

CHAPTER 4

Data Analysis

This chapter is divided into two parts. The first part is the analysis of the Thai advertisements. The second part is the analysis of the American advertisements. The advertisements are analyzed using content analysis and Hofstede's individualism-collectivism.

Thai advertisements

This section analyzes six *KFC* advertisements and six *Pizza Hut* advertisements shown on television in Thailand. Each subsection consists of a description of one advertisement, the dialogue, and the analysis.

1. KFC “ไก่ได้ลาภ” (Kai Dai Larb)

This commercial depicts six main characters including a woman, two young men, a girl, a middle-aged man and an old man. The woman, in her forties, wears a dress and a necklace. She has short hair. Based on the dialogue, she is an aunt. A young man, in his early twenties, wearing a striped t-shirt and sitting next to the girl, is portrayed as a brother. Another young man in his early twenties is wearing a t-shirt and a cap. It is implied that he is a brother as well. As revealed in the dialogue, the girl with long curly hair is in grade 12. The man in his forties wearing a t-shirt with a shirt over it is an uncle. The older man, in his sixties, sitting at the head of the table, is a grandfather.

Scene 1:

Aunt (to nephew): ขอให้หลานรวยๆเฮงๆ (I wish you wealthy and lucky.)

Scene 2:

Brother (to sister): ขอให้น้องเมย์คนเก่งของพี่ เอนท์ติดหมอ (I wish my smart sister, May, gets in her dream medical school.)

The piano sound playing in the background shows that they are talking in rhythm. The person who gets the wish has to continue by giving a wish to another person.

Scene 3:

Sister (to uncle): ขอให้คุณอา เจอเนื้อคู่ก็พอ (I just wish you find your soul mate.)

Scene 4:

The grandfather looks at the uncle. It is the uncle's turn, but he is quiet. He is thinking.

Scene 5:

His nephew helps him to continue the wish by putting his arm around his grandfather's neck and says “ขอให้ปู่หล่อๆ อย่างนี้ไปอีกร้าน” (I wish my grandpa stays this handsome forever.) Then, the boy serves the grandfather a plate full of fried chicken. He looks at the uncle.

Scene 6:

The uncle gives his nephew a smile and dances.

Scene 7:

The camera zooms out to show the setting – a garden outside the house, decorated with colorful flags. The old man sits at the head of the table. He is surrounded by many boys and girls. They are at a table full of food. Somebody serves a plate of fried chicken to a person sitting on the opposite side of the table.

Voice over: ได้ลากันถั่วหน้าใหม่KFC ไปได้ลาก รสลาบเข้มข้นในกรอบนอก พิเศษด้วยแป้งผสมเกลือข้าวเหนียว ได้ลากกับปีใหม่ถึง 24 มกราคม2556 ... so good (Everybody gets lucky. New! KFC Kai Dai Larb with real Larb flavor. Savored with spice from the outer crispy sticky rice flake mixed with flour all the way through delicate meat. Get New Year luck from now to 24 January 2013...so good.)

Scene 8:

The camera zooms in while each character is eating. Then, it zooms out to show that everybody is eating happily and sharing news with each other.

Analysis

The setting is in the garden of a house. This family is holding a New Year lunch party. The family includes nine people, which are a grandfather (father's father), an aunt, an uncle, three grandsons and three granddaughters. They are at a table filled with food. This commercial shows an extended Thai family and that family members continue supporting each other.

The love and care of family members are reflected through the wishes they give to each other and the choices of Thai vocabulary for relatives. An aunt is the first person who starts by giving a wish. She says “ขอให้หลานรวยๆเฮงๆ” (I wish you wealthy and lucky). That nephew says to his younger sister “ขอให้น้องเมย์คนเก่งของพี่ เอนท์ติดหมอ” (I wish my smart sister, May, gets in her dream medical school). May says to her uncle “ขอให้คุณอาเจอเนื้อคู่ที่พอ” (I just wish you find your soul mate). The word “น้อง” [nong] ‘younger sibling’ shows that the addressee is younger than the speaker. The word “คุณ” [khun] ‘sir/madam’ is added to show that the addressee is older than or superior to the speaker. When each member gives their wish, they sincerely look at the addressees. They finally have lunch together after finishing their wishes. They eat happily and share news with each other.

Showing love and respect to elders is also shown in the way the grandchildren treat their grandfather. For example, the grandfather is seated at the head of the table. A grandson serves a plate full of fried chicken to his grandfather. After the grandfather starts eating, the rest begin eating. However, although the gesture of the grandson may seem disrespectful to his grandfather (he puts his arm around his grandfather’s neck as if he is a friend), this gesture can also portray the intimacy between him and his grandfather. He might be the favorite grandchild of the older man.

KFC “ไก่ได้ลาบ”(Kai Dai Larb) is chosen for this party due to its taste – ลาบ (Larb). Thais normally eat *larb* (minced pork or other kind of meat with spices) on special days and for special events such as wedding ceremonies. The word ลาบ [larb] has a favorable meaning because it is a homophone of the word ลาก [larb] ‘luck.’

2. KFC “Happy Bucket”

This commercial depicts four characters including a father, a mother, a daughter and a son. A father is in his forties. A mother is around forty years old too. The children are primary school age. The boy is older than the girl. They are all casually dressed: t-shirts, shirts, and shorts.

Scene 1:

Voice over: ความสุขต้องการเวลาแค่ไหน (How much time does it need to create happiness?)

A calendar page is highlighted. Then, the camera shifts to a pile of guide books.

Scene 2:

Voice over: สี่วันสามคืน (Four days and three nights)

The father is driving. He looks toward the back seat where his wife, son, and daughter are sleeping. He smiles seeing that image.

Scene 3:

The father in his work clothes (shirt, tie, and slacks) goes to a badminton court and says hello to his son, daughter and wife.

Son: พ่อคะ พ่อ (Daddy! Dad!)

Voice over: สองชั่วโมง (Two hours)

Scene 4:

The son plays a video game with his mother as the father reads a book to his daughter. They sit together on the same sofa in a living room decorated with a Christmas tree.

Voice over: สิบห้านาที (Fifteen minutes)

Scene 5:

The mother in her work clothes goes to the garage followed by the children in school uniforms. The boy says “bye-bye” to his father. The scene shifts to the father who is looking at them from the bedroom window. Although he is sleepy, he waves his hand to say good-bye.

Voice over: เจ็ดวินาที (Seven seconds)

Scene 6:

Voice over: หรือแค่ (Or just...)

A bucket of KFC, which includes fried chicken and fries, is presented.

Scene 7:

Voice over: เต็มอิ่มกับKFC Happy Bucket ช่วงเวลาแห่งความสุข มีไว้ให้เรา ให้กัน ถึง 16 มกราคม 2557 ... so good. (Share your moments of happiness with the KFC Happy Bucket. It's available from now to 16 January 2014...so good.)

The boy and the girl smile.

Scene 8:

A party is held in the dining room. The son and the daughter wear paper hats. The father puts a KFC bucket on the table. The mother feeds a piece of fried chicken to her son. Other characters, including older children and an older woman, eat and chat.

Analysis

The voice over and images show that the happy family activities include a four-day three-night trip, two hours of playing badminton, fifteen minutes of playing video games, and seven seconds of saying good-bye to the children before they go to school. Happiness does not have a specific time. It happens anytime and anywhere family members spend time together. The important thing is being together as a family. It does not matter how long; what matters is being together. Eating a meal together is a simple activity that can create family happiness. The last scene shows a New Year's lunch party in the dining room. The family in the first part is joined by a big group of people which includes older children and an aunt as well.

This commercial shows how communication in Thai families is considered high context since there is little conversation between the characters. Nevertheless, the smiles of every character indicate how happy they are. The product in this advertisement is a Happy Bucket set which includes a variety of fast-food items to serve every generation in a family. The larger number of family members at the lunch party indicates that the family as first shown is nuclear. The relatives and elders gather only for special occasions such as New Year.

