

Writing Advertising Copy for Public Relations: The Art of Writing for Creative Career Practice

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Abstract

This article reviews and synthesizes literature from twenty scholarly works, namely: Kloyjai Sophonpan (2542 [1999]), Kaewta Krungwong (2544 [2001]), Chosita Maneesai (2553 [2010]), Natthanant Sirijaroen (2548 [2005]), Nantaporn Adirekchotikul (2547 [2004]), Nittaya Jitraktham (2550 [2007]), Nuttreeya Phonphanit (2550 [2007]), Phitphloen Sanguanphong (2540 [1997]), Rungrat Chaisamret (2550 [2007]), Laksana Satawethin (2542 [1999]), Wiset Chanprakhon (2550 [2007]), Suphawan Mongphet (2547 [2004]), Somphorn Mantasut Phaengphiphat (2540 [1997]), Sunthorn Worahan (2548 [2005]), Saijai Thongniam (2545 [2002]), Seri Wongmontha (2546 [2003]), Saowanee Sikkhabandit (2540 [1997]), Ubonwan Pitiphatthanakhosit (2542 [1999]), Aekkachat Charumetheechon (2541 [1998]), and Ops Kaewchampa (2547 [2004]). The synthesis of advertising-copy writing for public-relations purposes that can be applied to career practice is divided into eight topics: the necessity of business advertising; characteristics of advertising language; writing product slogans; components of advertising-copy writing; problems in advertising-copy writing and corrective methods; public relations; and the code of ethics of advertising practitioners. Writing advertising copy is

therefore the use of language to disseminate messages to the public through various suitable methods in order to invite and persuade audiences and stimulate demand through persuasion techniques. Hence, writing advertising copy for public relations is essential for career practice.

Keywords: Advertising, Public Relations, The Art of Writing for Career Practice

Introduction

Advertising is the presentation of a product, its quality, and its uses in order to respond to consumer needs. The principal objective of advertising is therefore to persuade customers to take an interest in and use the advertiser's product. Advertising should be guided by creativity, presenting content that is interesting, memorable, informative, and stimulating to demand; presenting the distinctive features of the product; and building a brand identity that is recognized and remembered. Operating a business should therefore involve advertising, and the business owner must have knowledge and understanding of advertising in order to apply it to their own business as successfully as possible. The word "advertising" therefore means the use of language for communication and dissemination to the public through suitable methods and various media—including radio, television, and various forms of print—to inform and announce to large numbers of people about a product or service, in order to invite and persuade, stimulate demand, build trust, and create a positive image for the organization.

Advertising stimulates sales, disseminates information about products or services so that consumer groups will remember and favor them, and transmits informational knowledge. Natthanan Sirijaroen (2548 [2005]) stated that the purposes of advertising are to introduce products and

services that have been produced; to invite consumers to try buying or using; and to bring products to the market so that target groups become familiar with products or services that have not been produced before—by introducing the name, benefits, methods of use, and so on, using various persuasion techniques such as added benefits, larger quantities, discounts, exchanges, free giveaways, or premiums; to build a company image, consumer trust, and correct understanding; to attract buyers and remind consumers to remember the product. Advertising also supports other selling methods, such as distributors, intermediaries, or salespeople. Furthermore, advertising can communicate with people in remote areas through television, radio, newspapers, sound-broadcasting vehicles, billboards, and other channels. When a product or service is produced, the product description explains its benefits and properties, which is also a way of educating consumers.

Is advertising necessary, and when should advertising be undertaken? What methods will best promote sales to the public? From these questions, it can be seen that advertising is necessary. Newly produced products or services must rely on advertising so that the public becomes familiar with the product. Seri Wongmontha (2546 [2003]) stated that advertising is necessary for business because of the following:

Product differentiation—such as size, shape, weight, color, and quality—where advertising will clearly point out the differences between products. Hidden virtues in the product—today products closely resemble one another but differ in internal properties; whenever a product has hidden virtues, customers must be informed. A broadly expanding product market—if a product has a wide market and many customers, without advertising it

cannot build customer awareness. Competitors at the same level using advertising—consumers may think that any product that is advertised is a good and best-selling product; therefore, if competitors advertise, one must advertise as well. Blocking competitor entry—heavy advertising is used to prevent competitors from entering. The desire to create a large-scale impact—some products use advertising to create a major impact, such as TV ads, full-page newspaper ads, large billboards, or celebrity endorsers. The desire to enter the stock market—for future prospects, credibility, and a good image. The desire to sell ideas—when there is an idea for developing society and the nation, advertising should be undertaken to persuade the public to agree.

