

# 圖文互動在得獎與一般平面廣告中的差異研究

## A Study of the Picture-Headline Interaction Differences Between Award-Winning and Average Print Advertising

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**摘要：**這個研究採用 1993 與 94 年所有的時報廣告金像獎 267 則平面廣告，並且抽樣當年份的一般平面廣告 184 則進行內容分析，來瞭解得獎與一般廣告之間圖文互動及各種互動方式出現的頻率和互動的強度是否有所差異。一併列入比較的變數還包括廣告的主要訊息模式，也就是資訊式和轉移式廣告，會不會對互動的頻率與強度產生影響。研究的結果顯示，圖文互動出現在得獎廣告中的頻率比出現在一般廣告中來得高，互動的強度也比較強，而且各種互動方式的頻率也不相同。此外，訊息模式會影響到各種互動方式被應用的比率，但是對於互動的強度則沒有影響。

**關鍵詞：**廣告設計、平面廣告、圖案、標題、圖文互動、訊息模式

**Abstract:** Using content analysis as a research method, this study adopts all the 267 Times Advertising Award winning advertisements in 1993 & 94, and samples 184 average print advertisements in the same period to explore their differences of frequency and intensity of picture-headline interaction. Main message strategy, divided into informational and transformational ones, is another variable included to test its influences upon frequency and intensity of picture-headline interaction. The result reveals that picture-headline interaction is employed more often in the award-winning advertisements than in average advertisements; the intensity is

stronger, and the interaction patterns are also different. Besides, main message strategy has an influence on the interaction patterns, but not the intensity.

**Keywords:** Advertising Design, Print Advertising, Picture, Headline, Picture-headline Interaction, Message strategy