3. KFC “Strawberry Egg Tart”

The commercial depicts four characters. The dialogue implies that they are father, mother, younger sister, and older sister. The parents are in their early forties. The older sister is in her early twenties. The younger sister is a teenage girl.

Scene 1:

The older sister is on a train going back home with her friends. She looks outside the window and sees the moon, imagining that it is a strawberry in the sky. She smiles at this image.

Scene 2:

The scene switches to the girl’s home. The father is decorating a Christmas tree while the mother is setting the dinner table. A daughter picks up an egg tart box.

Daughter (to mother): อันนี้หนูเก็บไว้ให้พี่พิมนะ (Can I keep this for Pim?)

Scene 3:

The camera focuses on two pieces of strawberry egg tart in that box.

Voice over: ความมหัศจรรย์ไม่ใช่เรื่องบังเอิญ พิเศษกับ Strawberry ในegg tart และ cream ball ที่ KFC เริ่มต้นที่ 22 บาท (Miracles do not occur incidentally. Special offer! Strawberries in egg tarts and cream balls at KFC, start at 22 Baht.)

Scene 4:

The older sister opens the door.

Older sister: กลับมาแล้วค่ะ (I'm back.)

The younger sister looks at the door opening.

Younger sister: อื้อ (Oops!)

The younger sister hides a box of strawberry egg tarts behind her back. She comes closer to her sister and gives it to her. The mother is looking at her children.

Voice over: เต็มสตรอเบอร์รี่ให้เต็มหัวใจ ถึง 17 มกราคม 2556 (Fulfill your heart with strawberries...until 17 February 2013.)

Scene 5:

The two sisters stand by each other. The older sister eats a strawberry egg tart while the younger sister eats a cream ball. The younger sister looks at her sister's face and smiles. The older sister smiles back.

Analysis

The first scene shows a young girl who is going back home by train. Then, the next scene shows her home. The father is decorating the house while the mother is setting the dinner table. A daughter intentionally keeps a strawberry egg tart as a special welcome home gift for her older sister. This commercial reflects that Thai families teach their children to think in terms of "We" and that resources should be shared with relatives. The basis of this moral is the value of hierarchy and the feeling of togetherness fostered in Thai culture.

The hierarchy that is associated with respect is reflected through Thai vocabulary. The younger sister states her intentions to her mother with her eyes showing how much she loves and misses her sister. She says “อันนี้หนูเก็บไว้ให้พี่มึมนะ” (Can I keep this for Pim?). The word หนู [nuu] ‘mouse’ shows her respect for her mother because it shows that she is a small person compared to her mother. While the word พี่ [phii] ‘older sibling’ shows her respect to her sister because it indicates that the sister is older than the girl.

It is implied that Thai families attach the feeling of togetherness and concern to the importance of dinner. The relationships of family members are close since the family members wait for and care about the older girl’s coming home. Besides, they wait for her before having dinner although it is quite late. However, this advertisement focuses mainly on the relationship between the younger and older sister since the older sister does not interact much with her parents. When the younger sister knows that her older sister is coming, she gets very excited about giving a gift to her. Although the father does not interact much with his daughters, the mother looks at her children with care almost all the time. She is happy knowing that her daughters love each other.

4. KFC “ชุดจุใจ”(Ju Jai Set)

This commercial depicts six characters which are a man, a woman, a boy, a girl, an older man, and an older woman. The father is around thirty-five years old. He wears a shirt and shorts. The mother is in her late thirties. She wears a shirt and shorts. A boy who is around ten years old is a son. And a girl who is around thirteen years old is a

daughter. The grandfather is a man wearing a hat. He is around sixty years old. The grandmother is a woman in her sixties and wears a shirt and pants.

Scene 1: (in the car)

The camera focuses on a fish made from a leaf hung from the car's mirror. Then it zooms out. The car and the passengers are depicted. A boy and a girl's images are reflected in the mirror. The camera shows a road. It is suggested that this occurs during the Songkran festival because many children pour water over the car along the way.

Girl: ปลาตะเพียนตัวนี้ยะ พ่อบอกว่า ปู่सानให้หนูตั้งแต่ยังแบเบาะ (This palm leaf fish ornament, my dad said my grandpa made it for me when I was a baby.)

Scene 2: (at the grandparents' home, in front of the car)

The children hug and kiss their grandfather.

Scene 3: (in front of the car)

The father, the mother and the children stand in front of the car. The girl, as a representative of the family, gives a bucket of KFC to the grandfather. The grandmother stands next to her husband.

Scene 4: (outside the house)

The two children play together.

Scene 5: (outside the house)

The girl and the boy ask their grandfather to teach them how to make a fish from a palm leaf.

Girl: คุณปู่คะ สอนหนูสานปลาตะเพียนหน่อยได้มั๊ยคะ (Grandpa, could you teach me how to make palm leaf fish?)

The old man nods his head. The father, mother, and grandmother look at them and smile from the opposite side of the house.

Girl: ปู่บอกว่าปลาตะเพียนเป็นตัวแทนของความห่วงใย เป็นเหมือนสิ่งดีๆที่เรามอบให้กัน (Grandpa says that this fish represents care. So it is a nice thing to give out.)

Scene 6: (outside the house)

A boy flies a kite.

Scene 7: (outside the house)

Voice over: KFC ชุุดใจ เพราะความสุขส่งถึงกันได้ (KFC Ju Jai Set. Give and spread this happiness out.)

A bucket of KFC is presented.

Scene 8: (in the dining room)

The girl shows her grandfather a fish she made.

Scene 9: (in the dining room)

They eat KFC together in the dining room.

Scene 10: (outside the house)

They talk to each other at a chair outside the house. The boy flies a kite.

Analysis

This commercial shows an extended Thai family and that family members continue supporting each other in exchange for loyalty. A married couple creates the tie between their children and their parents. They want their parents to love and protect their children. In the future, the children will take care of their grandparents as well. This family consists of four members, are a father, a mother, a son, and a daughter. They live in the city. And they drive to the grandparents' home in the countryside to visit them during the Songkran festival.

Although the children do not live with their grandparents, the fish made from leaves is a link between them. The girl knows from her father that her grandfather made it for her when she was a baby. The grandfather says that a fish made from leaves represents caring. It is a valuable symbol that we can give to each other. His statement indicates that he loves and is willing to protect his granddaughter by giving her the fish.

This advertisement focuses on the relationship between grandchildren and grandparents. The children show their love to their grandparents by hugging them and giving them a bucket of KFC. Additionally, showing respect to elders in Thai culture is indicated through the chosen words. In to the girl's statement “คุณปู่คะ สอนหนูसानปลาตะเพียนหน่อยได้มั๊ยคะ” (Grandpa, could you teach me how to make palm leaf fish?), the word คุณ [khun] ‘sir/madam’ and the final particle คะ [ka] reveal her good manners and respect for her grandfather. These two words show that the girl is inferior into her grandfather in terms of age and status. The girl uses the pronoun หนู[nuu] ‘mouse’ to refer to herself, also showing that she understands the value of seniority. The

grandfather spends time with his grandchildren while his wife talks with her son and her daughter-in-law.

The story ends with them eating KFC together, smiling and talking to each other. This advertisement shows a Thai happy family. A couple with children always thinks of their parents and uses the Songkran festival as an opportunity to visit them.

5. KFC “ชุดไก่จ๊วย”(Kai Ju Jai Set)

This commercial depicts four characters including a man, a woman, and two boys. Based on the setting and dialogues, it is apparent that they are a father, a mother, and children. The parents are between 35 and 40 years old. The children are around 8 to 10 years old.

Scene 1:

In the living room, the wife helps her husband, searching for his glasses.

Scene 2:

The sons come in. the younger son puts his arm around his father's neck.

The younger son: พ่อว่า เพื่อนกัน คุยกันได้ทุกเรื่องใช่ไหม (Dad, you said friends can share anything to each other, right?)

