, message, media or channel, receiver and interaction.

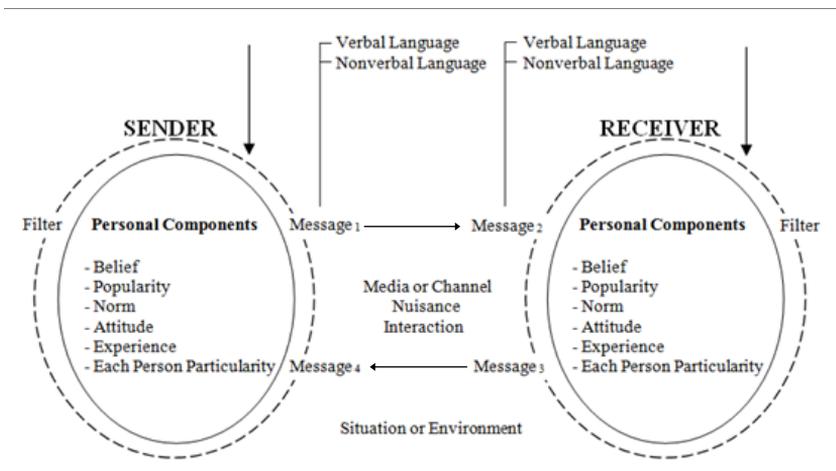


Figure 1: O'Donnall & Cable's Model of Communication

According to the figure 1, it explains factors that affect the result of communication process. The source of message can be verbal or nonverbal language. The sender and receiver have different personal components which are belief, popularity, norm, attitude, experience and each person particularity. Along the process, there're factors of media or channel, nuisance and interaction including with situation or environment that may occur differently between each case of sender and receiver

communication. It causes different result of communication process even the message is the same.

For the purposes of communication, there are 4 main issues which are informing, educating, persuading and entertaining. In the competitive world, the significant purpose of communication is for persuasion to earn awareness, increase circulation and audience satisfaction of the goods or services. According to that reason, most of the goods or services use communication for persuasion or for publicizing and advertising. The result of persuasion is counted by attitude and belief changes. If there's interaction, there will be changes in receiver's cognitions, affection and behavior.

The definition of publicizing and advertising, the word "publicizing" is the business of drawing public attention to goods or services. And the word "advertising" came from Latin language "ad vertere" means to turn the mind toward. They both mean persuading and getting attention from the audience to our goods or services instead of others' to make decision to buy our goods or services. There are 2 purposes of advertising usage which are primary media or main advertising and secondary media which supports main advertising. The main points of advertising are as following; 1) the advertising is the publicizing in paid form, 2) the advertising is communicating via mass media to people, not specific person to person 3) the advertising requires identified sponsor. The function of advertising are as following; 1) to tell the difference between the advertised product and competitive products, 2) to inform the product information, 3) to persuade for product purchase, 4) to increase the contribution, 5) to increase the satisfaction and brand loyalty, 6) to decrease the selling capital, 7) to remind and reinforce. Advertising has 2 important roles which are advertising as a communication process (awareness, comprehension, acceptance, preference, ownership, reinforcement) and advertising as a business process (in roles of marketing, economic, social fields for goods or services advertising and in roles of creating understanding, reliability, brand image for image promotion). The benefits of advertng is another significant issue to know for the success of

communication which are 1) offering customers the knowledge and understanding of the goods or services, 2) informing the goods or services information in every field, 3) making customers want better goods or services, 4) being tools of image building and product personality related to customers' psychological need, 5) comparing the cost of goods or services for customers, 6) showing competitive goods or services in the market, 7) presenting goods or services selling in diffuse form.

