A Study of the Effect on Communication from Cognitive Deviation

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1. Introduction

With the experiencing of economic development trends, these had subsequently affected advertising messages to be conveyed in great diversity of techniques. Today's advertising design to cause the attention of receivers in few second, who bring more surprise, fun and sensory experience. Undoubtedly, Rhetoric and advertising techniques are having the same purposes – to persuade and to communicate. According to Aristotle, rhetoric is concerned either to instruct an audience (rational appeal), to please an audience and win it over (ethical appeal), or to move it (emotion appeal) (H.J. Ehses, 1984). McQuarrie & Mick (1996) argued that using expression methods deviating from individual expectations can better attract the user attention. According to the literature review, rhetoric is a creative communication technique that able to create the deviation of expectation to the receiver and this type of rhetoric is just a different method of expression and it’s not the alterations of the topic, therefore, the receiver will not perceive such rhetoric as a mistake or ridiculousness [1]. It affects message appears to be novelty and familiarity and generated greater pleasant (Berlyne, 1971). In addition, past research indicated that, as compare to wording, visual image is easier to draw receiver attention. Image of advertising is not only able to trigger consumers’ imagination, and as a very interesting media for communication, therefore it generates higher attention and memorable to the receiver.

Thus, this research focuses on the cognitive psychology, rhetoric, and visual design to explore the degree of cognitive deviation of visual rhetoric towards the communication effect. And, it involved two stages of research: The first stage involved classifies figure of rhetoric advertising and its communication effect. Based on the result of previous study had shown that, the visual image’s degree of exaggeration and the relation of visual image and life experience deviation degree as the principals, through the empirical research, to explore the influences of metaphor and Hyperbole degree of cognitive deviation towards communication effect.

2. Method

This research studied the metaphor and hyperbole rhetoric types of communication effect. Before this experiment commence, through using the hyperbole and metaphor rhetoric as the principals, several designers with high capability of comprehending was chosen to categorize the advertisement samples and select 11 samples from the categories. Then the samples of advertisement was classified into three categories by using figures of rhetoric: Hyperbole(H), Metapor(M) and Metapor+Hyperbole(M+H).

The experiment divided into two parts. First part was about the examination to the communication effect. Second part studied about the degree of deviation of the visual image as well as this image and life experience’s deviation degree and degree of exaggeration. Dimensions of cognition and emotion are used as the principals of the communication evaluation standard. The dimensions of cognition are including attention, comprehension and impression; while the dimensions of emotion encompass novelty, interest and preference. This study adopted the Likert-type scale from 5 for 'strongly agree' to 1 'strongly disagree'.

Designer as message senders, while consumer as message receivers, thus this paper sets the professional background as the group of designers and the group of non-designers. There were 119 subjects, including 59 designer (50%) and 60 non-designer (50%).

3. Result and discussion

This study conducted comparison and analysis of the survey results. The descriptive statistics of average value and the ANOVA (analysis of variance) were conducted to understand the significant differences in various types. The Pearson correlation coefficient was applied to analyze whether the degree of cognitive deviation was correlated.
An analysis of variance (ANOVA) result reveals that, the category of Rhetoric advertisement, 'Hyperbole' and 'Metapor' were significantly different (p<.001); 'Hyperbole' and 'Metapor' + 'Hyperbole' were significantly different (p<.01). As seen, 'Hyperbole' category had the highest scores in the assessment indicators of the level of communication effect. Based on the result of this research, it was concluded that whenever advertising image using hyperbole rhetoric as a major technique, it could generate positive influences to the communication effect.

From the means of the two survey results of the level of communication effect and degree of deviation, Hyperbole(H) had the highest score in communication effect including attention(0.85), comprehension(0.87), novelty(0.71), interesting(0.84), impression(0.79), preference(0.48). Rhetoric of Hyperbole(H) also had the highest score in the visual image's degree of exaggeration(E)(0.99). All of three categories(Hyperbole(H), Metapor(M) and Metapor+Hyperbole(M+H) ) of sample's evaluation degree of Deviation had lower than the average(0). there were Hyperbole(-0.27), Metapor+Hyperbole(-0.54) and Metapor(-0.63). The average of each item was showed as figure 1.

This research revealed that, when higher degree of exaggeration, the trend of appraisal to the study items appeared positively. However, in the condition of high degree exaggeration image, this visual image and life experience's degree of deviation might not be showing the positive relation. Based on this result suggest that, if the visual image and receiver's life experience are having low degree of deviation, then increase the hyperbole to the image, might bring the constructive influences to the communication effect. From the Pearson coefficient of correlation result(table 1), the level of attention(A) with Novelty(N)(.843**) and impression(I)(.885**) were highly correlated, level of Novelty(.835**) and interest(.835**) were highly correlated, level of interest(IN with impression(I)(.868**), preference(P)(.858**) and exaggeration(E)(.720**) were highly correlated, level of comprehension(C) and interest(.693**) were highly correlated, various other indicators were slightly correlated.

According the result found above, the exaggeration degree of the image is able to increase the novelty and interest effect for the advertisement. Meanwhile, the novelty and interest effect would be able to create attention to the receiver, and thus rise up the degree of preference towards the advertisement, therefore form a deeper impression to the receiver. Besides, advertisement that easy to understand is created stronger impression for the receiver.

4. Conclusion
This study explored the influences of metaphor and Hyperbole degree of cognitive deviation towards communication effect. The conclusions are illustrated as follows:
1) Ads image expression which applied 'Hyperbole' as the basis of rhetoric figure, was proven to have positive effect in communication.
2) By increasing ads image exaggeration, had proven significantly rising the advertisement's novelty and fun. Hence, they are having the positive relationship.
3) Ads’ image appearance and receiver’s life experience are having low degree of deviation, with high exaggeration, was proven as a significant way to enhance the communication effectiveness.

5. Reference