The father nods his head.

The elder son: จริงนะ (Really?)

The younger son pokes his father's shoulder.

The younger son: ผมขอโทษ (I'm sorry). Then, he shows a pair of broken eye glasses to his father. The father looks at his glasses and at his son.

The father: ไม่เป็นไร (It's OK.) Then, he smiles.

The father puts his arms around his sons' necks. The mother also touches her elder son's head.

Sons: ยิ่งเปิดใจ เรา ยิ่งใกล้ชิดกัน (The more we open, the closer we get)

Scene 3:

A bucket of KFC is presented.

Voice over: สั่ง KFC ชุดไก่จุกใจ ความสุขแนบแน่น อร่อยครบพร้อมหน้ากัน (Order KFC Kai Ju Jai set, strengthen happiness deliciously all together.)

The father gives his older son a piece of fried chicken. They smile while they eat KFC together. The father wears the broken glasses. He points at the frame of the glasses which are have been repaired by masking tape. The sons smile.

Scene 4:

The KFC delivery man holding a bucket of KFC is shown along with the message บริการส่งถึงบ้าน 1150 (Delivery service 1150) and the voice over “ส่งความสุข อร่อยร้อนทันใจ” (We deliver hot, fast and appetizing happiness.) KFC1150.

Analysis

This advertisement reflects two values in Thai culture: high context communication and children learning to think in terms of “We.” This family consists of four members: a

father, a mother, and two sons. The story takes place in the living room. The husband and his wife search for his glasses. His son indirectly confesses his mistake by asking his father a question. The boy's actions reveal an indirect style and an implicit message in a high-context communication. The little boy asks “พ่อว่าเพื่อนกัน คอยกันได้ทุกเรื่องใช่ไหม” (Dad, you said friends can share anything to each other, right?). The older son also asks his father for a confirmation. When he thinks his father will not be angry, the little boy shows the broken glasses and says that he is sorry. The father forgives him.

Furthermore, the little boy's question indicates that the father rears his sons as friends. He wants his sons to look at him as a friend too. Therefore, the children trust him. The gesture of putting his hand around his father's neck, poking, and standing while the father sits on the floor reveals that they are close.

Additionally, this scene shows that the two brothers are very close as the older brother tries to help his younger brother. This shows that children are taught to think in terms of “We.” This is evident according to the voice over that states “ยิ่งเปิดใจ เรายิ่งใกล้ชิดกัน” (The more we open, the closer we get). This statement emphasizes that understanding is important for family members. The KFC “Kai Ju Jai set” is linked to happiness and a feeling of togetherness as indicated in the statement in the voice over, “สั่งKFC ชุดไก่จู่ใจ ความสุขแน่นแน่น อร่อยครบพร้อมหน้ากัน” (Order KFC Kai Ju Jai set, strengthen happiness deliciously all together). This voice over implies that the meal will be delicious if we eat together. The word ใกล้ชิดกัน[klaichid gun] ‘closely’ andพร้อมหน้ากัน[promna gun] ‘together’ suggest that Thai families give importance to togetherness. They prefer being together to being alone.

6. KFC “ซุดสูบใจ”(Suk Jai Set)

This commercial depicts more than ten characters. However, only seven main characters are focused on. A boy of primary school age who wears a blue shirt with shorts is the narrator. The relationships of the characters are revealed by the narrator's statements. Nevertheless, the relationship between some characters is not clear because of the Thai vocabulary for relatives.

Scene 1:

Boy: ขอบคุณครูโม ที่ทำให้ผมรัก... คณิตศาสตร์ (Thank you teacher, Mo, for making me love.....math.)

The teacher, Mo, picks up some food. Beside her is a girl who wears a pink t-shirt. The teacher smiles at the camera.

Scene 2:

Boy: โอ้ค กับลูกโป่งสวยๆ (...Oak and some nice balloons.)

A group of children moves a table. There is a girl sitting on the table. The camera shifts to a boy in a white t-shirt. He smiles at the camera.

Scene 3:

Boy: ป้าเจี๊ยะ สำหรับขนมอร่อยๆ (...Auntie, Jiab, for delicious sweets.)

An older lady, Jiab, gives a bowl to a man. She lifts it over the fence. The camera focuses on the aunt, Jiab. She cleans a bowl and smiles at the camera.

Scene 4:

Boy: น้องพลอย ที่ช่วยฟังเวลาผมโม้ (...Ploy, who doesn't mind listening to this babbling guy)

The camera zooms in on the girl wearing a pink t-shirt and switches to the next scene.

She is now sitting on a chair listening to the music. She smiles at the camera.

Scene 5:

Boy: พ่อกับแม่ ที่ทำให้ผมรู้จัก... การให้ (...Dad and Mom, who make me understand the word... sharing.)

A couple along with a girl blows a party whistle and smile. The camera switches to the boy. He holds a bucket of KFC. He smiles.

Scene 6:

Song: Giving me a smile...

The boy sits at the head of a table, holding a bucket of KFC. His father and mother sit on his left hand side. The mother is picking up a piece of fried chicken. Other characters eat fried chicken from other buckets on the table.

Scene 7:

Voice over: แบ่งปันความสุขกับ KFC ชุดสุขใจ (Share the happiness with KFC Suk Jai Set.)

A KFC Suk Jai Set is presented.

Scene 8:

Boy: ความสุข ยิ่งให้ก็ยิ่งเพิ่ม (Happiness- the more you give, the more you get.)

The boy holds a girl on his back. She holds a piece of fried chicken in her hand and tries to feed him. He smiles.

Scene 9:

The characters take a photograph together.

Analysis

The boy of primary school age is the main character. By looking at the decorations and the seating of the boy, it is evident that this is his birthday party held at his home. He has invited his friends and neighbors. This advertisement reflects the interdependence among Thais. When one needs help, his/her relatives and neighbors are willing to help. Before the party starts, everybody helps him to set up. They smile while working and relax when they finish preparing. The boy says thank-you to his guests while offering them fried chicken. He thanks his teacher who makes him love math, his friends for beautiful balloons, an aunt for delicious sweets, a younger sister who listens to his stories. And lastly, he thanks his parents who teach him the meaning of the word ‘sharing.’

In Thai culture, children are taught to think in terms of “We” and are told that resources should be shared. The entire image and dialogue reflect these two values. This is evident in the voice over “แบ่งปันความสุขกับKFC ชุดสุขใจ ความสุขยิ่งให้ก็ยิ่งเพิ่ม” (Share the happiness with KFC Suk Jai Set, happiness- the more you give, the more you get).

This advertisement implies that the parents teach their son well, especially the value of sharing. When the boy shares, he will receive happiness in return.

The number of family members here is unclear since there are too many characters. Moreover, the word ป้า [paa] ‘aunt’ or น้อง [nong] ‘younger sibling’ do not necessarily identify family kinship. Since Thais attach value and status to age and seniority, the words ป้า [paa] ‘aunt’ can be used to refer to a woman who is older than the speaker while the word น้อง [nong] ‘younger sibling’ can refer to a person who is younger than the speaker. Anyway, an aunt, Jiab, is probably the boy’s neighbor as she lives in another house with a fence between them. The younger sister, Ploy, might not be the narrator’s biological sister since her seat is far from his. In addition, the reason for calling non-relatives by kinship terms is to create a feeling of togetherness, that is, a family-like atmosphere, and this also demonstrates another aspect of Thai collectivism.

7. Pizza Hut “นุ่มฮิตคอมโบ”(Num Hit Combo)

This advertisement depicts four characters: a man, a woman, a girl, and a boy. The situation takes place in a home setting. This suggests that they are family members. The father is a man in his late thirties. The mother is a woman in her late thirties also. The daughter is around ten years old and the son is around eight years old.

Scene 1:

Every character is at the table in front of the house. There is a Pizza Hut Num Hit Combo Set on the table.

Daughter: นุ่มฮิตคอมโบ (Num Hit Combo.)