Writing advertising copy should consider the producer, the history or background to build confidence and acceptance among consumers; properties and production processes of the product or service; how, where, and when the product is sold; and what clear benefit the consumer will receive. Phitphloen Sanguanphong (2540 [1997]) stated that before writing advertising copy one should: know the product or service—details about the product's properties, methods of use, price, size, and care; know the target group—customer details such as gender, age, education, status, income, occupation, and so on; know the advertising media—which types of media will reach the target group thoroughly, budget, durability, and speed; know the various stages of advertising—where to start and how to introduce the product and service to the public; the form of advertising—such as television, radio, newspaper, magazine, journal, sound-broadcasting vehicle, billboard, exhibition, or demonstration; the use of psychological principles, which will make the reader feel that they believe and agree easily.

Somphorn Mantasut Phaengphiphat (2540 [1997]) advised that words and sentence constructions should be chosen so that the reader or listener experiences three reactions: immediate reaction, perception, and the use of imagination; and the use of advertising language, which should be concise and clear, with word choices appropriate to occasion and society, employing figurative expressions—whether comparison, unusual wording, or words conveying strength and intensity—possibly with repetition, emphasis, plays on idioms, or wordplay with rhyme, as will be detailed in later sections.

From the above, it is clear that advertising is the use of language for communication and dissemination to the public through various suitable methods and diverse communication channels in order to invite, persuade, stimulate demand, build trust, and create a positive image for the organization. Its objectives are to introduce products and services, invite trial purchases or trial use through various persuasion techniques such as added benefits, increased quantities, discounts, exchanges, giveaways, or free items. When there is a newly produced product or service, advertising is necessary so that the public becomes acquainted with it. The author has reviewed twenty scholarly works—namely Kloyjai Sophonpan (2542 [1999]), Kaewta Krungwong (2544 [2001]), Chosita Maneesai (2553 [2010]), Natthanani Sirijaroen (2548 [2005]), Nantaporn Adirekchotikul (2547 [2004]), Nittaya Jitraktham (2550 [2007]), Nuttreeya Phonphanit (2550 [2007]), Phitphloen Sanguanphong (2540 [1997]), Rungrat Chaisamret (2550 [2007]), Laksana Satawethin (2542 [1999]), Wiset Chanprakhon (2550 [2007]), Suphawan Mongphet (2547 [2004]), Somphorn Mantasut Phaengphiphat (2540 [1997]), Sunthorn Worahan (2548 [2005]), Saijai Thongniam (2545 [2002]), Seri Wongmontha (2546 [2003]), Saowanee Sikkhabandit (2540 [1997]), Ubonwan

Pitiphatthanakhosit (2542 [1999]), Aekkachat Charumetheechon (2541 [1998]), and Ops Kaewchampa (2547 [2004])—and synthesized them to show that writing advertising copy for public relations is highly essential, especially in terms of the language and expressions used to advertise products. This academic article therefore proposes the art of creatively writing advertising copy as a guideline for career practice.

The Necessity of Business Advertising

The objectives of writing advertising copy are to convey meaning, increase sales, inform, persuade, and remind. Is advertising necessary? When should advertising be undertaken, and which method best promotes sales? From these questions it is clear that producers must use advertising for newly produced products or services so that the public becomes acquainted with them. Kloyjai Sophonpan (2542 [1999]), Nantaporn Adirekchotikul (2547 [2004]), Nuttreeya Phonphanit (2550 [2007]), Sunthorn Worahan (2548 [2005]), Seri Wongmontha (2546 [2003]), and Ops Kaewchampa (2547 [2004]) have discussed the necessity of business advertising as follows:

1. Product differentiation—both physical differences in the external appearance of the product (such as size, shape, weight, color, and quality), where advertising clearly highlights the product's differences (e.g., thicker, thinner, more durable, more economical, more beautifully colored, blended with higher-quality ingredients), and psychological differences regarding brand image that can be used to compete with rivals, which can be referenced to build credibility—perhaps the beauty of the packaging or the use of famous presenters.

