

**THE EFFECTIVENESS OF WARNING DISCLOSURES IN TELEVISED
OVER-THE-COUNTER DRUG ADVERTISEMENTS**

HATHAIKAN CHOWWANAPHOONPOHN

**DOCTOR OF PHILOSOPHY
IN PHARMACY**

ลิขสิทธิ์มหาวิทยาลัยเชียงใหม่

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**A THESIS SUBMITTED TO THE GRADUATE SCHOOL IN
PARTIAL FULFILLMENT OF THE REQUIREMENTS
FOR THE DEGREE OF
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THIS THESIS HAS BEEN APPROVED
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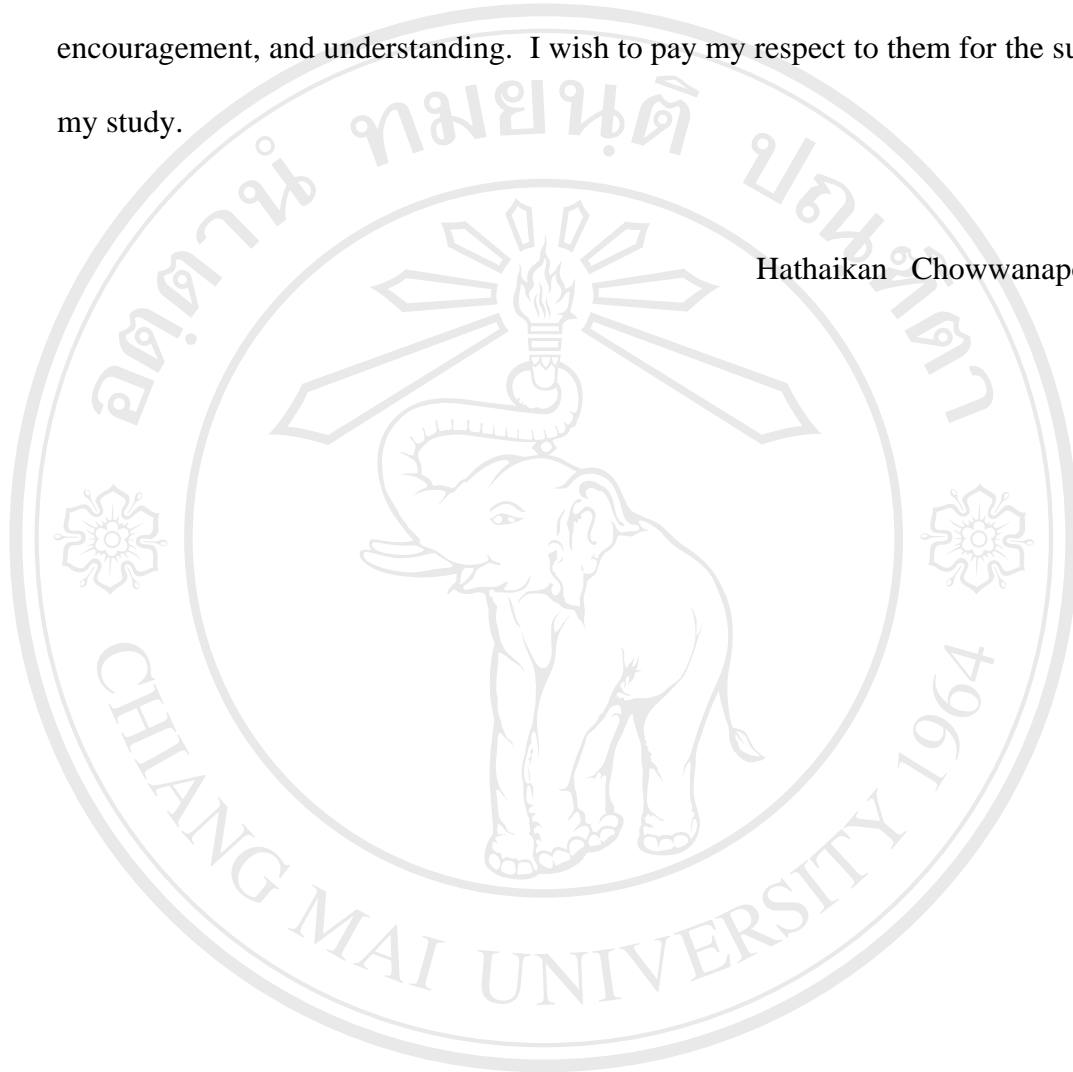
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