



สาขาวิชาสื่อ ศิลปะ และการออกแบบสื่อ  
คณะจิตรศิลป์ มหาวิทยาลัยเชียงใหม่

Title	An analysis of the modern myths in fast food advertising.
Author	Ms. Natyada Songsana
Degree	Bachelor of Arts ( Media Arts and Design )
Thesis Advisor	Asst. Prof. Korakot Jairak

## ABSTRACT

The study of "An analysis of the modern myths in fast food advertising." was started from an interesting in fast food advertisings which present the same thing over and over again. The advertisings are not only present about eating but also create some ideas and a significations in the media thru characters or values that shows in the advertisings. By apathetic watching, this make audiences feel familiar to them and didn't remark that these also create their new lifestyle. The objectives of the study were to analyze forms of the story the presented in fast food advertisings include its mythologies, to create the media for presentation. The researcher was picked 9 fast food advertisings that aired between 2016 - 2017 and brought to conclusions.

It was found that 1) The audiences acknowledge about the propaganda and acknowledge in the same way then accept it, 2) Concealed mythologies that come in lifestyle which showed on advertising are indirect significations that creators want to communicate, Which have both clear and unclear that come in many forms like actor/actress, place, dialogues or even clothes.

Media Arts and Design Department  
Faculty of Finearts, Chiang Mai University