2. Hidden virtues in the product. Today, products closely resemble one another but their internal properties differ. Whenever a product has hidden virtues, customers must be informed; otherwise the product may be perceived as expensive yet worthless in the eyes of the customer.

3. A broadly expanding product market. Without advertising, awareness and understanding of the product cannot be built among customers, or only with much time. Advertising reaches the target group, so whenever there is a product, advertising is indispensable.

4. Competitors at the same level using advertising. Sometimes consumers think that any product that is advertised is good and sells well; therefore, if there are competitors, advertising is necessary.

5. Blocking competitor entry. Advertising strategies are used to prevent competitors from entering.

6. The desire to enter the stock market—to demonstrate future prospects with credibility and a good image.

Advertising is therefore necessary when a company's products have product differentiation, hidden virtues, an expanding product market, competitors at the same level using advertising, the need to block competitor entry, or the desire to enter the stock market. Advertising is therefore suitable for all products, whether already in production or newly produced.

Characteristics of Advertising Language

Writing advertising copy should involve the study of psychological principles to understand human needs. Determining the best form of advertising language is difficult to conclude, because no single form is best.

From a review of the literature by Kloyjai Sopphonpan (2542 [1999]), Kaewta Krungwong (2544 [2001]), Natthanan Sirijaroen (2548 [2005]), Nittaya Jitraktham (2550 [2007]), Phitphloen Sanguanphong (2540 [1997]), Wiset Chanprakhon (2550 [2007]), Saowanee Sikkhabandit (2540 [1997]), Suphawan Mongphet (2547 [2004]), Aekkachat Charumetheechon (2541 [1998]), and Ops Kaewchampa (2547 [2004]), the author has synthesized and proposed the characteristics of advertising language as shown in Table 1.

Table 1

Characteristics of Advertising Language

No.	Characteristics of advertising language	Examples of writing
1	Advertising language must show the benefits the consumer will receive after finishing reading the copy.	Mouthwash, Quick Care formula, reduces bacterial buildup, penetrates deep to clean the gums, and effectively reduces bad breath. (น้ำยาบ้วนปาก สูตร Quick Care ลดการสะสมของเชื้อแบคทีเรีย ชอกซอนทำความสะอาดลึกถึงเหงือก และลดกลิ่นปากอย่างได้ผล)
2	Advertising language must be clear so that the reader can understand it.	Hair Coat, natural herbal formula, nourishes hair, reduces split ends, leaves hair soft, smooth, and weighted, and protects hair from sunlight. (แฮร์โค้ท สูตรสมุนไพรธรรมชาติ บำรุงเส้นผม ลดการแตกปลาย ผมนุ่มสลวย มีน้ำหนัก ปกป้องเส้นผมจากแสงแดด)
3	Advertising language must be straightforward and credible.	Pure brand drinking water, produced from natural underground sources, safe and meeting international quality standards.

No.	Characteristics of advertising language	Examples of writing
		(น้ำดื่มตราเพียง ผลิตจากแหล่งน้ำใต้ดินธรรมชาติ ปลอดภัยและมีคุณภาพมาตรฐานระดับสากล)
4	Advertising language must stimulate consumer demand or the desire for ownership.	Save money: shop everything at one price—99 baht—e.g. Nescafé, red pork, red tilapia, sugar, etc., from today until 31 January 2026. (มอบความประหยัด ช้อปปิ้ง สินค้าราคาเดียว 99 บาท เช่น เนสกาแฟ หมูเนื้อแดง ปลาทั้งตัว น้ำตาลทราย ฯลฯ วันนี้ถึง 31 ม.ค. 2569)
5	Advertising language, once disseminated, makes readers remember the message and the product name.	"Pepsi: Live to the fullest." ("เป๊ปซี่เต็มทีกับชีวิต") "Hungry? Just drop by Seven Eleven." ("หิวเมื่อไหร่ก็แวะมา Seven eleven")
6	Advertising language must use language appropriate to the product or service.	Many tastes, many styles to choose from, with cutting-edge technology—smooth in every motion, beyond every movement, with Nation Color TV. (หลากหลายสไตล์ที่เลือกได้ กับสุดยอดเทคโนโลยีล้ำหน้า พลั้วทุกสีลา เหนือกว่าทุกความเคลื่อนไหว กับโทรทัศน์สีเนชั่น)
7	Advertising language must create satisfaction and a positive attitude toward the product or service owner.	The birth of strength: FBM Bank, into a new financial future of even greater stability, with deep-rooted finance and expert experience handed down. The leading banking group of Southeast Asia is ready to meet every financial need of the