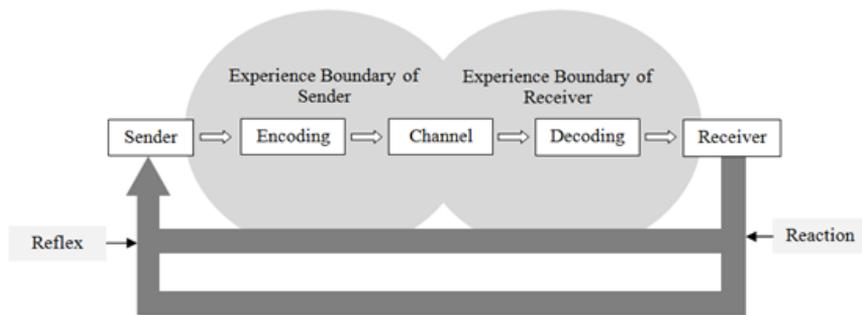


Figure 2: Components Leading to Effective Communication

The excellence of advertising of Dr.Seri Wongmonta is one of good guideline for successful communication. The principles of creating excellent advertising are as following; 1) set the hook to the message receivers since the first period by liability presenter, music, baby, scenery, production number, direct benefit, sex appeal, sports, 2) has to be brand dominance commercial, 3) has to be simple and straight forward in the form of audio vampire or video vampire. 4) has to be based on selling point and concept, 5) has to be in big idea in the way of not repeated with others, timeless and expandable, 6) can be cut to show only half, 7) music, sports and love are triangle of success, 8) think in advertising campaign which are what kinds of advertising you want?, how many pieces of advertising you want?, how we use each advertising?, how we combine them together?, what is the best combination?, schematic advertising, strategic advertising, 9) emphasize the selling point by series advertising, 10) don't make the advertising look cheap by no

presenter, laymen quality, shooting in the real location, comparing with international advertising films, 11) jingle should be in single theme, repetitive in main idea, 12) creativity in media planning, 13) consideration for informatial, advertorial and programmercial, 14) appeal to head and heart, 15) consideration about Integrated Marketing Communication: IMC.

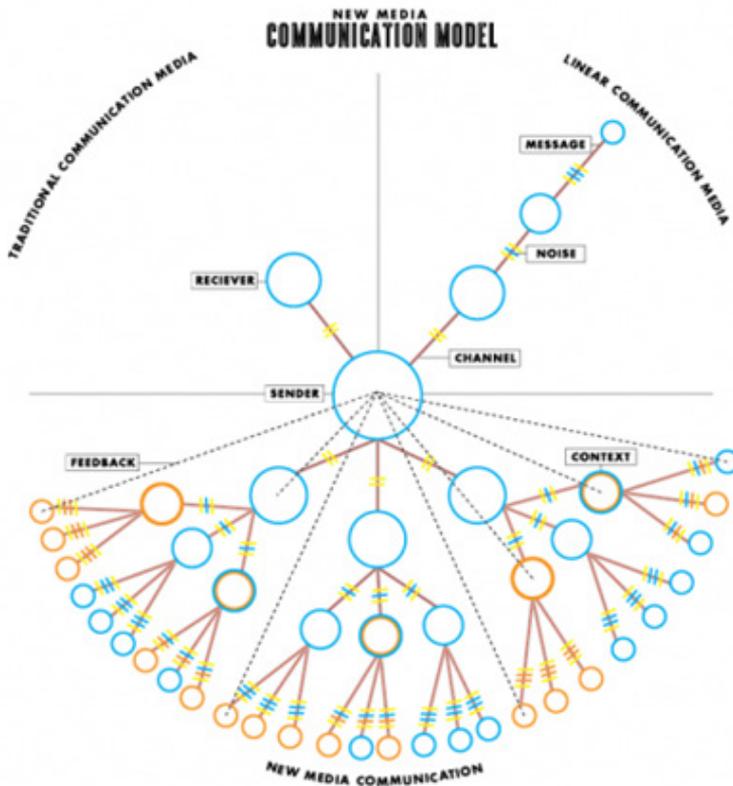


Figure 3: New Media Communication Model

The new media communication model by Patrick Drake (2011) indicates that more feedback from the receiver than the traditional communication media and linear communication

media. The more feedback has both advantage and disadvantage. The advantage of new media communication is the ability to inform the true comments from receivers in no time while the disadvantage is the changing of received information in no time as well.