Scene 2:

The camera focuses on the pizza.

Daughter: อืม...นุ่ม (Umm...that's soft.)

Scene 3:

The daughter eats a slice of pizza. Behind her is her brother who eats a slice of pizza too.

Scene 4:

Images of spaghetti, chicken and bread sticks are presented.

Voice over: อร่อยครบเซตสี่เมนู กับนุ่มฮิตคอมโบ แค่ 299 บาท ถึง 30 พฤศจิกายนนี้

(Enjoy all four complete set menus with Num Hit Combo. Only 299 baht till 30 November 2012). Pizza Hut 1150. Make it great.)

Scene 5:

The daughter touches her slice of pizza to her father's slice.

Analysis

There are four people in this family: a mother, a father, a daughter and a son. They are seated at a table in front of their house. There is a Pizza Hut Num Hit Combo set on the table. The daughter is very impressed by the soft texture of the pizza. The advertisement shows how delicious the food is and what kinds of food are provided in this set. The advertisement ends with a scene where everyone is happily eating pizza together.

This advertisement depicts Thai families engaged in high context communication since it does not contain a storyline nor any dialogue between the characters. But it is implied that the family members' relationship is still good. The parents eat fast-food with their children. Also, it may have been the parents who ordered the pizza. Pizza Hut employs the feeling of togetherness in this advertisement as Thai families always do activities together.

8. Pizza Hut “นุ่มฮิตจัดเต็ม”(Num Hit Jud Tem)

This advertisement depicts three characters. From the dialogue, it is suggested that they are a father, a mother, and a son. The parents are in their early forties. The son appears to be primary-school age.

Scene 1:

The camera emphasizes the boy's face in order to show his confidence. Then, it zooms out to show other children. This is a primary school students' running competition.

Scene 2:

The boy does well. He runs the fastest. However, he falls down.

Scene 3:

The boy looks up toward his parents sitting in the stands. The parents look at him and give him encouragement by cheering. The boy stands up and continues running. The clapping from the other spectators also cheers him up.

Scene 4:

The boy raises his fist when he reaches the finishing point.

Mother: เต็มที่อย่างนี้ แม่ก็จัดเต็มให้ (You did your best, I am going to give you the best.)

Then, she gives him a Pizza Hut box.

Voice over: ช่วงเวลาไหนก็จัดเต็มได้เสมอ ด้วยนุ่มฮิตจัดเต็ม เต็มๆด้วยขอบไส้กรอกหอม กลิ่นรมควัน บนแป้งนุ่ม รสเข้มเต็มคำ กับหกหน้าแสนอร่อย เพียง 249 บาท (Any moment could be the best with Num Hit Jud Tem, complete with smoked sausage edge, soft dough, rich in flavor, with six delicious toppings, for only 249 baht.)

Scene 5:

The boy, his parents and the other competitors eat a slice of pizza together.

Voice over: Pizza Hut 1150. Make it great.

Analysis

This advertisement centers on a primary school students' running competition. The family of the main character consists of a mother, a father, and a son. Again, this commercial reflects that Thai families engage in high context communication linked to a feeling of togetherness.

. The parents join this activity as spectators. It is suggested that the relationship of this family is very close as both the father and the mother have come to see their son competing in the race. The boy does well in the beginning; however, he then falls down.

The first thing he does after that is look up toward his parents. The feeling of togetherness displays warmth and security. The boy does not feel alone when he is in trouble. Because of the encouragement of his parents, he continues running. The mother says “เต็มที่แล้วแม่ก็จัดเต็มให้” (You did your best, I am going to give you the best.). She says only this one sentence. But this shows how she is proud of him although he is not the winner. Then, she gives him a Pizza Hut box as a prize. The mother also gives slices of pizzas to the other competitors. Her action suggests that she wants her son to have a competitor’s spirit. The loss is not shameful. Moreover, he can still be happy and be friends with the other competitors. Competitions in Thai society are not as competitive as in America and they cannot destroy friendships. The mother’s statement and example also show another aspect of collectivism.

9. Pizza Hut “นุ่มฮิตลาบไก่”(Num Hit Larb Kai)

The advertisement depicts four characters: a man, a woman, a boy, and a girl. The setting and the dialogue suggest that they are a father, a mother, a son, and a daughter. The father and mother are in their early forties. The children are in primary school age.

Scene 1:

Family photographs showing a trip to the mountain and a trip to the sea are presented.

The picture of a boy and his sister holding a slice of pizza each is also shown.

Boy: ครอบครัวเรา ทำด้วยกันทุกอย่าง ยกเว้น... กินพิซซ่า (Our family do everything together except...eating pizza.)

Scene 2:

The girl stands behind her brother.

Boy: แต่คราวนี้ เสร็จแน่ (But not this time.)

The bell rings, the boy opens the door. He gives a silent signal to a pizza delivery man.

Scene 3:

The boy, along with his sister, goes to see their parents in the living room. The boy opens the pizza box.

Boy: นุ่มฮิตลาบไก่สไปซี่ (Num Hit Larb Kai Spicy!)

Mom and Dad: หู ลาบไก่ก้อน (Oho! Spicy Larb chicken balls.)

Voice over: แป้งนุ่มกับรสชาติไทยๆ สไตล์ไม่จำเจ เติมเต็มความสุขกันทั้งครอบครัว ถาดแรก 199 บาท ถาดที่สองแค่ 99 บาท ถึง 30 กันยายนนี้ (Soft dough with Thai recipe, new and unique. Fulfill the happiness with your family for only 199 baht and the second pan for only 99 baht. Available until 30 September 2012.)

Scene 4:

The father is going to eat a slice of pizza.

Boy: พ่อหยุด เดินก่อนกิน (Dad, stop. Dance first.)

The boy dances, his father, mother and sister also dance with him.

Analysis

This family consists of four members: a father, a mother, a daughter, and a son. The situation takes place in the living room. Pizza Hut utilizes the feeling of togetherness in Thai culture to attract customers. This advertisement portrays an example of a happy Thai family as the son, the main character, says “ครอบครัวเราทำด้วยกันทุกอย่าง” (our family do everything together). This indicates that he has been taught to think in terms of “We.” To be a family means family members do everything together.

In the advertisement, the boy’s voice seems a little bit sad when he continues and says “ขกเว้นกินพิซซ่า” (except...eating pizza). The boy’s actions indicate that he really wants his parents to eat pizza with him and his sister. He thinks he will be happier if his parents do that. This also implies that the children often eat pizza. Therefore, the boy feels sad every time his parents refuse to eat pizza. The parents might tell their son that they do not like Western tastes. Thus, “นุ่มฮิตลาบไก่สไปซี่” (Num Hit Larb Kai Spicy) pizza can solve the boy’s problem. ลาบไก่ [larbkai] ‘minced chicken with spices’ is a traditional Thai dish that has become a pizza topping. His parents are amazed at this and are now willing to try it. Finally, they happily eat the pizza together. The last scene and the voice over “เติมเต็มความสุขกันทั้งครอบครัว” (fulfill the happiness with your family) represent a happy Thai family and achieves the purpose of the advertiser as well.

10. Pizza Hut “Num Hit Grade DD”

This advertisement depicts four characters: a man, a woman, a boy, and a girl. The setting and dialogue suggest that they are a family consisting of a father, a mother,

a son, and a daughter. The parents are in their early forties and the children are of primary school age.

Scene 1:

One night in a bedroom, the son counts the money in his saving box. He thinks, then smiles.

Scene 2:

Next morning, a pizza delivery man comes to his house. The boy takes the pizza box.

Scene 3:

The boy brings the pizza box to the living room where his father is reading a newspaper and his mother is playing with his sister.

Son: พ่อครับ แม่ครับ ผมมีสิ่งดีๆ มาให้ครับ (Dad, mom... I've got some nice things for you.)

They look at him and his pizza box.

Scene 4:

The father, mother, and sister each eat a slice of pizza.