No.	Characteristics of advertising language	Examples of writing
		Thai people. Serving you today. (กำเนิดความแข็งแกร่ง ธนาคาร เอฟบีเอ็ม สู่อนาคตใหม่ทางการเงินที่มั่นคงยิ่งกว่าด้วยรากฐานการเงินและประสบการณ์อันเชี่ยวชาญที่ได้รับการถ่ายทอดกลุ่มผู้นำธุรกิจด้านการธนาคารแห่งภูมิภาคเอเชียตะวันออกเฉียงใต้จึงพร้อม ตอบทุกความต้องการทางการเงินของคนไทย ให้บริการคุณแล้ววันนี้)
8	Advertising language must be concise, clear, and use words appropriate to the occasion and society, with figurative or comparative expressions, novel or unusual words, or words showing strength and intensity. There may be word repetition, emphasis, idiomatic play, or wordplay with rhyme.	True Net, happiness times two—upgrade happiness throughout the home. Install True Net today, 12 Mbps + watch TrueVisions free = 699 baht/month. (เน็ตทรู สุขคูณ 2 อัปเดตความสุขได้ครบทั้งบ้าน ติดเน็ตทรูวันนี้ 12 Mbps. + ดูฟรี! ทรูวิชั่นส์ = 699 บาท/เดือน)

Advertising language must be combined with psychological principles, which will make the reader feel that they believe and agree easily. Somphorn Mantasut Phaengphiphat (2540 [1997]) stated that the words written for an advertisement should be chosen so that the reader or listener experiences three reactions: immediate reaction, perception, and the use of imagination, as follows:

1. The choice of words or content for immediate persuasion. When reading or hearing it, the audience has an immediate reaction—wanting to buy, wanting to have, wanting to try—through simple language, short, direct, and clear sentences, for example:

"Buy 1, Get 1 Free." ("ซื้อ 1 แถม 1")

"Everything one price, 99 baht." ("สินค้าราคาเดียว 99 บาท")

"Grand Sale 50% off." ("ลดราคาครึ่งยิ่งใหญ่ 50%")

2. The choice of words or figurative expressions to arouse interest. This can be done for new products, novel products, product improvements, or price announcements, for example:

"Lactasoy, larger than before, more economical price." ("แลตตาซอย ขนาดใหญ่กว่าเดิม ราคาประหยัดกว่า")

3. The choice of words to embellish content—creating new ideas or changing them, sparking new imagination, raising curiosity that stirs varied imagination, or evoking the desire to try and the urge to buy within the advertising period—by choosing words that attract interest, prompt thought, including strong or intense words, for example:

"I-Star unveils its latest mobile phone, with luxurious design and complete functionality—watch all TV channels, support dual SIM, full entertainment whether watching movies or listening to music, enjoy dual-side photography, and supports memory up to 8 GB."

("I-Star เปิดตัวโทรศัพท์มือถือรุ่นใหม่ล่าสุด ดีไซน์หรู เพียบพร้อมด้วยฟังก์ชันที่ครบครัน สามารถรับฟังทีวีได้ครบทุกช่อง รองรับการใช้งาน 2 ซิม ครบครันทุกความบันเทิงไม่ว่าจะดูหนัง ฟังเพลง พร้อมเพลิดเพลินกับการถ่ายรูป 2 ด้าน รองรับหน่วยความจำได้สูงสุด 8 GB")