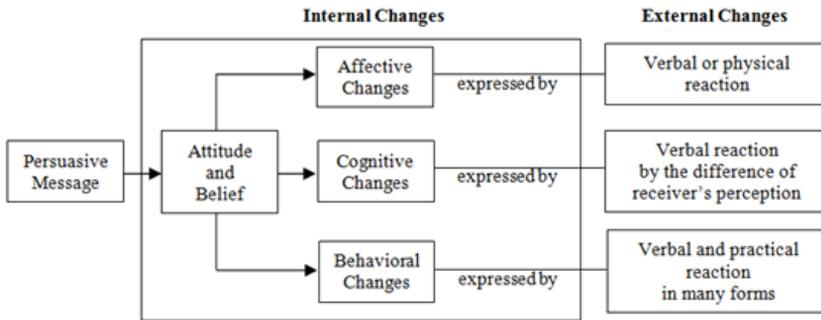


Figure 4: Model of Relation between Attitude and Belief with External Changes

Denis McQuail mentioned that communication is a process, which increases, commonality – but also requires elements of commonality for it to occur at all. In the persuasive communication, it’s based on message receiver’s attitude and belief which may cause the affective, cognitive and behavioral changes. The affective changes are expressed by verbal or physical reaction. The cognitive changes are expressed by verbal reaction by the difference of receiver’s perception. The behavioral changes are expressed by verbal and practical reaction in many forms. If there’re commonality elements between the persuasive message and receiver’s attitude and belief, it can make changes.

Another important element for persuasion in communication is the reliability of message sender which Aristotle said that the speaker’s personality is the significant reason of persuasive speaking. He explained that the audience doesn’t know the truth of information, when the opinions are separated, the speaker is meaningful. The

reliable speaker must have intelligence, good will and good character. Later, the philosophers of communication concluded similarly that the reliability of message sender depends on 2 factors which are competence of expertness and trustworthiness that the message receiver must perceive that these 2 factors are in the message sender. David K. Berlo had developed the reliability of message sender into 3 factors which are safety factor (kind, congenial, friendly, agreeable, pleasant, gentle, unselfish, just, forgiving, hospitable, cheerful, ethical, patient and calm), qualification factor (experienced, trained, skilled, authoritative, able and intelligent) and dynamic factor (aggressive, empathic, frank, bold, active, fast and energetic). If the message sender has above mentioned characters, he or she will be effective message sender who can more change the sender's attitude than unreliable message sender. For the audience, the topic is less important than the character of message sender.

The media selection influences result of communication or attitude and behavioral changes as well. Each media has different identity and ability boundary. The circle of media selection includes target group size, composed tools, perception, usage flexibility, adjustment flexibility, basic expense, continuous expense and message receiver participation.

The categorization of media is based on function, mantle, advantage and boundary of each media for proper selection. For print, it's one of the oldest media and relate to daily life. The advantage of this media is the feeling of receiver that the message in the print is new and latest update. The print contribution is covered the whole country and geographic flexibility. The local print is convenient for adjustment. The print is repetitive media, easy to remember and in high circulation especially on special occasions. But for newspaper, it's cost-efficient. It's the database for purchasing comparison. The boundary of the print is the printing quality that should be interesting to attract the receivers and it's in short-term duration. It's cluttered with advertising and it's limited in reaching divided groups. The expense of this media in

type of magazine is quite high especially in high circulation prints. For radio, the advantage of this media is the ability to choose the specific target group and the contribution covers the whole areas of the country. It's easy to do repetitive broadcasting and access the target group while working or doing activities. It's easy to adjust the message and the expense is not high. The radio boundary is too many in amount of radio stations which is hard to be broadcasted in every station that is going to be in high cost. The message receivers cannot remember the whole message but they can remember only some part of the message. For television, the advantage is the motion pictures with sound that amuse receiver and comply with the message which makes them know the message and easy to understand. This media reaches specific target group by choosing the program and time for publicizing and advertising. The contribution is around the country which is effective comparing with the expense to the amount of message receivers. For movie, the advantage is reaching the specific target group. The publicizing and advertising message is hard to avoid and it's not expensive. The boundary of this media is non appropriation for countryside. The movie production is also in high cost and low access.

For additional issue of choosing media consideration, there are 10 important factors affecting the effectiveness of communication to the audience or customers which are 1) target group, 2) goods or services features and effectiveness, 3) advertising rate and media capital in reaching the target group, 4) market growth opportunity, 5) ability to reach the target group and effects, 6) media potential, 7) advertising strategies and forms of advertising message, 8) competitors' advertising, 9) media features, 10) advertising budget.

Shramm explained that for the effective communication, the sender has to encode by using the word, signal or symbol that is related to the receiver which makes the receiver decodes or interpret the information in the same direction. It depends on the experience boundary in the past of both sides. The more abovementioned boundary is the same or matched, the more effective the communication will be.