Voice over: ใหม่ นุ่มฮิตพิซซ่า ใหม่ด้วยแป้งนุ่มๆ ถึงรส บางกำลังดี ใครกินก็ต้อง... อืม นุ่ม
(New! Num Hit Pizza with soft dough, rich taste and perfect thickness. Try once and... Umm. So soft.)

The parents enjoy eating the pizza.

Scene 5:

Son: แม่ครับ ผมยังมีสิ่งดีๆ อีกอย่างให้แม่ครับ (Mom, I have another good thing for you.)

The boy shows his grade report. The mother looks at it without paying it much attention.

Mother: ดี (Good.)

Father: ดีเนอะ แม่เนอะ (It's good, right, mom?)

Scene 6:

The image of a pizza with five toppings is shown.

Voice over: นุ่มฮิตพิซซ่า ห้าหน้าใหม่ ถาดแรก 199 ถาดต่อไป 99 บาท ถึง 30 มิถุนายนนี้ (Num Hit Pizza, with five new toppings, for only 199. Get the next pan for only 99 baht until 30 June 2011.)

Scene 7:

The camera focuses on the mother and daughter eating. Then, it zooms out to show everyone eating. They all smile at each other.

Voice over: แบ่งปันสิ่งดีๆ กับพิซซ่าฮัท 1150 (Sharing good things with Pizza Hut 1150)

Analysis

The boy, the main character, has not received a good grade report; he's received two Ds. He does not want to tell his parents. However, he has to show them the grade report. Hence, he uses a trick to distract from his grades. From his action, it seems that his parents are very strict about his grades. He might be punished if they find out. Another possibility is that he does not want to make them unhappy. This advertisement reflects that harmony in the family is the ultimate goal. The boy has to do a bad thing (hide the reality) so as not to hurt his parents' feeling and this maintain harmony in his family.

His parents and his sister are in the living room. He opens the Pizza Hut box and says “พ่อครับแม่ครับ ผมมีสิ่งดี ๆ มาให้ครับ” (Dad, mom...I've got some nice things for you).

Then, he shows his grade report while they are enjoying the pizza and says “แม่ครับ ผมยังมีสิ่งดี ๆ อีกอย่างให้แม่ครับ” (Mom, I have another good thing for you). The parents do

not look at his report carefully, they just agree with him. The advertiser wants to play with the word ดี [di] ‘good’ which is pronounced the same as the letter and also the

grade “D” in English. When the boy sees that the parents are not interested in his grades, he sits to eat pizza with them. Pizza Hut tries to convince us that this is a good thing that helps maintain good relationships among family members. The slogan

“แบ่งปันสิ่งดี ๆ กับพิซซ่าฮัท 1150” (Sharing good things with Pizza Hut 1150) is used to emphasize this idea as well.

11. Pizza Hut “Busy Family”

This commercial depicts three characters including a man, a woman, and a boy. The setting and the dialogue suggest that they are a father, a mother, and a son. The father and mother are in their early forties and the son is around primary school age.

Scene 1:

Boy (to parrot): ไปชวนแม่เล่นดีกว่า (I want to play with mommy.)

The mother is preparing a meal in the kitchen. She shouts to her son.

Mother: แม่ไม่ว่าง (I'm busy.)

Parrot: แม่ไม่ว่าง พ่อไม่ว่าง แม่ไม่ว่าง พ่อไม่ว่าง ไม่ว่างๆ (Mom is busy, dad is busy.

Mom is busy. Dad is busy. Busy, busy, busy.)

Scene 2:

Mother stops doing her task. The father who is working at a table near his wife also stops. They look at each other. The mother has an idea.

Scene 3:

They eat pizza together

Voice over: ว่างสิ ก็โทรสั่งพิซซ่าฮัทไง นุ่มฮิตจากพิซซ่าฮัท นุ่ม เครื่องเยอะกว่าเดิม อร่อย รสชาติเข้มข้นๆคำ นุ่มฮิตจากพิซซ่าฮัท มีให้เลือกห้าหน้า ถาดแรก 199 บาท ถาดต่อไป 99 บาท ถึง 30 กันยายนนี้ (No, not busy... Just order Pizza Hut! Num Hit from Pizza Hut. Soft, even more toppings, rich and delicious. Num Hit from Pizza Hut. Five

toppings to choose for only 199 baht. Get another pan for 99 baht. Available until 30 September.)

Scene 4:

After eating, the son plays the ukulele. The mother dances and the father drums on the table.

Voice over: แบ่งปันสิ่งดีๆกับพิซซ่าฮัท1150 (Sharing good moments with Pizza Hut 1150)

Analysis

Two busy parents are portrayed in this advertisement. The parents do not have time for the boy. The mother is preparing a meal while the father is working at a table nearby. This might suggest that the relationship in this family is not quite good. This family can possibly be regarded as less than a happy family because it lacks togetherness. The parents appear focused on their own work. They seem more concerned with themselves.

The boy of primary-school age is lonesome. Therefore, he has to talk with his playmate, a parrot, instead of with his parents. This action reveals that he might seldom play with his parents. The possibility that his parents will play with him is low since they are always busy. The parrot's repetition of the sentence "Mom is busy, Dad is busy...busy" several times indicates that this is not the first time that the parents have responded to the boy that they are too busy. They often tell him that they are busy and so the parrot has memorized it. After the parents hear the parrot's words, they are now

concerned with this problem. They realize that they have not managed to have time for their son.

Pizza Hut uses the desire for togetherness in this advertisement again to attract busy parents to think in terms of “We”. Pizza Hut is the solution for them. Mother can reduce the time to prepare meals and so have time with her child. Before calling Pizza Hut, the boy is ignored. His parents are seriously involved with they are doing. In contrast, after calling Pizza Hut, they sit together on a couch in the living room having pizza together. They are happy and have a good time together. Pizza Hut shows us that it can create good times in the family. Pizza can save time and it is delicious so everybody can enjoy it. In addition, Pizza Hut also suggests that parents should have time for their children. A pet cannot replace parents. They should spend time doing things together. Having a meal together is a good start to creating a closer relationship among the family members.

12. Pizza Hut “นุ่ฮิตจัดใหญ่”(Num Hit Jad Yai)

This commercial depicts five characters: a man, a woman, a girl, and two boys. The setting implies that they are a father, a mother, a daughter, and two sons. The father and mother are around thirty-five to forty years old. The children are primary school age.

Scene 1:

The father and children are in the living room. The father is playing with his I-pad on the sofa. Near him, his daughter listens to music on her headphones. A son plays on his mobile phone while the other son is engaged with his laptop.

Scene 2:

The mother comes into the living room and sees what's going on. She gets an idea. She calls Pizza Hut.

Scene 3:

The pizza delivery man arrives.

Deliver man: พิซซ่าฮัทมาส่งแล้วครับ (Pizza Hut is here!)

Scene 4:

Mother holds a pizza box. The other family members surround her.

Mother: เปิดกล่องแล้ว หูจะใหญ่ (After I open this box, your ears will be larger.)

Every member except the mother touches their ears.

Everybody: ฮะ จริงหรือ (What? Really?)

The mother opens the box.

Everybody: หู... ใหญ่ ใหญ่มากเลย (Ooh! That's so big!)

Voice over: ตื่นเต้นกันใหญ่ ใหม่ พิซซ่าฮัทนุ่มฮิตจัดใหญ่ อร่อยไซส์ใหญ่ขึ้นสองเท่า พร้อม
สีหน้าสุดฮิต ถึง 30 มิถุนายนนี้ (Surprised! New! Pizza Hut Num Hit Jad Yai, twice
as big with four hot toppings until 30 June.)

Scene 5:

Each member picks up a slice of the pizza to eat. They sit close to each other.

Mother: เห็นมัย ความสุข เราทำให้มันใหญ่ได้ (See? We can enlarge our happiness.)

The daughter kisses her mother

Voice over: Pizza Hut 1150. Make it great.

