The Relations on Vehicle and Topic from Visual Trope

Chen Yu-Chia
1) National Taiwan University of Arts

1. Introduction

The word "metaphor" is from rhetoric. It is a rhetoric which explains one thing with another [1]. Visual trope is using the well-known things to analogize to other new things, usually advertising the characteristic of products. The example is "vehicle" and the analogized one is "topic." By the way of transferring obvious example characteristic to analogized one and let unknown, abstract and ordinary things be known, specific and vivid. From relative research, we know, applying the visual trope advertisement design is more noticed, comprehensibility, fun, remembrance and other effects [2].

The attention of metaphor from researcher's relative researches has been proceeding continuous [3][4]. This research arch confers the relations between vehicle and topic and communication effects of design. Trying to figure out the essence differences, connections, similar type, form of expression between them and when would be most effective. Hope to find objective answer to provide designers to consult when they do creativity thinking.

2. Method

Most research samples are chosen from award-winning advertisements are Times Advertising Awards, Times International Chinese Advertising Awards and Time Asia-Pacific Advertising Awards. Sift out 20 samples using visual trope to present the characteristic of products. Determining the samples' vehicle and topic is from researcher, high school teachers and graduate students of department of design. Table 1 shows the result of determining.

2-1 Classification Investigation

The samples are classified to 3 similar types, 3 form of expressions, difference and 2 connections. There're total 17 respondents, 8 males and 9 females.

(1) Similar type

The similar types are classified by Gentner & Markman (1997). (1) Appearance similar: Both topic and vehicle look similar in visual appearance, for example, shape, color, material, etc. (2) Connection similar: The objects or relations between topic and vehicle have logical similar connection, for example, causal relationship, comparative relationship, status relationship, etc. (3) Complex similar: Got both "appearance similar" and "connection similar."

(2) Form of expression

The form of expression are classified by Forceville. (1) Ap position expression: Topic and vehicle show in the frame at the same time, also have contrast relations. (2) Mix expression: Topic and vehicle combine with each other in the same frame, for example, using "massagist analogizes to orange" is lower difference, but "Swiss Army Knife analogizes to banana" is higher. Connection: The relationship between them, for example, using "massage toothbrushes" is higher, connection, but "sheep analogizes to airplane" is lower. The classification are as follows: (1) higher difference, higher connection (2) higher difference, lower connection (3) lower difference, lower connection (4) lower difference, higher connection.

2-2 Investigation of communication effects

There're 6 assessment items of communication effects, which are comprehensibility, likeness, creativity, impression, fun and logicality. Evaluation is using Likert scale, set in seven assessment grading scales from 1-7, larger number gets higher evaluation. After investigation, using examined and analyzed through the following manners, Descriptive Statistics, Independent sample t-test, One-way ANOVA and Correlation Coefficient and other methods to evaluate the effects and relations of samples. There're 58 males and 68 females, total 126 respondents.

2-3 Results

(1) Results of classification investigation

All samples are classified to similar type, form of expression, difference and connection when doing "classification investigation." The results of "similar type" are as follows. Samples of connection similar are 1, 3, 5, 8, 10, 12, 13, 14, 16, 18, 20; complex similar samples are 2, 4, 6, 11, 15, 17, 19; there are no samples of appearance similar. The results of "form of expression" are as follows.
The app n samples are 7, 8, 10, 14; mix samples are 2, 3, 5, 6, 9, 15, 17, 19; the samples of only-one are 1, 4, 11, 13, 18, 20. The classifications results of "difference and connectio n" samples are as follows. The samples of "higher differen ce, higher connection" are 2, 4, 6, 7, 11, 14, 15, 19, 20; "higher difference, lower connection" are 1, 3, 5, 8, 12, 13, 16, 17, 18; other two have none.

(2) Results of communication effects investigation
The average score of advertisement, advertisement 2(5.242) has highest scores, 8(3.319) has lowest scores. Through the average scores, we can find the orders of high-low are creativity(4.974), impression(4.708), comprehensibility(4.645), fun(4.549), logicality(4.431), likeness(4.427).

The high 5 comprehensive evaluation samples are 2(5.242), 19(5.235), 6(5.157), 13(5.079), 20(4.946) and the low 5 are 4(3.910), 10(3.865), 16(4.416), 5(4.288), 18(4.304).

(3) Cross-sectional analyses of classification investigation and communication effects
a. Similar type effects evaluation
Analyzing the results of similar type effects evaluation average can find the samples of "complex similar" are higher than average, samples of "higher difference, higher connection" are more dispersive and some evaluation lower than average. In conclusion, samples of "topic and vehicle" relation is "higher difference, higher connection" is owning identical and higher evaluation at every assessments of communication effects.

4. Discussion
This research focuses on 3 relations which are similar type, form of expression, difference and connection between topic and vehicle. The evaluations from respondents confirm to effects situation. According to the investigation and analysis results, discuss high evaluation as follows.

a. "Complex similar" relation
"Appearance similar" and "connection similar" are good to memorize and inference. "Complex similar" provides double clues to help users comparing topic and vehicle, transfer to product. Let users like and remember samples easily.
b. "Higher difference, higher connection" relation
When relation between topic and vehicle is "higher difference, higher connection," it's easy to let users feel vivid and new, also find their connections, then understand and evaluate the advertisement more.

From above, visual trope advertisement which relations between topic and vehicle are "complex similar" and "higher difference, higher connection" has higher evaluation and communication effects.

Table 1. Topic and vehicle of advertisement samples

<table>
<thead>
<tr>
<th>Topic</th>
<th>Vehicle</th>
</tr>
</thead>
<tbody>
<tr>
<td>shampoo</td>
<td>blackboard eraser</td>
</tr>
<tr>
<td>wheel</td>
<td>octopus’ osculum</td>
</tr>
<tr>
<td>sanitary</td>
<td>dry flowers</td>
</tr>
<tr>
<td>goat milk</td>
<td>gauze mask</td>
</tr>
<tr>
<td>tread pattern</td>
<td>lines of palm</td>
</tr>
<tr>
<td>wheel</td>
<td>soda cap</td>
</tr>
<tr>
<td>nutrition</td>
<td>facial mask</td>
</tr>
<tr>
<td>car</td>
<td>Picasso</td>
</tr>
<tr>
<td>DFS alarm clock</td>
<td>massage toothbrushes</td>
</tr>
<tr>
<td>car</td>
<td>airplane</td>
</tr>
</tbody>
</table>

Notes