

Defining the index of text effectiveness in printed advertising

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Abstract. The article deals with the evaluation procedure of the advertising text at the example of printed advertising texts. The core of the suggested procedure constitutes the principles of perlocutionary linguistics, when the text effectiveness is revealed taking into consideration the decoding of information by the message addressee. As the material for investigation is presented by the texts of poly-code nature, the procedure is based on synergetic approach. Meta-analysis was used as a method for effectiveness evaluation; it was applied to the parameters of expert and consumer evaluation of the advertising text quality, belonging to verbal-visual type.

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Keywords: perlocutionary linguistic, advertising text, synergetic approach, the effectiveness of advertising text, poly-code text, verbal and nonverbal components of the text, addressee of the advertising message, formal and internal structure of the advertising text, meta-analysis, gender, effectiveness index

Introduction

As the advertising communication is a process, where some communication results/effects are achieved consistently, it shall be presented as multi-layered - in the view of subsequent pass of required stages. In order to determine the stages and to characterize them, it is necessary to ask, first, what effects we would like to achieve by means of advertisement?

The effects of advertising communication shall be understood as relatively strong thinking associations of the future consumer, connected with the current brand, by means of which the brand position is formed at the market, and the consumer tends to buy the product/ to use the service.

The effects of communication in the model of J.L. Rossiter and L. Percy [1] are the following:

- a demand in product category;
- brand awareness (an ability to identify the brand);
- a relation to the brand;
- an intension to buy the product of the definite brand;
- the assistance to purchase.

Thus, the effective advertising communication is understood as the consumer's subsequent formation of, firstly, brand awareness, secondly, relation to the brand, and, thirdly, behavior towards the brand (purchase, repeat purchase). However, in this case the advertisement is defined as not the type of information, but as a complex of psychological measures of influencing on the consciousness of potential consumers, aimed as active promotion of advertisement objects to the market, whether it is a product, a service or the

political activity [2]. The advertisement, firstly, the communication, i.e. the informational exchange, in the course of which the speaker/ the writer implements/ does not implement different purposes in comply with the definite address. If to consider the communication effectiveness from the viewpoint of perlocutionary linguistics [3], where the locution act is the "speaking" in the full ordinary meaning of this word, illocution is that, what the speaker *wanted* to say, i.e. his intension, and perlocution is the implementation of audience impact act [4], then it is absolutely obvious, that such communication will be effective, where the author's intension has a perlocutionary effect. The addressee in this case is considered as the text-producing factor, as the text information is processed in not only logical way, but, first of all, using the feelings, preference, emotions, persuasion of the recipient. In this case the information is processed as per the principles "love - don't love", "like - don't like", "good - bad", "better - worse", "acceptable - unacceptable". Consequently, the addressee of the advertising text is not always the product or service consumer, but he can become the consumer much faster, if he likes the text.

Procedure

The components of the communicative effectiveness are the following: 1) *cognitive component* (understanding, knowledge), 2) *emotional component* (relation), 3) *conative component* (behavior) [5].

However, the behavioral reactions of the consumer are least of all connected with the advertising text as it is, as in this case the factors of consumer demand come to the foreground (loyalty to the definite brand, motivation, price factor, the

necessity in this brand, material wealth etc). That is why we concentrated our attention on the first two components of the communicative effectiveness, which are directly connected with the quality of advertising text [6].

Thus, the effective advertising text shall attract the consumer's attention, stick in memory, cause or help to form the definite emotional attitude to the information in the text, and, ideally, give an impetus to the specific action. However, all this is possible only in that case, if the advertising text will be understandable to the consumer, i.e. the illocutionary force of the message will be decoded in the way the copywriter wanted. Let us underline, that we consider the advertising text as "a communicative unit, intended for non-personal paid-up informing of the product, service, person or company, idea, undertakings, social value in order to promote them (1), having the formal features in its structure - signaling about the advertising character of information, required by the advertising law (presentation), one or several components of the brand and/or advertising requisites (2), and distinguishing itself by poly-semiotic (poly-code) nature, i.e. equal significance of verbally and non-verbally expressed meaning (3)" [7: 86].

Apart from formal (presentational signal, component(s) of the brand and advertising requisites) and logical structure, the text also possesses the informative structure. Ideally, it consists of the **advertisement** (about what the advertising text is); **advertising address** (to whom the communicated information is addressed and how the addressee influences on the stylistics of this address), and, finally, the **advertising message** (what is penetrated in the recipient subconscious). Consequently, the advertisement implements *the informative function*, the advertising address implements *the communicative function*, and the advertising message - *the suggestive one*.

The effectiveness of the advertisement depends on the set and compilation of brand-forming components; on the presence of the product picture of the advertisement and on the stating of the product group. The communicative function of the advertising address can be implemented at the lexical (direct naming of the addressee) and grammatical levels - from the use of personal form to address to more effective speech techniques, such as the question, the answer without the question, the address, the appeal, the imperative. Non-verbally the communicative contact is achieved through kinetics (mimicry, pose, gestures). The advertising message is frequently consists of non-verbally expressed meaning, initially perceived subconsciously; it is

decoded and converted into the verbal form only if needed [8].

