

Thesis Title : Legal Problems on Controlling Alcohol Beverage Advertisement  
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## ABSTRACT

This thesis aims to study legal problems on the controlling of alcohol beverage advertisement under to the Alcohol Beverage Control Act B.E. 2551. Some erratic and unclear statements were found in legal provisions resulting in interpretation problems. Since, according to Section 32 of the Alcohol Beverage Control Act B.E. 2551, the provisions on “displaying names or trademarks of alcohol beverage” was added to the controlling of advertising alcohol beverage provisions, scopes of alcohol advertisement have been limited, when compared with previous provisions of laws, and clear guidelines was not provided. This circumstance results in enforcement problems and may infringe to the rights and liberties under the constitution. The existing controlling of advertising alcohol beverage is therefore inefficient and does not contribute to the objectives of the Act

This documentary research covered data related to the controlling of advertising alcohol beverage in Thailand, and researching laws related to the controlling of advertising alcohol beverage of the Netherlands, New Zealand and Canada. It was found that regulations on contents, determining places and times for advertisement with clear guidelines were set in place those foreign countries to eliminate interpretation and enforcement problems.

From the study, the researcher recommends that legal provisions related to the controlling of advertising alcohol beverage should be clearly stated and should be enforceable in order to achieve the objectives of the Alcohol Beverage Control Act B.E. 2551