ABSTRACT

Media Clutter has rendered advertising communication difficult. Powerful copy is the basis of effective advertising. This research studies the impact of literary devices and elements on advertising effectiveness. Literary art and Advertising art deploy many common textual elements.

For a parsimonious taxonomy of literary devices and elements seen in Advertisements, the researcher has grouped them in to four – i.e; Rhetorical devices (Metaphor, Pun, Personification and Hyperbole), Poetic elements (Imagery, Rhyme and Musicality), Dramatic elements (Plot, Characterization and Humour) and Archetypal Symbol (Good Mother).

Advertisements containing these literary devices and elements were selected through Focus Group Discussions and the effectiveness of such Advertisements was tested through a sample survey with a questionnaire. The size of the sample was 300. The respondents in the sample are visual media consumers in the age group of 18 to 58. They were selected from Cochin Corporation. Multi-stage stratified random sampling method was used for data collection.

The final results suggest that dramatic and poetic elements are more effective compared to rhetorical devices and archetypal symbol. The impact of various literary devices and elements with respect to Attitude towards Ad and other dimensions vary across literary groups. This research indicates that literary art can aid advertising communication.
KEY WORDS

Aestheticization
Archetypal Criticism
Archetypal Symbol
Archetypes
Advertising
Attitude
Advertising Effectiveness
Allegory
Aesthetics
Advertising Communication
Ad-aided Brand Recall
Ad-message- Clarity of Communication
Advertisement Recognition
Attitude towards Test Advertisements
Aad
Brand Loyalty
Brand Attributes
Brand Awareness
Brand aided Advertisement Recall
Brand aided message Recall
Buying Intention
Competition
Cultural Globalization
Customer Value Hierarchy
Consumer Behaviour
Content Analysis
Creative strategies
Communication Effectiveness
Consumer Research
Carnivalesque
Consumption Text
Conceptual Framework
Category Awareness
Category aided Ad-awareness
Category aided Brand awareness
Correlation Coefficient
Characterization
Conclusions

Dramatic elements
Deconstruction
Dramatic monologue
Discourse theory
Data Collection
Data Analysis
Difficulty of Comprehension
Entertainment
Entertainment Economy
Elaboration

Focus Groups
Feelings toward Ads

Global Village
Global Consumer Culture
Globalization
Good Mother

Humour
Hyperbole
High Involvement Decision Process
Hypotheses

Image Economy
Information Technology
Impact
Indian Literary Theory
Imagery
Identity

Judgement of Ads
Life Styles
Literature
Literary Forms
Literary Communication
Literary Groupings
Lyric
Literary Criticism
Low Involvement Decision Process
Literary Genres
Lyricism
Leisure Time Habit

Media Clutter
Metaphor
Musicality
Methodology
Media Habit
Media Environment

Narratives
Nostalgia

Objectives

Post-Modern
Poetic elements
Personification
Pun
Plot
Psychoanalytic Criticism
Post-modern self
Purchase decision
Persuasive Power of Ads
Procedures

Questionnaire
Qualitative analysis

Rhetorical devices
Rhetorical Figures
Rhyme
Reader Response Theory
Research Instruments
Reading Habit
Recall of Ads
Research Methods

Satellite Television
Schema
Semantic Structure
Sampling design
Sample size
Scaling and Scoring
Sample

Target Market Environment
Television Commercial
Textual Analysis
Test Advertisements

Unaided Recall

Visual Media
Viewer Response Profile
Viewing Habit

Zaltman Metaphor Elicitation Technique