Analysis

This family consists of a father, a mother, a daughter, and two sons. The situation takes place in the living room. Although the father and children are in the living room, they do not talk or play together. They concentrate on their own gadgets. This suggests that their relationship is not close and they do not care very much for each other. In addition, it is suggested that the father always plays with his gadgets at home. And the children imitate his behavior. The mother realizes this is a problem. So, she thinks of a way to bring them together. She thinks of Pizza Hut.

Similarly, the advertisement for “Pizza Hut Num Hit Jad Yai” also employs the desire for togetherness. The mother thinks that the behavior of her husband and children in scene 1 seems to be a problem because they are concerned only with themselves and that the children are thinking primarily in terms of “I,” in contrast to the norms of Thai culture. In Thai culture, of course, children are taught to think primarily in terms of “We.”

In the advertisement, before the mother opens the Pizza Hut box, she tells a joke to grab their attention. She says “เปิดกล่องแล้ว หูจะใหญ่” (After I open this box, your ears will be larger). Hence, everybody touches their ears. When the mother opens it, every member is surprised with the bigger size of pizza. They say “หู... ใหญ่ ใหญ่มากเลย” (Ooh! That’s so big!). “Ooh” is an English exclamation of surprise, but the characters actually

say, “Hoo”. The word หู (pronounce as “Hoo”) means an ear, also a Thai exclamation of surprise.

They finally eat pizza together happily. Of course, while they eat, they talk and laugh. A daughter kisses her mother to show her affection as well. The mother states “เห็นมั้ย ความสุข เราทำให้มันใหญ่ได้” (See? We can enlarge our happiness). Her statement suggests that the family members create family happiness. They will be happy if they think in terms of “We.”

American advertisements

This section analyzes six *KFC* advertisements and five *Pizza Hut* advertisements shown in the United States. Each subsection consists of a description of an advertisement, the dialogue, and an analysis.

1. KFC “Dad ate the bones”

This commercial depicts three characters: a man, a boy, and a girl. They are all African-American. The dialogue indicates that they are a father, a son, and a daughter. The father is in his forties while the children are teenagers.

Scene 1:

The father is eating KFC at a table in a kitchen.

Scene 2:

The son and the daughter come into the kitchen

Son: Yeah! KFC.

Dad: Original recipe.

Son: Original recipe?

The son and daughter look at the empty plate on the table.

Daughter: Dad, I think you ate the bones.

Dad: I did what?

The daughter looks at the plate again.

Daughter: You ate the bones.

They look at each other's faces and then the plate.

Dad: I ate the bones. I ate the bones? I ate the bones!

Scene 3:

Boneless KFC is presented.

Voice over: KFC original recipe. Now available without the bone. Freshly prepared white or dark meat chicken, boneless and skinless. Get four delicious mouth-watering pieces in your next ten-piece mixed bucket for just \$14.99.

Today tastes so good.

Analysis

This commercial suggests that American families give more importance to individual ownership of resources and that low-context communication prevails. The father eats Boneless KFC alone in the kitchen. He does not ask the children to eat with him even though they come into the kitchen and ask him about the chicken. It is

suggested that the father has bought the KFC for himself; it is not for the family's lunch or dinner.

The children think that their father has eaten the bones. They say it explicitly. The children use a direct style with an explicit message that reflects low-context communication. The daughter states "You ate the bones" twice, the father states "I ate the bones." three times in three different styles: statement, question, and finally as an exclamation. His utterance indicates that he is confused and startled since he does not know whether he ate the bones or not. The repetition of the sentence "...ate the bones." is also used to emphasize the feature of the new product: bonelessness.

The children's actions may seem disrespectful in Thai culture. Thai children show respect to their parents and do not make their parents look stupid or ignorant. Nevertheless, speaking directly and explicitly is acceptable in American society. Moreover, this family appears to be a happy family. There are no obvious family conflicts and the relationship seems close. The missing mother suggests that this may be a single-parent family.

2. KFC "Love is forever"

This advertisement depicts ten characters including eight children, an old man, and an old woman. It appears that the old man and old woman are a couple. They are white Americans in their sixties. Also it seems that the children are friends or neighbors. They consist of both whites and African-Americans.

Scene 1:

The camera focuses on the branches of a big tree.

Scene 2:

An older woman opens the window and looks at a group of children sitting in a park. They are eating KFC, and the woman smells the aroma of the chicken. She smiles and turns back to the room. Her husband comes in.

Scene 3:

They grasp each other's hands and start dancing. The song begins.

Song: It's a little bit funny. This feeling inside. I'm not one of those who can easily hide. I don't have much money but boy if I did, I'd buy a big house where we both could live. And you can tell everybody, this is your song. It may be quite simple but now that it's done. I hope you don't mind (repeated) that I put down in words. How wonderful life is....

The couple dances and as the old woman turns around they become a younger couple in their forties. They continue dancing. The woman leans back and they become a couple in their thirties. The man turns around and covers the woman's face with a hat. Then, they become a couple in their twenties. A boy jumps on the bed and invites a girl to get on too. They dance on the bed and then lie down on it. Then, they become a little boy and a little girl.

Scene 4:

The girl laughs and smiles at the boy.

Girl (Grandma): I'm hungry.

Song: Now you're in the world.

Scene 5:

The camera focuses on a cupboard that displays a sticker of KFC “So Good” stuck on it.

Both cupboard and sticker are old.

Analysis

This commercial suggests that Americans are mostly concerned with themselves and their immediate families. An old couple lives alone in a house without children or relatives. However, the couple seems happy and are able to take care of each other. This is different from Thai society. An elderly couple would not live alone. They would live with their children and relatives who would take care of them.

This commercial focuses on the relationship of this couple. Their long-term relationship is linked with memories of KFC. They dance and think about their past together. They might have known each other since they were children. Their relationship grew and they got married. KFC is shown to be a part of their memories in scene 5. The old KFC sticker on the cupboard suggests that KFC is an old familiar brand. This couple might have been customers of KFC since they were children. They grew up with KFC. In addition, the old woman still loves and thinks of KFC when she is hungry.

3. KFC “Bite”

This advertisement depicts three characters: a man, a woman, and a girl. The setting and dialogue suggest that they are a father, a mother, and a daughter. The parents are in their late forties while the daughter is a teenager. The scene takes place in a kitchen.

Scene 1:

Father and daughter look at each other.

Daughter: Dad, you're not getting my bites.

She bites a piece of KFC Bite. The telephone rings. Father picks it up.

Dad: Hello? Hi Bryan.

Daughter: Bryan?

Dad: Yes, she's here.

Daughter: I'll take it in my room.

The mother comes in.

Mom: Is that Bryan?

Dad: No, a telemarketer.

He slides the KFC box towards himself and picks up a piece of KFC Bite.

Voice over: KFC Bites. Freshly hand-breaded big bites of 100% breast meat.

Now with our famous hot gravy. Try a six-bite combo for just \$3.99. Today

tastes so good.

Analysis

This commercial reflects that the girl has learned to think in terms of "I." The term "I" is associated with individual rights and privacy. She is concerned primarily with herself and her own interests. Moreover, individual ownership of resources is

emphasized. The box of KFC Bites is the daughter's possession. She may have bought it with her own money. Therefore, she has a right to not allow her father to take any. This is clearly shown in her statement "Dad, you're not getting my bites." The father has to respect her rights. And he cannot force her to give him any.

Privacy is also shown. The daughter says "I'll take it in my room." This suggests that she has a private bedroom and a private telephone in her room. This evidence shows that parents give their children privacy and freedom. The girl needs privacy and wants to take the phone call in her room because she wants to talk to her boyfriend, Bryan. It also indicates that talking with one's boyfriend/girlfriend is a private issue. Moreover, the parents let the daughter make her own decisions.

In addition, the father uses the phone call as an opportunity to take some of his daughter's KFC Bites. Perhaps he thinks that if he takes only one piece, she will not notice it. The father's action is only teasing. The girl's action (not allowing her father to have any of her food) seems aggressive and disrespectful from the Thai point of view. On the other hand, it is acceptable in American society. Teasing between father and daughter appears normal.