The definition of candid clip is the video clip which is presented as it is the real situation that is recorded by candid camera unintentionally. The principle for the real candid clip is concealing cameras filming ordinary people being confronted with unusual situations without informing them that they are recorded by the candid cameras. But the definition of set up candid clip is the video clip which is presented as it is the real situation that is recorded by candid camera intentionally with informing the presenters that they are recorded by the candid cameras. Therefore, this kind of publicizing and advertising's cameras will be placed in the hidden point of views as the real candid cameras. But actually they are not the real candid cameras.

Another significant issue for this study is the channel of communication which this study focused on new media. The definition of new media refers to content available on-demand through the internet, accessible on any digital device, usually containing interactive user feedback and creative participation. While the traditional media refers to communication through print publication, radio, broadcast and movie.

For this study, the researchers studied about communication in the form of set up candid clips launched in new media for publicizing and advertising of 2 products named Scotch 100 (essence of chicken) and Snickers (chocolate) to compare the factors and effects. The reason that these 2 products were chosen because they both used set up candid clip for publicizing and advertising via new media. But the feedback was different and it could be comparative study for using of set up candid clip for publicizing and advertising via new media leading to the identity and effectiveness knowledge of new media.

Communication is very effective tool to communicate, change the attitudes and behaviors of people if we have the knowledge and use communication in the right and proper way. We've known the identity and effectiveness of traditional media (print, radio, television and movie) that occurred for more than hundred years ago. But

nowadays, new media (Youtube, Facebook, Instagram, LINE, etc.) is very popular and easy to access for almost every target group anywhere and anytime. Therefore, we have to study about new media identity and effectiveness to be able to choose and use the new media for its best function effectively in the future.

Purposes of Study

The objectives of this study were to analyze the using of new media in the form of set up candid clip that affects the product and presenter, to study the effectiveness of using new media in the form of set up candid clip in order to increase the circulation and audience satisfaction and to use the earned information and knowledge to develop the communication for publicizing and advertising via new media.

Research Methodology

This research was a qualitative research arising from content analysis from the set up candid clips that were used as new media for publicizing and advertising via social network of 2 products in Thailand which are Scotch 100 Essence of Chicken (https://www.youtube.com/watch?v=tZ_vaoO2eCo&list=PLk68a1djsw1uLt-l3FgotqMP5va9tFv9N&index=1) and Snickers Chocolate (<https://www.youtube.com/watch?v=4v1haaj-ggU> and <https://www.youtube.com/watch?v=mz83sYATHbM&list=PLk68a1djsw1uLt-l3FgotqMP5va9tFv9N&index=3>), questionnaire, in- depth interview, documents, literature and relevant research work. At first in methodology plan, the researchers would like to ask for product circulation from Scotch 100 and Snickers before, during and after the set up candid clip were launched. But both companies denied giving the product circulation because it's confidential. Another research tool is questionnaire which used both close and open ended by spreading out random sampling questionnaire which was made from Google Docs (https://docs.google.com/forms/d/16r87beTEYcEK_n7PfQECQ

Eos3ZaClWiyIplvZjttO_Qk/viewform) to get 50 representative samples' answers via social network which were Facebook and LINE. A strength, weakness, opportunity and threat (SWOT) methodology was employed as an analysis tool for in-depth interview from 2 experts in advertising and publicizing fields which the questions are open ended.

Result

For the result of content analysis of 3 set up candid clips that were used as new media for publicizing and advertising via new media of 2 products in Thailand which are Scotch 100 (1 clip) and Snickers (2 clips) analysis, the story of each clip are as following;

Scotch 100 Essence of Chicken, the presenter of this clip of Scotch 100 is a very famous actor in Thailand named Ananda Everingham. The situation was set in the advertising film production in studio around 4AM after the last scene of that advertising film shooting.



Figure 5: Assistant Director came to talk with Ananda and asked him to take 1 more shooting as special scene for this advertising film. He was asked to dance Gangnam Style (Korean famous music with the dancing style of the singer named Psy)



Figure 6: Ananda was mad and screamed to everyone because the director said that the shooting was finished already. At that time, it's 4AM in the morning. They'd been worked too long time and he's not impressed about shooting another special scene for this advertising film that the assistant director asked him to do. He threw the water bottle and scolded to everyone that he's made fame for 10 years but how come the production team asked him to do stupid dance.



Figure 7: Instantly, Ananda danced Gangnam Style and all the production team danced with him seriously and joyfully.