In addition to what should be considered before writing advertising copy as stated above, one should be careful when writing advertising copy: do not harm others, do not exaggerate beyond reality, do not conceal facts that should be revealed so as to mislead consumers, do not attack commercial competitors, and do not neglect morality, ethics, or the long-held good traditions of society (Natthanan Sirijaroen, 2548 [2005]). When choosing words or messages for advertising, the writer must consider many factors to make the advertising language able to stimulate consumer behavior. These factors include: objectives, the consumer group, properties and functions of the product, advantages and disadvantages, characteristics of the product, special properties, history of the product and the company, competition, advertising approach, and opportunities for disseminating the product to consumers. The use of words in advertising typically involves creating slogans, repeated emphasis, unusual words, attracting attention through various linguistic devices, words that prompt decisions, persuasive words that make consumers feel they are receiving the very best—modern and high-class. The text usually identifies the product and service name, mostly at the end. Advertising language emphasizes the positive image of the product and service through linguistic devices, which sometimes may exceed reality (Chosita Maneesai, 2553 [2010]).

Writing Product Slogans

A good product slogan must be able to interest receivers and be remembered immediately so that they do not forget. The writing should therefore be an important message that publicizes the product and persuades the receiver. Wiset Chanprakhon (2550 [2007]), Somphorn

Mantasut Phaengphiphat (2540 [1997]), and Sunthorn Worahan (2548 [2005]) defined "slogan" as a short phrase coined to publicize, invite, and persuade receivers.

Writing a product slogan helps the receiver become interested through simple yet meaningful wording. Slogans are divided into two types: slogans for agencies, organizations, or institutions, with the aim of presenting concepts, policies, and the direction of the agency and building a distinctive identity for the target group; and slogans for use in campaigning for a particular activity, with the main aim of stimulating and reinforcing the feelings, attitudes, and behaviors of the target group. They should be written to the point, with concise content and complete meaning, using rhyming language and consistent rhythm (Ubonwan Pitiphatthanakhosit, 2542 [1999]). From the literature review, the author has synthesized and proposed the characteristics of slogan writing in Table 2 as follows:

Table 2

Characteristics of Slogan Writing

No.	Characteristics of slogan writing	Examples of writing
1	Writing to the point. Writing aligned with the issue to be communicated to the consumer; consider what is being communicated.	"Polluted air, hazardous life." ("อากาศเป็นพิษ ชีวิตเป็นภัย") "PTT: Thai energy for Thais." ("ปตท. พลังไทย เพื่อไทย") "Drivers beware of pedestrians; pedestrians beware of vehicles." ("ขับรถระวังคน ข้ามถนนระวังรถ")
2	Writing in short, concise wording— from 2 words upward, perhaps 1 to 4 phrases, possibly one sentence	One phrase: "Thai Airways loves you as much as the sky." ("การบินไทยรักคุณเท่าฟ้า") Two phrases:

No.	Characteristics of slogan writing	Examples of writing
	or two, with rhyme and rhythm to make it easy to remember.	"Love democracy—go vote." ("รักประชาธิปไตย ต้องไปเลือกตั้ง") Three phrases: "Drugs are dangerous—users die, sellers go to jail." ("ยาบ้าอันตราย คนเสพถึงตาย คนขายติดคุก") Four phrases: "Polluted air, shortened life; only trees can prevent and remedy." ("อากาศเป็นพิษ ชีวิตจะสั้น ต้นไม้เท่านั้น ทั้งกันทั้งแก้")
3	Writing with complete, clear, and unambiguous meaning. Have only one main message or goal that is immediately understandable without confusion.	"Worth every minute, watch Channel 3 color TV." ("คุ้มค่าทุกนาที ดูทีวีสีช่องสาม") "No alcohol during Buddhist Lent." ("งดเหล้า เข้าพรรษา") "A beautiful land, by our hands." ("บ้านเมืองสวย ด้วยมือเรา") "Drive fast, stay right; drive slow, stay left." ("ขับเร็วชิดขวา ขับช้าชิดซ้าย")
4	Writing wording with rhyme, wordplay, repetition, repeated sound, and consonance, with appropriate rhythm for euphony and easy remembering.	"Work is money, money is work, bringing happiness." ("งานคือเงิน เงินคืองาน บันดาลสุข") "Losing your way wastes time; losing yourself to drugs wastes your future." ("หลงทางเสียเวลา หลงติดยาเสียอนาคต")
5	Product advertising slogans should contain the product name.	"Gotta fizz, gotta dare, gotta Coke!" ("ต้องซ่า ต้องกล้า ต้องโค้กซิ") "Sharp: stepping ahead into the future." ("ชาร์ป ก้าวล้ำไปในอนาคต") "Wearing Pan brings joy." ("สวมแพน แสนเพลิน") "Nong Pho