4. KFC "Chicken corsage"

This advertisement depicts four characters including a man, a woman, a boy, and a girl. The man, woman, and girl live in the same house, and this suggests that they are father, mother, and daughter. The parents are in their late forties. The daughter is a teenager. The boy is probably her boyfriend as he comes to pick up her at home to go to the prom. He is the same age as the daughter.

Scene 1:

The boy, holding a box tied with a ribbon, stands in front of the door. He turns his back to the door.

Scene 2:

The father opens the door. The boy comes in.

Scene 3:

The father, mother, and boy sit on the same sofa without saying anything to each other. The boy sits in the middle. The father looks at the boy. The daughter comes downstairs. The boy and mother turn towards her. The boy stands up.

Scene 4:

The girl pins a boutonniere on the boy's suit. She smiles and looks at the box in his hand.

Scene 5:

The boy gently opens the box. There is a corsage made of KFC fried chicken inside.

Boy: It's an original recipe, I know how much you like original recipes.

The girl is quiet. She looks at it. The boy ties the corsage around her wrist. She looks at her parents. They say nothing.

Scene 6:

Girl smells the corsage and smiles.

Girl: That smells wonderful.

Scene 7:

The scene shifts to a party. The girl and boy dance. The girl bows her head. The boy thinks she will kiss him. Instead, she bites the KFC corsage.

Analysis

This commercial shows privacy and self-identity cultural values that are associated with individualism. Having a boyfriend/girlfriend is a private matter. The girl does not talk about her boyfriend to her parents. Therefore, they do not know him. This is evident in scene 3. The father looks at the boy curiously. Besides, the boy does not have any interaction with his girlfriend's parents. It also indicates that this is the first time they meet. The girl has made her own decision to make an appointment with her boyfriend at her home.

Moreover, the parents allow their daughter to make her own decisions. Although they do not understand the situation, they do not ask her about it or give her suggestions. In scene 5, the parents just look on as the boy ties the corsage around their daughter's wrist. Besides, they say nothing when she looks at them for comments.

If this situation happened in a Thai context, the reaction of the parents would be quite different. The parents would not allow a stranger to come in their home like this. The daughter would be reproached for not telling her parents about him. In reality, this situation would not happen in Thai society. Thai children, especially daughters, cannot make their own decisions. Feedback from the parents is necessary.

5. KFC “10 dollars challenge”

This advertisement depicts three characters including a woman, a boy, and a girl. It is implied that they are mother, son, and daughter. The mother is around thirty-five years old. The children are both less than ten years old.

Scene 1:

The mother, son, and daughter are standing in front of a supermarket with a KFC 10 dollars challenge chart in their hands. Then, the camera focuses on the chart.

Mom: We’re taking the KFC ten dollars challenge. To see if we can get all the ingredients to make a seven-piece meal for less than ten dollars.

Scene 2:

They are in the supermarket. The mother takes a cart. The daughter turns right while the son turns left.

Daughter (to employee): seven pieces of chickens is how much?

Scene 3:

The older lady gives a boy a bag of flour.

Older lady: Flour, three dollars.

Scene 4:

Daughter: Whoa!

Scene 5:

Son (to employee): Do you have any special herbs and spices?

Employee: Umm, I don't know.

Scene 6:

The children put the products in the cart. The mother shows them the calculator.

Mom: That's it. We're over ten dollars. Looks like we're going to KFC.

Then, she shows the keys.

Children: Yes!

Scene 7:

KFC fried chicken with its ingredients are presented.

Voice over: You can't cook this for ten dollars. Without our secret recipe, you can't cook it at all. Seven pieces of KFC original recipe, one large side, and four biscuits for just \$9.99. Take the ten dollars challenge. See for yourself.

Scene 8:

The mother, son, and daughter eat the KFC together at a table in a garden. The mother and son high-five each other.

Analysis

This commercial shows division of responsibilities and tasks in a family. The children help their mother with shopping. The daughter buys some chicken and the son

buys a bag of flour while the mother takes a cart and buys the rest. Each member has his or her own responsibility and work separately. They focus on their tasks and work quickly. This suggests an individualistic character.

Another cultural value demonstrated in this commercial is where to have a meal. The mother calculates the cost of the meal and chooses the cheaper alternative, KFC. If she makes a home-cooked meal, it will be over ten dollars. Accordingly, she chooses KFC because it is cheaper. While Americans consider the price of a meal, Thais consider the place and occasion to be more important. Eating out at a restaurant is for special occasions. Price is then not important. Nevertheless, this family does not eat at a restaurant. They buy take-home and eat in the garden. This seems to suggest that they prefer privacy and a quiet place by themselves.

Their relationship seems close as they do activities together. The mother and son high-fiving in scene 8 also implies a close relationship. The mother treats her son as a friend. They work as a team and high-five when the mission is accomplished. In Thai society, because of the status of age, a parent is regarded as the leader. A Thai family would not work as a team as friends. Moreover, to highlight the success of the mission, parents might touch their children's heads instead of high-fiving.

6. KFC

This advertisement depicts two characters: a man and a woman. It is implied that they are husband and wife. They are both in their early forties.

Scene 1:

The husband is in a kitchen. The wife returns home with a bucket of KFC in her hands.

She puts it on a table.

Husband: KFC?

Wife: It has zero grams of trans-fat now.

Husband: Which means?

Wife: The bucket's back.

Husband: Awesome!

Then, he eats a piece of fried chicken.

Voice over: KFC chicken now has the same great taste you love.

Wife: Are you happy?

Voice over: With zero grams of trans-fat per serving.

Husband: Umm,...

He smiles while eating the fried chicken.

Analysis

This advertisement shows a housewife carrying out a household task. The wife makes her own decisions in buying their food. This is clearly shown from the husband's question (he asks: "Which means?"). She is concerned about the health of her husband so she tries to buy healthy food. In the past, KFC was perhaps not allowed in their home

due to its high amounts of grease and cholesterol. Now, it has zero grams of trans-fat. Therefore, she decides to buy it again. While the wife is concerned about nutrition, the husband is concerned with taste. Even though the KFC is healthier with zero grams of trans-fat, he is happy because the taste is what he is more concerned with.

The husband's action (eating alone without urging the wife to eat with him) also suggests the "I" identity. It is normal to eat separately. It also could suggest that the husband is very hungry. Besides, he may really miss the taste of KFC because he has not eaten it for a long time. The word "awesome" with the exclamation point indicates how happy he is. Therefore, he focuses on the KFC and eats quickly without paying any attention to his wife. However, this situation would not happen in a Thai context. The husband and other family members generally ask other members to eat with them if the food is in front of them.

7. Pizza Hut "10 dollars any pizza"

The advertisement depicts four characters who are a man, a woman, a girl, and a boy. The dialogue suggests that the man, woman, and girl are father, mother, and daughter. The parents are in their late forties and the daughter is a teenager. The boy is the daughter's boyfriend. He is also a teenager. The scene takes place in the family's dining room.

Scene 1:

The husband and wife are sitting at a table in the dining room.

Dad: With Pizza Hut's 10 dollars any pizza deal, I can get everyone their favorite pizzas.

He opens the pizza box.

Mom: Any size, any toppings for just ten bucks.

Dad: Pepperoni lovers, meat lovers.

Then, he opens the pizza box again.

Scene 2:

The camera switches to the other side of the dining room. The daughter is standing at the counter with her boyfriend.

Daughter: Dad, what about veggie lovers, you know, for Jacob?

Dad: Yeah, I had that one delivered to his house.

Scene 3:

Pizzas with varied toppings are presented.

Voice over: We believe to make it great, you can choose exactly what you want; that's why we created the 10-dollars-any-pizza deal. Get any pizza, any size, any toppings, pan, thin and crispy, hand-tossed, dine in, carry out, or delivery. Pizza Hut. Make it great.