Figure 8: Letters on screen “Give it 100% best shot in every life roles”

Snickers Chocolate Clip No.1, the presenter of this clip of Snickers is a moderate famous actress in Thailand named Aom Sucha Manaying. The situation was set in the mall that the presenter was working. She walked by to see her fans and her fans were screaming her name and would like to take pictures with her.



Figure 9: Aom Sucha met her fans while she was working at that mall.
Figure 10: Aom Sucha screamed to her fans after they screamed her name too loud and would like to take pictures with her.



Figure 11: One of the fans ran to her with her name electronic display. Aom Sucha pushed her and the electronic display fell. All fans raised their voice with shock.

Snickers Chocolate Clip No.2, the presenter of this clip is the same person as the 1st one named Aom Sucha Manaying. The situation was set in the dressing room in the mall that she walked in after having problem with her fans.



Figure 12: Letters on screen “Don’t let hungriness make you’re not yourself”.



Figure 13: Aom Sucha complained about everything around her.



Figure 14: One staff ran into the dressing room and asked what happen to her.



Figure 15: Aom Sucha had Snickers in her hand and said sorry for getting mad because of hungriness. She's fine now.



Figure 16: Letter on screen “Don’t let hungriness change you. When you need snack, you need Snickers”.

As the content analysis from one of David K. Berlo’s factors for reliability of message sender which is safety factor that consist of kind, congenial, friendly, agreeable, pleasant, gentle, unselfish, just, forgiving, hospitable, cheerful, ethical, patient and calm. In the clip of Scotch 100, Ananda Everingham, the presenter has all characters of safety factor in audience perception. Sucha Manaying, the presenter of Snickers clips also has all characters in audience perception. As David K. Berlo said that the message sender with above mentioned characters will be effective message sender who can more change the sender’s attitude than unreliable message sender. But in the set up candid clips, they acted like they were not kind, congenial, friendly, agreeable, pleasant, gentle, unselfish, just, forgiving, hospitable, cheerful, ethical, patient and calm which is only performing arts that can deceive the clips audience and affected audience satisfaction to the presenters which will be discussed in the result of using set up candid clip via new media to the presenters based on questionnaire issue below.

Another content analysis is about the content and form of presentation. For content, both products used the issue of angriness. Scotch 100 played the role as supporter in daily life that Scotch 100 consumers will be able to do everything 100%. Snickers played the role as the helper from angriness when the consumers are hungry. Both

products used the violent form for presentation.

According to Youtube.com statistic, anyone can give “like” or “unlike” to the clip which is not the score from all viewers that showed the satisfaction of the products and presenters. Though, the statistics from Youtube.com is not provable as the facts. But it can be one of the sub-factor for consideration. There’re 728,509 views who watched Scotch 100 set up candid clip, which 8,552 people (1.17%) pressed “like” for this clip and 139 people (0.02%) pressed “unlike” for this clip. There’re 36,628 views who watched Snickers set up candid clip No.1, which 63 people (0.17%) pressed “like” for this clip and 54 people (0.15%) pressed “unlike” for this clip. There’re 319,609 views who watched Snickers set up candid clip No.2, which 893 people (0.28%) pressed “like” for this clip and 1,002 people (0.31%) pressed “unlike” for this clip. (checked on 10 February, 2014) as presenter as the chart in figure 16.

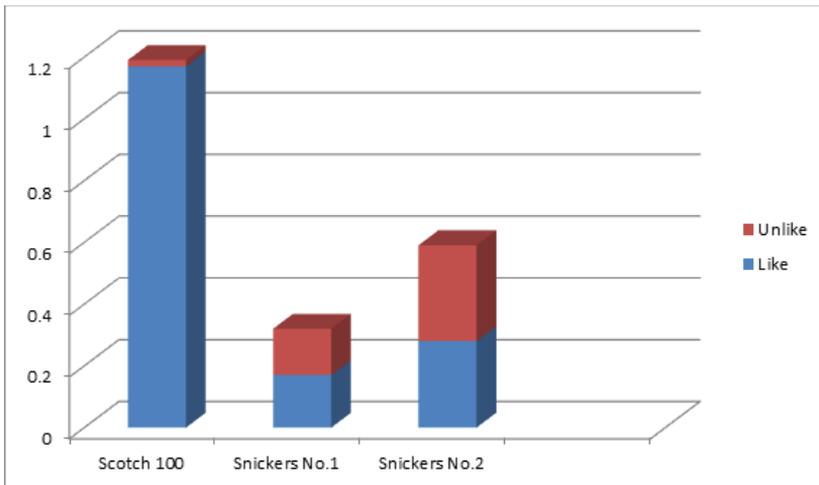


Figure 17: “Like” and “Unlike” from Some of 3 Set Up Candid Clips Viewers

For the questionnaire, there’re 50 representative samples by random sampling. There are 25 male (50%) and 25 female (50%) which is accidentally equal. For the age issue, there’re 1 person (2%)

