A Study on Double-entendre Title of Advertisement Communication Effect

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1. Introduction

Double-entendre rhetoric meant a word having two meanings or matters. From the rhetoric classification, double-entendre had homonymic, both meaning and hint meaning. According to below, double-entendre could classify into three degrees: homonymic-entendre, meaning-entendre and sentence-entendre [1]. Homonymic-entendre meant a word not only own the meaning itself, also get another meaning of the same or similar sound. Let pronounce as associate with other meaning in thinking. Meaning-entendre meant a word in a sentence have two meanings. Sentence-entendre meant a word or a essay relate with two matters or meanings.

Double-entendre often used in advertisement, showed up as a hint or direction, humorous describe as another meaning. A rhetorician brought up four principles as follow [2]: (1) Brewing: double meant both in one and kept relating meaning hide from title. If the related meaning was too obvious, it defended the purpose. (2) Funny: funny was the biggest characteristic of double-entendre, it showed a harmless way. (3) Vivid: it often used specific stuff to describe abstract entendre and let writing vivid. (4) Properly: Combining the latest words or issues could let double-entendre be more trend meaning.

The advertisement effects of advertisement classified into communication effect, sales effect and social effect. This research only aimed to the communication effect. Communication effect generally meant any changes for user through advertisement information or increased the positive responsibility or psycho effect on attitude, cognitive ability, emotion and behavior to product. In fact, how to translate information into effect, it must through attention, understanding, identify and memory four stages [3]. The review of communication effect focused on how advertisement affected user’s tendency or brand attitude.

The research testified there any positive effect of double-entendre to communication effect of advertisement and figured out how to bring up the best effect.

2. Method

Before the communication effect experiment starting, let department of design students answer the questionnaire of "the advantages of double-entendre advertisement title." The answer rates from high to low were: funny, impressed, easy memorized, attractive, well responded and other degrees, used degrees below as evaluation items. Total numbers of subjects were 118, 60 male and 58 female. Advertisement samples were magazine advertisements these three years which used double-entendre. The chosen method was follow the four principles of double-entendre, picked up 22 samples, then, according to the double-entendre classification set serial numbers. There were homonymic-entendre (sample 1-13), meaning-entendre (sample 14-16) and sentence-entendre (sample 17-22) 3 groups.

The experiment classified into two parts. First part was a bout whole advertisement effect and 5 evaluation items were: the degree of attention, the degree of interesting, the degree of response and the degree of memory. A 7-point Likert scale was adopted. The higher scales earned better evaluation effects. Second, aimed to the function of title and the five evaluation items were: title helpful for understanding the figure, title helpful for expressing the product characteristic, title getting attention, title and figure showed the same purpose and title helpful for reading. A dichotomy was adopted. It meant only answered "Yes (positive)" or "No (negative)." The experiment results were analyzed through the following methods: (1) Descriptive statistics; (2) Chi-Square t-test; (3) Independent-Sample t test; (4) Correlation coefficient.

3. Result and discussion

After analyzing the experiment data, the result was as follows.
1) Observing all samples' five evaluation items scales, the degree of attention (4.81) received best evaluation and the degree of response (4.36) received lowest evaluation from all subjects. Samples with high evaluation degree of attention and their degree of interesting, impression, response and memory also received high evaluation. Opposite evaluation degree of attention samples, other evaluation items also received low result. The average of each item was showed as figure 1.

2) Looking at the coefficient of correlation result, we could find the degree of attention and interesting, interesting and impression, impression and memory all received high relevancy. According to that, we probably could say: humorous sauce and more interesting advertisement was more attention and impression; impression advertisement was more memorized. Table 1 showed the highest coefficient of correlation of all subjects.

3) To testify the function of double-entendre, we used title and first experiment's t-test of communication effect evaluation items to do second experiment. Finding the relation between titles, was helpful for understanding the figure, expressing the product characteristic, getting attention, title and figure showed the same purpose and title helpful for reading, and advertisement evaluation items of attention, interesting, impression, response and memory. The result showed every subject received obvious different (p-value = 0.000 < 0.05). According to that we could find when communication effect did work on title, each evaluation item received high result than opposite one. It showed when double-entendre title did work would gain obvious benefit to whole communication effect. Figure 2 showed the result of double-entendre title with communication effect.

4) Through the classification of double-entendre, all homonymic-entendre samples' average was 4.51, meaning-entendre samples' average was 4.29 and sentence-entendre samples' average was 4.83. This showed sentence-entendre samples' evaluation was higher than other types. It probably because of the sentence-entendre was not limited to a word or words and it was easy to create obvious effect.

Above all, we could find that: (1) Double-entendre could effective increase the degree of “attention.” (2) Double-entendre had interesting could bring out attention and impression, even help memory. (3) When double-entendre title did work would gain obvious benefit to whole communication effect. (4) “Sentence-entendre” gained the highest communication effects from all double-entendre types.

Reference