Thus, the procedure of effectiveness evaluation in the advertising text, suggested by us, shall consist of the several stages:

1 stage: expert evaluation of the advertising text quality, i.e. correspondence of the advertising text to all requirements, applicable to the texts of poly-code nature (QCe - text quality coefficient from the experts' viewpoint);

2 stage: the evaluation of the advertising text by the consuming public (Qcc - text quality coefficient from the consumers' viewpoint);

3 stage: determination of effectiveness index in the advertising text (Tei - effectiveness index in the advertising text). From our point of view, the arithmetic average of coefficient sum of expert and consumer evaluation of the advertising text can be considered the effectiveness index in the advertising text.

Let us note that the texts of commercial advertisements are used as the research material in the present article, as the determination of effectiveness of social advertisement is built as per another parameters, due to purposes and peculiarities of addressing of advertising impact, and also the ways of presenting the information in texts of social advertisement.

Thus, the procedure of quality evaluation of the advertising text was carried out in 3 stages:

1 stage:

1. To formulate the parameters of quality evaluation of the advertising text.

2. To evaluate expertly the level of each parameter of advertising text and to put a point, corresponding to the evaluation point, in the dimensional field.

3. Joining the points by linear segments, let us obtain the graphic portraits of the considered texts from the experts' point of view.

4. To evaluate the significance of the analyzed parameters (Cs) by the coefficient from 0 to 1.

5. To calculate the quality coefficient of the advertising texts for the objects: $Q_{ce} = \frac{\sum S_i \times C_{si}}{P_{total}}$

P total

where

S_i – score of level of i-parameter,

C_{si} – coefficient of significance of i-parameter,

P total - total sum of points: it is determined as the product of maximum level of score (we have 5 points) by total number of the analyzed parameters.

2 stage:

1. To evaluate the advertising text as per the parameters, formulated by the experts, and to

put the point in the dimensional field, corresponding to the evaluation point.

2. Joining the points by linear segments, let us obtain the graphic portraits of the considered texts from the consumers' point of view.

3. To calculate the quality coefficient of the advertising texts for the objects:

$$Q_{ce} = \frac{S_i \times C_{si}}{P_{total}}$$

where

S_i – score of level of i-parameter,

C_{si} – coefficient of significance of i-parameter,

$$Q_{cp} = \frac{S_i \times C_{si}}{P_{total}}$$

where

4. P_{total} – total sum of points: it is determined as the product of maximum level of score (we have 5 points) by total number of the analyzed parameters.

3 stage: to find the arithmetical average of the sum of coefficients of expert and consumer evaluation of the advertising text.

Main part

To substantiate the stated procedure by the experts (specialists on advertising text), there were selected 2 from 8 advertisements, suggested for testing, which were evaluated as qualitative, i.e. corresponding to all requirements, applicable to non-linear texts, and non-qualitative, i.e. the advertising text, not corresponding to these requirements.

The advertisement 1

A game into wisps!

Organize a holiday for yourself



The hair dressing instruments Bosch for the everyday use at home is designed taking into consideration technical characteristics of professional instruments, used by stylists in their work. There is no need to go to the beauty shop or to be a professional,

in order to do up dream hair. The perfect result of hairdressing on your own at home.

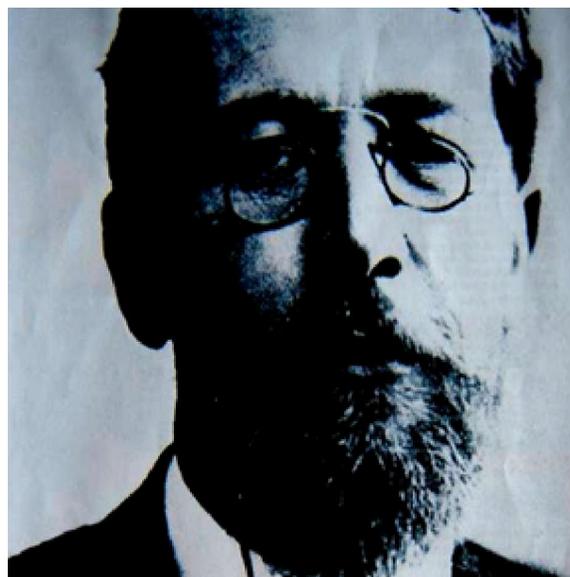
Information service: 8 800 200 29 61

Internet address: www.bosch-bt.ru

The advertisement 1 (the text was published in the catalogue of perfumery products L'etoile for December 2010 - January 2011) was evaluated by experts as a qualitative advertising text, i.e. corresponding to all parameters of poly-code text organization, as, from their point of view, proper inclusion of components of different semiotic systems into one text structure of the **advertisement 1** will provide the recipient with an opportunity to remember this text, and, ideally, in convenient conditions, to take the required information from memory.