in the age of 11-15, 7 persons (14%) in the age of 16-20, 3 persons (6%) in the age of 21-25, 21 persons (42%) in the age of 26-30, 11 persons (22%) in the age of 31-35, 3 persons (6%) in the age of 36-40 and 4 persons (8%) in the age of 41+. The majority is in the age of 26-30 in the amount of 21 persons (42%). In the educational issue are as following; 1 person (2%) in elementary educational level, 2 persons (4%) in secondary educational level, 38 persons (76%) in bachelor degree, 6 persons (12%) in master degree and 1 person (2%) in doctoral degree.

The questions are divided into 3 parts. There're 3 close ended questions in the first part of personal information. There're 10 close ended questions in the second part of experience, satisfaction and attitude before watching 3 set up candid clips. There're 9 close ended questions and 1 open ended question in the third part of experience, satisfaction and attitude after watching 3 set up candid clips. The result of the questionnaire is divided into the result of using set up candid clip via new media to products and presenters as following;

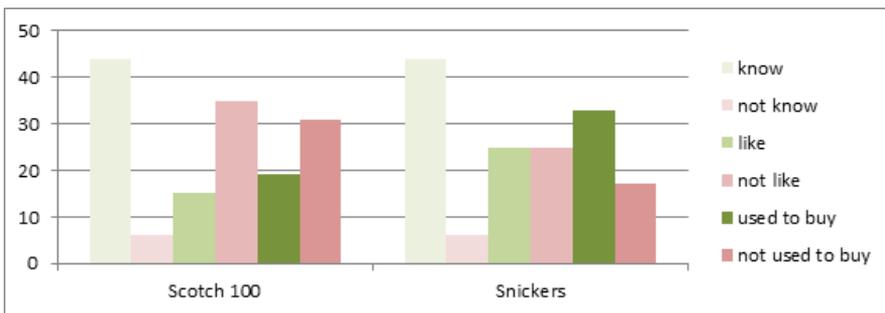


Figure 18: Result from 50 representative samples before watching 3 set up candid clips of Scotch 100 and Snickers

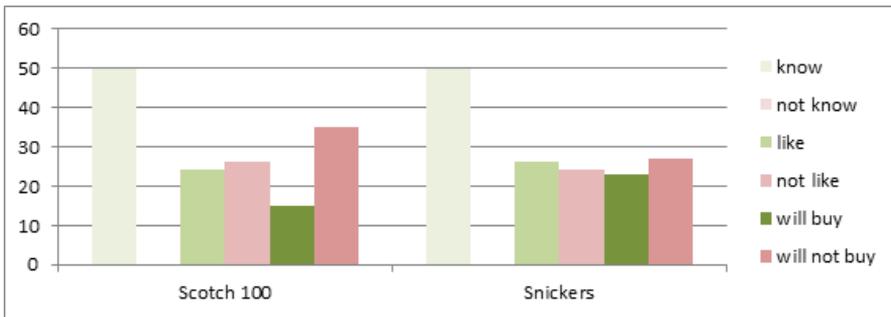


Figure 19: Result from 50 representative samples after watching 3 set up candid clips of Scotch 100 and Snickers

As we can conclude as comparison from the answers before and after watching 3 set up candid clips that using set up candid clips via new media can increase the awareness of the products in the equal level (Scotch 100 product awareness from 88% to 100% after watching the clip, Snickers product awareness from 88% to 100% after watching the clips), using set up candid clips via new media can increase product satisfaction which Scotch 100 get increased more than Snickers (Scotch 100 product satisfaction from 30% to 48% after watching the clip, Snickers product satisfaction from 50% to 52% after watching the clips), using set up candid clips via new media can decrease product circulation which Scotch 100 get decreased less than Snickers (Scotch 100 product circulation from 38% to 30% after watching the clip, Snickers product circulation from 66% to 46% after watching the clips).