Analysis

The father happily talks about the new promotion of Pizza Hut, Pizza Hut's 10 dollars any pizza deal. He says "I can get everyone their favorite pizzas." His statement shows that he cares about the family members' favorite pizzas. In addition, though, it

also shows individualism. Family members do not have to make a decision together to choose toppings. They can order what they each want and eat separately.

The relationship between father and daughter is quite good while the relationship between mother and daughter is not presented explicitly. Although the father allows his daughter's boyfriend to come into the house, he appears not to like him much. The boy stands near the counter. This may be because the father does not want him to sit and eat pizza with his family. Also, the daughter does not sit with her parents. She chooses to stand by her boyfriend. This shows how she expresses her feelings and does what she wants. Accordingly, the father has to give an indirect message to the boy and the girl. In his statement "Yeah, I had that one delivered to his house," the father implies that he does not much like the girl's boyfriend being with them in their house. The boy acknowledges that he should go back home soon. This situation could happen in Thailand in case the boy spends too much time at the girl's home. Anyway, if the parents allow the boy to come in their house, it means that they welcome him and would want him to sit and eat the meal with them.

8. Pizza Hut "Gary"

The commercial focuses on Gary, the main character. He is a man in his early thirties. Other characters include his co-workers, his wife, and his daughter. Gary's wife is around thirty years old. Their daughter is ten years old.

Scene 1: At work

Gary wears a suit and tie. He removes his sunglasses while he walks along the pathway. He slaps his co-worker's backside with a newspaper.

Voice over: On casual Fridays, Gary likes to flip the script and go all gang busters.

Scene 2: At a wedding ceremony

Gary is dressed in a suit and tie. He clowns around behind the bride and groom while their wedding photos are being taken. He then reaches around and touches the groom's breast in another photograph.

Voice over: Gary's a risk-taker regardless of the occasion.

Scene 3: At home

Gary brings a pizza box to his wife in the kitchen. She sets the table. The daughter comes in with a dog. The camera focuses on the dog.

Voice over: And last summer, Gary rolled the dice and let his daughter name the new dog. She chose "Carl," "Carl the dog".

Scene 4: At the table

Before Gary eats a slice of pizza with his hand, he looks at it thoughtfully.

Voice over: Gary's bold, he breaks the rules. He's why we break the rules with our new three-cheese stuffed crust pizza with not one, but three cheeses. If you got thirteen bucks, keep one, cause a large is only twelve or get any unstuffed pizza for ten. Go for greatness people, Pizza Hut make it great!

Analysis

This advertisement portrays a happy American nuclear family. The family consists of the parents, a daughter, and a dog. The family's relationship appears good since they seem concerned about having dinner together. Each member participates in setting the table. While the father brings in the pizza box to his wife in the kitchen, she brings dishes to the table. The daughter also comes into the kitchen. They eat together at the table. Of course, they talk together while they eat. The division of labor is not presented explicitly. However, it implied that the wife is a person who takes care of the house and daughter since she appears to have the responsibility for setting the table. Furthermore, this advertisement shows a family with a child eating dinner together.

9. Pizza Hut “TNT promo”

This commercial depicts five characters: a man, a woman, a boy, and two girls. It could be implied that they are father, mother, son and daughters. The parents are around thirty-five years old. The children are teenagers.

Scene 1:

A house is filled with smoke. The smoke alarm is ringing. The father opens a window and a door.

Scene 2:

The father goes out of the house carrying a burned roast chicken. His wife and children look at him disapprovingly. The father coughs.

Dad: Who wants Pizza Hut?

Daughter: Yes!

Mom: I got the keys.

Analysis

This advertisement shows that cooking is a task for both husband and wife. This time, it is the father's turn. While the mother is out with the children, the father is and home cooks. However, he is apparently not a good cook. This could be his first time to cook. The father has burned the dinner. Therefore, he asks his wife and children to eat out. This indicates that their relationship is good. The husband and wife fulfill their own roles. They are concerned about having dinner together and can manage to spend time with their family. Eating together is important for this family; whether it's eating out or eating a home-cooked meal at home does not seem to matter.

Although Americans generally say what they think and engage typically in low-context communication, this family displays rather high-context communication in this situation. The mother and children are quiet instead of reproaching the father. The father admits his mistake. However, he changes the topic quickly (he asks them to eat out) instead of apologizing. There is little conversation in this advertisement. Nevertheless, the context suggests how the characters should respond to the situation.

10. Pizza Hut "College fund"

This commercial depicts four characters: a man, a woman, a boy, and a girl. The setting and dialogue suggest that they are a father, mother, son, and daughter. The parents are in their late thirties. The son is less than ten years old while the daughter is a

teenager. In this scene, they sit on a sofa in the living room. On a table, there are two boxes of pizza and two plates with a slice of pizza on each one.

Dad: Pizza Hut's "10 dollars, any pizza" deal is back.

Mom: Any pizza we want is just ten bucks.

Dad: No more raiding our kids' college fund.

Mom: What?

Voice over: Pizza Hut's ten-dollars-any-pizza deal is back. Even our specialty pizzas; and get a Pepsi and bread sticks for 5 bucks more. Now, that's how you make it great.

Analysis

This advertisement suggests that this family is concerned about having dinner together. Each member gathers at dinner time. This suggests that the family's relationship is good. The father takes care of dinner. And he makes the decision by himself. This is clearly shown from the reaction of the wife. She seems to never have realized that her husband has been taking money from their children's college fund to buy pizza. This is evident from her question (she asks in surprise "What?"). However, the father's claim to have been raiding the children's college fund may be only teasing of his wife. The father has a sense of humor; however, the mother is not sure he is joking. No one would take money from their children's college fund to just buy a pizza.

The love and care of parents towards their children is also reflected in the mention of the children's college fund. The parents want their children to get a higher

education. They think about their children's future. Hence, they save money for that purpose. The depiction of this family reflects a happy nuclear American family. The family members look after and are concerned with their immediate family.

11. Pizza Hut

This commercial depicts four characters: a woman, a man, and two girls. From the dialogue and setting, they appear to be a mother, a father, and two daughters. The parents are in their late thirties. The children are teenagers.

Scene 1:

The mother and daughters get out of a car after parking it in a garage.

Daughter: Dad's making dinner.

Mom: Oh! It'll be fine...maybe.

Scene 2:

They come into the dining room and are surprised at how much food there is on the table. The father is sitting at that table. He proudly presents the food.

Daughter 1: Oh! Yeah.

Daughter 2: No way!... Wow!

Dad: Who's the man?

Mom: I love you.

Scene 3:

Pizza Hut Family-Value-Meal Set is presented.

Voice over: Pizza Hut's family-value-meal is easy. A complete meal is just a call or click away. Get two tasty medium pizzas anyway you want them. Freshly baked bread sticks and sweet cinnamon sticks for just \$19.99. Add a two-liter of Pepsi for only a buck.

Scene 4:

The family eats the pizza together.

Dad: Who says I can't cook?

Voice over: Get more for dinner. Get America's favorite pizza. Pizza Hut. Now on-line.

Analysis

It is evident that this family is concerned about having dinner together. The scene suggests that they typically eat meals cooked by the mother. They do not seem to think that the father can cook and they do not allow him to do it. Therefore, the father wants to show off that he can cook. The mother says "Oh! It will be fine... maybe," implying that the father's meal might turn out to be not very good. However, they return home to eat his home-cooked dinner. The daughters say "Oh! Yeah" and "No way... Wow", indicating surprise that the father has cooked a delicious meal. However, this is surprising. The reactions of the daughters and wife make the father proud. Nevertheless, instead of cooking himself, he has ordered Pizza Hut to be brought to the

house. The wife and children at first do not seem to realize this. They appear to be impressed with the full dinner. The father is happy seeing this. Pizza Hut tries to suggest that delicious dinners can contribute to a family's happiness.



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