No.	Characteristics of slogan writing	Examples of writing
		fresh milk—pure cow's milk." ("นมสดหนองโพ นมโคแท้แท้")
6	Writing with consistent word rhythm or dividing words into equal phrases.	"Don't drink and drive; don't drive and call; don't call and hold." ("เมาไม่ขับ ขับไม่โทร โทรไม่ถือ") "Love the King, care for our children, unite against drugs." ("รักในหลวง ห่วงลูกหลาน ร่วมกันต้าน ยาเสพติด")

The principles of good advertising must capture the attention of the target group, stimulate curiosity and the desire to experience the product, build confidence in the product, stimulate the desire to own it, and persuade the audience to act according to the set goal. The use of language in writing advertising copy varies in character, so the writer must study clearly in order to use advertising language appropriately—so that the target group develops the desire to use the product or service.

Components of Writing Advertising Copy

Writing advertising copy for a product requires knowledge of the components of writing, which stimulate the target group's interest and build a positive image of the product. The producer must have social responsibility and must not present anything contrary to ethics. The advertising copy should consist of the headline, sub-headline, benefit explanation, proof of extraordinary claims, additional benefits, and ending. Natthanan Sirijaroen (2548 [2005]), Nantaporn Adirekchotikul (2547 [2004]), Nuttreeya Phonphanit

(2550 [2007]), Phitphloen Sanguanphong (2540 [1997]), Rungrat Chaisamret (2550 [2007]), and Sunthorn Worahan (2548 [2005]) have proposed the components of writing advertising copy, as shown in Table 3.

Table 3

Components of Writing Advertising Copy

No.	Components of advertising copy	Examples of writing
1	Headline. Writing that catches the reader's eye and interest because it is the most prominent part. The headline should use short, concise wording, possibly with rhyme, and must excite the reader's interest and be memorable.	Build a home—cheap, worthwhile, economical. (สร้างบ้าน ถูกคุ้ม ประหยัด)
2	Sub-headline. To get the reader to continue reading, the first sentence should be a sub-headline—text continuing from the headline so that reading further makes the topic clearer. If the headline does not state the product name, the sub-headline must include it and provide additional details.	Launching economical homes with Super Khum Plus and Budget Sut Khum house designs. (เปิดตัวบ้านแบบประหยัดกับแบบบ้าน ซูเปอร์คุ้มพลัส และบัดเจตสุดคุ้ม)
3	Benefit explanation. Writing that explains the quality or excellence of the product. This step must explain clearly to the reader what benefits the product provides, what is	Starting at only 10,300 baht per square meter, with 100 more house designs at special prices, plus many additional privileges. Great value for those wanting to build a home on a small

No.	Components of advertising copy	Examples of writing
	interesting about it, and what its special features are.	budget—build with Compact Home. (เริ่มต้นเพียงตารางเมตรละ 10,300 บาท พร้อมแบบบ้านอีก 100 แบบ ในราคาแบบพิเศษ รับสิทธิพิเศษอีกมากมาย งานนี้คุ้มค่ามากสำหรับผู้สร้างบ้านที่ต้องการใช้งบน้อย ๆ สร้างบ้านกับคอมแพคโฮม)
4	Proof of extraordinary claims. Writing to confirm or certify, which may be a report from research and testing, manufacturing experience, an offer to try the product oneself, or referencing names of past users to prove the quality as claimed.	Home-building guaranteed by ISO 2008. (รับประกันการสร้างบ้านจาก ISO 2008)
5	Additional benefits or product details. Writing additional information about other benefits to be received—such as quality guarantee, methods of use, free gifts, price, discounts, etc.	Free Index kitchenware set; if booking within the event, receive a free Galaxy Tab 2. (แถมฟรีชุดเครื่องครัว Index หากจองภายในงานรับฟรี Galaxy Tap2)
6	Ending of the advertisement. Writing intended to stimulate readers to act, by suggesting various methods—such as suggesting they decide to buy, where they can buy, or how to request more details and samples. The ending should give the company or shop name, contact address, and	Today and tomorrow, 27–28 July, cheap, worthwhile, good, at the Si Phraya head office. Tel. 0-2636-1511-2. (2 วันนี้ 27-28 ก.ค. ถูก คุ้ม ดี ที่สำนักงานใหญ่สี่พระยา โทร. 0-2636-1511-2)

No.	Components of advertising copy	Examples of writing
	various rapid and convenient contact channels.	