For the result of using set up candid clips via new media to the presenters, using set up candid clips via new media can increase presenters awareness in case of Snickers, because the presenter of Scotch 100 is more famous than Snicker's (Scotch 100 presenter awareness from 100% to 100% after watching the clip, Snickers presenter awareness from 72% to 100% after watching the clips), using set up candid clips via new media doesn't affect the presenter satisfaction (Scotch 100 product satisfaction from 88% to 88% after

watching the clip, Snickers product satisfaction from 70% to 70% after watching the clips)

Therefore, we can conclude that using set up candid clips via new media is effective to the products awareness and satisfaction but not effective to the products circulation and using set up candid clips via new media is effective to the presenters awareness but is not effective to the presenters satisfaction.

For the overview based on questionnaire, there're 22 persons (44%) who like communication via new media in the form of set up candid clip and 28 persons (56%) who don't like communication via new media in the form of set up candid clip. For the last open ended question, there're 12 persons (24%) who comment about using set up candid clips via new media in positive way, 25 persons (50%) who comment about using set up candid clips via new media in negative way and 13 persons (26%) who comment about using set up candid clips via new media in neutral way.

For the result of in-depth interview from 2 experts in advertising and publicizing fields, they have 6-8 year experience in advertising and publicizing and won many international advertising awards including Cannes 2012. They used to work on viral marketing project which used the new media for publicizing and advertising via social network but they haven't worked in the form of set up candid clip. They think that people like communication via new media in the form of set up candid clip is because of the new and strange presentation form and the reason that people don't like communication via new media in the form of set up candid clip is because people don't like to get deceived.

The strengths of communication via new media in the form of set up candid clip are low cost production comparing with other media advertising, easy to access in most of the target group anywhere and anytime, getting awareness overnight and get followed by the realistic set up. The weakness of communication via new media in the form of set up candid clip is creating bad brand image in case of

bad content presentation and it's not worth for advertising investment. The opportunity of communication via new media in the form of set up candid clip is in good direction if it's based on good content, not too violent form. The threats of communication via new media in the form of set up candid clip are the bad content which cause bad image to the brand and audience emotions including consumers' rejection which would not worth the investment for this kind of publicizing and advertising.

Conclusion

The identity of communication via new media in form of set up candid clip is one of the electronic media that computer or mobile device is required including with internet and social network such as Youtube, Facebook, Instagram, LINE, etc. As the definition of set up candid clip is the video clip which is presented as it is the real situation that is recorded by candid camera intentionally with informing the presenters that they are recorded by the candid cameras. The low cost and low quality cameras will be placed in the hidden point of views as the real candid cameras. But actually they are all set up and make audience feel deceived. The advantage is the ability to reach the specific target group, easy to access anyplace and anytime in low cost production and can be talk of the town overnight but mostly in short-term. The boundary of this media is the requirement of computer, electronic device, internet and social network programs. It should be used as secondary media to support the primary media.

As the findings of this study, communication via new media in the form of set up candid clip is effective about satisfaction to female more than male, in the age of 31-35 and 41+ more than the other ages and in the level of education of secondary education more than the other levels of education.

Both Scotch 100 and Snickers' set up candid clips were effective in awareness and satisfaction to the audience. But the effectiveness of satisfaction of Snickers' set up candid clip is less than Scotch 100's.

Both Scotch 100 and Snickers' set up candid clips were not effective in circulation increase. On the contrary, they decrease the circulation of Scotch 100 and Snickers evaluated by result of questionnaire. But Snickers set up candid clip cause lower circulation than Scotch 100's.

According to the analysis of open ended question about the reasons that representative samples like or don't like communication via new media in the form of set up candid clip, it can be divided into 3 groups which are positive reasons, negative reasons and neutral reasons or no comment. Communication via new media in the form of set up candid clip is still rather effective in communicating with audience.

The findings from in-depth interview, we can conclude that communication via new media in form of set up candid clip is rather effective way of communication in quick awareness getting (talk of the town) but in short period of time (short-term trend). It would be suitable for the product or brand that requires reminding to the product or brand by not concern about positive or negative feedback.

The conclusion from in-depth interview from 2 experts, we can conclude that the content is more important than the trend. Communication via new media should be based on good content in proper form. Because the set up candid clip in some issues are too sensitive to some target group audience. It can cause disappointment to the audience leading to bad image to the brand or product which will decrease the circulation and satisfaction from the customers. Communication via new media is a lot lower than other media but serious consideration of content and form is highly required.

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