

<b>THEMATIC TITLE</b>	LEGAL PROBLEMATICAL ON THE PROHIBITION OF LIQUOR ADVERTISEMENT : A CASE STUDY OF NATIVE LIQUOR
<b>KEYWORDS</b>	LIQUOR ADVERTISEMENT, NATIVE LIQUOR, ALCOHOL CONTROL
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### ABSTRACT

This research, Legal problematical of prohibition of liquor advertisement: A case study of native liquor, is aim to study the background history of local wisdom, community enterprise and native liquor, legal and legal problematical of prohibition of liquor advertisement in Thailand and foreign and the guideline on how to remedy the legal and legal problematical of prohibition of liquor advertisement. As a result of this research found that; 1) The inconsistent of the policies. (1) The inconsistent of Thai government. (2) The inconsistent of legal between cabinet agreement on 21 January B.E.2546 that promote native liquor and Alcohol Control Act B.E. 2551. 2) There are too many government units. (1) Advertisement committee by Consumer Protection Act, B.E. 2522 and Alcohol, tobacco and disease control by Ministry of public health by Alcohol Control Act B.E. 2551. (2) Commissioner of Food and Drugs and Public Relations Department 3) The content of advertisement. (1) Native liquor producer advertise it as native liquor and drug. If it is drug, native liquor shall be permitted by Ministry of public health (2) Liquor firms use an unclear or covert advertisement to take advantage of native liquor producers. 4) The most punishment is the fine that Liquor firms are affordable while native liquor producers couldn't afford.

The suggestion of the study as follow; 1) The suggestion to the inconsistent of the policies. (1) Shall protect native liquor as cultural heritage. (2) Shall reduce or except the regulation for native liquor producers. (3) Shall adapt Japanese alcohol control law to Thai liquor market, liquor producers shall be equally respond to their registration for advertisement. 2) The suggestion to government units. Alcohol controlling should be controlled by a single government unit. 3) The suggestion to the content of advertisement. (1) Native liquor producers should be informed how to produce and register the native liquor and native liquor as medicine. (2) Native liquor producers should promote in specific area or state media by the special exception of Alcohol Control Act B.E. 2551. and 4) The suggestion to the punishment. (1) Liquor firms should be seriously punished according to repeatedly guilty on liquor advertisement (2) shall separate the punishment between liquor firms and native liquor producers.