Writing each type of advertising does not necessarily include all six components, but those that usually cannot be omitted are the headline, benefit explanation, and ending. The writing order may also be rearranged. The reason some products have advertising copy without all six components is that some products do not need much explanation because they are already well known. In addition, the strategy of creating advertising work is the step of producing quality advertising by drawing on knowledge, reasoning, and imagination to create novelty in the advertising. The creator must consider the components of creative advertising work: main headline, sub-headline, body copy, captions, slogan, last line, brand name, image, choice of typeface, choice of colors, size, and logo (Seri Wongmontha, 2546 [2003]).

Problems in Writing Advertising Copy and Methods of Correction

Writing advertising copy must consider the structure to be presented from beginning to end. The content should emphasize the points to be communicated to the target group, without unnecessary description or circumlocution. The text must be truthful and credible; do not write beyond the truth. Wording should be easy to remember and should make the target group think of the advertised product accurately. The closing should leave a strong impression. All of the above are matters the writer must consider when writing advertising copy in order to avoid problems with

the wording. Natthanan Sirijaroen (2548 [2005]), Nantaporn Adirekchotikul (2547 [2004]), Nuttreeya Phonphanit (2550 [2007]), Phitphloen Sanguanphong (2540 [1997]), Rungrat Chaisamret (2550 [2007]), and Sunthorn Worahan (2548 [2005]) have addressed problems in advertising wording and methods of solving them, which the author has synthesized and summarized in Table 4.

Table 4

Problems in Writing Advertising Copy and Methods of Correction

Problems in writing advertising copy	Methods of correction
1. The target group cannot interpret the meaning, perhaps because words unfamiliar to the target group are used.	1. Study the target group clearly to understand their level of receptivity—what level of complexity they can understand.
2. The target group interprets the meaning in a different direction from what is intended.	2. Try to use wording that is easily understandable, not complex, and full of good creativity—wording that does not lead to bad interpretations.
3. The wording may give rise to misunderstanding—seeming to disparage, demean, or fail to respect personal rights.	3. The use of group-specific language sometimes cannot be avoided, but it should be minimized—use language that follows established conventions.
4. The wording may be ambiguous or have double meanings. In reality, advertisers may have intended only entertainment and amusement, but the meaning could be interpreted as indecent.	4. For wording that invites buying, it should not invite everyone to buy, but should invite only those who truly need it as suitable buyers.
5. The wording creates group-specific terms. Linguists often say that advertisers	

Problems in writing advertising copy	Methods of correction
like to undermine the correct use of the Thai language.	
6. The wording should invite buying; at times this is criticized as causing the behavior "low income but high taste."	

Writing advertising copy must introduce the product to the reader, either by presenting the product's properties truthfully or by stimulating the reader's imagination. Advertising language should emphasize one or several characteristics, such as: a promise of what benefits the product will provide; the most important benefit the reader will receive; matters of the product that interest the reader; and text that the reader wants to keep reading. As for claims, there should be stories or events that make the advertisement credible. Wording should be specific, clear, concise, vivid, accurate, appropriate, and convenient to read and understand.

Public Relations

Public relations succeeds when based on good and effective communication, with planning, defined objectives, and actual implementation according to the appropriate plan. Public relations is communication between an organization and the public, in order to inform, clarify, and create correct understanding regarding opinions, attitudes, and values; build a name and a good image; foster and maintain good relations; leading to support and cooperation from the target group (Nantaporn

Adirekchotikul, 2547 [2004]; Rungrat Chaisamret, 2550 [2007]; and Laksana Satawethin, 2542 [1999]).

Public relations should demonstrate distinctiveness, provide entertainment, and select media for dissemination suitable to the work and the target group. Setting public-relations objectives requires sufficient and accurate information, persons who can supply details to the mass media, an appropriate plan, sincerity, and constant attention to mass media that can disseminate news from the agency to the public. Natthanan Sirijaroen (2548 [2005]) stated the objectives of public relations: to inform and create understanding through dissemination; to gain public acceptance by citing positive examples; to prevent misunderstanding through explanation, clarification, and citing credible sources; to build a positive image and stimulate agreement, without bragging or false advertising; to build good relations with feelings of attachment and participation; and to support marketing activities to promote products or services to be accepted and desired by consumers through various dissemination methods. Saowanee Sikkhabandit (2540 [1997]) categorized public relations as follows:

1. Internal public relations: aimed at building relationships within the organization—between members and the organization, and among members themselves—to foster morale in work. When an organization is large, communication may not reach everyone and may lack efficiency, possibly leading to conflicts, misunderstandings, or distortions of reality. Within the organization there must therefore be public relations through consultative meetings, circulars, newsletters, and opportunities for members to express opinions in various forms.

2. External public relations: building friendship and good relations with persons or other organizations outside, so they understand the work, scope of duties, and responsibilities of one's own organization. Public relations can be done through documents, publications, or other media—introducing, clarifying, and disseminating work as occasion permits.

Public relations is the heart of building understanding, faith, trust, acceptance, prevention of misunderstandings that cause damage, and creation of a positive image for the agency. Public relations should disseminate information, news, and policies both inside and outside the agency, generating pride and loyalty among members and surveying public opinion regarding the agency.

Code of Ethics of Advertising Practitioners

Every profession must have a code of ethics for practitioners to use as a guideline for proper and appropriate conduct. The Advertising Association of Thailand has stated that advertising practitioners must demonstrate responsibility to society as a whole and not take actions that negatively affect other persons. Nittaya Jitraktham (2550 [2007]) discussed the fundamental principles of practicing the advertising profession: every advertisement must be lawful, honorable, honest, and truthful. Advertising should not conflict with good morals and social order. Creating advertising should be done with awareness of social responsibility under the principles of fair competition generally accepted in business. Advertising must not cause the public to feel uncertain. Beyond the fundamental principles, the details of practicing the advertising profession should also be considered, as follows:

1. Practice the profession with honesty according to professional principles, and within the provisions of the law.
2. Do not take any action that may bring disgrace to the dignity of the profession.
3. Have responsibility to society and do not cause damage to good ethics and culture.
4. Do not produce advertising that insults race, religion, beliefs, or things revered by the general public.
5. Do not produce advertising that causes misunderstanding on essential matters concerning products, services, performances, etc., or boasts of properties beyond the truth, so as to mislead viewers or listeners.
6. Do not produce advertising using superstition or omens as a persuasive device.
7. Do not produce advertising by imitating trademarks, slogans, or important text from others' advertisements, causing viewers or listeners to misunderstand or be confused about another's products, services, or performances.
8. Do not produce advertising using statistical terms, research results, or scientific reports inappropriately or misleadingly, when the product does not actually possess the claimed properties.
9. Do not produce advertising referring to persons or institutions that do not actually exist or did not actually use the product or service or witness the performance.
10. Do not produce advertising that may endanger children or minors physically or mentally, or cause them to lose their sense of right and wrong, or exploit their inexperience as a persuasive device inappropriately.

When writing advertising copy, the writer should consider the ethics of practitioners, the fundamental principles of practicing the advertising profession, and the practical details of professional advertising, because incorrect practice may constitute a legal offense.

Conclusion

Advertising is the use of language to disseminate, inform, and announce to large numbers of people about products or services in order to stimulate demand, build trust, and create a positive image for the organization. To be effective, advertising must be planned continuously. Writing advertising copy must attract attention, generate interest, create desire, and prompt action. Before writing, one should consider the product, the customer, the form of advertising, psychological principles, and the language used. Writing advertising copy consists of the headline, sub-headline, benefit explanation, proof of extraordinary claims, additional benefits or product details, and ending. Language should be clear and able to create understanding, straightforward, credible, and easy to remember. Major problems in writing advertising copy include: the target group cannot interpret the meaning, or interprets it in a different direction; the wording is disparaging, demeaning, ambiguous, or has double meanings. In addition, advertising that is creatively disseminated to the public should consider the ethics of advertising practitioners.

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