The advertisement 2

"Dear, highly respected cabinet!"



I greet your existence, looked to light ideals of decent and fairness for more than hundred years", - these words were put by Anton Pavlovich Chekhov into the lips of his most famous hero.

Thus, the writer memorized his favorite interior design item of his house in Yalta, irrevocably invoking him to effective work and supporting his liveliness and belief into the future.

Insurance Group PROGRESS

A friend, who is nearby

*127473, Moscow, Seleznevskaya str., 40,
phone (495) 781-6666*

The advertisement 2 got a low evaluation from the experts' point of view, as neither verbal, nor visual raw execute their tasks, in other words, we have the advertisement, which is difficult to call the **sign**

system. Any sign bears the information, and its inclusion to the system shall be conditioned by the common communicative idea. If this information is not referred to the idea, the communication itself is being destroyed [9]. From the experts' point of view, neither verbal, nor representative raw of this text provide a "key" to advertisement understanding; exclude the possibility of its adequate perception by the addressee.

Thus, 8 people took part in the experiment: 4 experts and 4 consumers. The experts formulated 6 parameters of quality evaluation in the advertising text and the significance of each analyzed parameter was evaluated (from 0 to 1). Let us underline that the coefficient of significance of each parameter is determined as arithmetic average of the obtained expert evaluations.

Each parameter was evaluated as per 5-rating scale (from 1 to 5). The advertisement, address and message were calculated as the arithmetic average of three formal components, constituting the essence of each element on internal structure of the advertising text. The average expert evaluations and coefficients of significance for each parameter are shown in Table 1.

Table 1. Expert evaluation of advertising text quality

№	Parameters	Evaluation		Cs
		Advertisement 1	Advertisement 2	
1	Advertisement: • picture • title complex • ORT	5	2	1
2	Advertising address: • picture • title complex • ORT	4,5	1	0,8
3	Advertising message: • picture • title complex • ORT	4,75	1	0,8
4	Composition	4,75	2,5	0,7
5	General impression	4,75	1,5	0,7
6	Memorability	5	1	1

The group of consumers of the advertisement 1 was represented by women of different age categories (25, 35, 45 and 55 years), as it is the women, who present the target population of this advertisement.

Table 2. Consumer evaluation of advertising text quality

№	Parameters	Evaluation		Cs
		Advertisement 1	Advertisement 2	
1	Advertisement: • picture • title complex • ORT	4,2	1	1
2	Advertising address: • picture • title complex • ORT	4	1	0,8
3	Advertising message: • picture • title complex • ORT	3,75	1	0,8
4	Composition	5	2	0,7
5	General impression	4,5	1	0,7
6	Memorability	5	1	1

Concerning the group of consumers of the advertisement 2, it involved men (2 people) and women (2 people) aged 30, 40, 50 and 60 years, having high and vocational secondary education. The consumers were also suggested to evaluate the advertisements as per 5-rating score (from 1 to 5). The average consumer evaluations and coefficients of significance for each parameter are shown in **Table 2**.

Firstly, the quality coefficient of the advertisement 1 was calculated from the experts' point of view:

$$Q_{ce} = \frac{(5 \times 1 + 4,5 \times 0,8 + 4,75 \times 0,8 + 4,75 \times 0,7 + 4,75 \times 0,7 + 5 \times 1)}{30}$$

$$Q_{ce} = 0,8$$

The next stage is the calculation of quality coefficient of the advertising text from the consumers' point of view:

$$Q_{cc} = \frac{(4,2 \times 1 + 4 \times 0,8 + 3,75 \times 0,8 + 5 \times 0,7 + 4,5 \times 0,7 + 5 \times 1)}{30}$$

$$Q_{cc} = 0,6$$

Finally, the effectiveness index of the advertising text was calculated:

$$Tei = \frac{(0,8 + 0,6)}{2}$$

$$Tei = 0,7$$

Then the quality coefficient of the **advertisement 2** was calculated in the same way:

$$Q_{ce} = \frac{(2 \times 1 + 1 \times 0,8 + 1 \times 0,8 + 2,5 \times 0,7 + 1,5 \times 0,7 + 1 \times 1)}{30}$$

$$Q_{ce} = 0,25$$

$$Q_{cc} = \frac{(1 \times 1 + 1 \times 0,8 + 1 \times 0,8 + 2 \times 0,7 + 1 \times 0,7 + 1 \times 1)}{30}$$

$$Q_{cc} = 0,22$$

$$Tei = \frac{(0,25 + 0,22)}{2}$$

$$Tei = 0,2$$

Conclusion

The final stage of the experiment was the questionnaire of the respondents, in the course of which they had to answer several questions, connected with the advertising text understanding and memorizing. Hundred people took part in the questionnaire - men and women aged from 20 to 50, having the vocational secondary, undergraduate and higher education. For test purposes, the respondents were suggested 8 texts, having the effectiveness index from 0.2 to 0.7. The questionnaire results showed that the advertising text with the effectiveness index not lower than 0.4 can be considered effective, as the respondents did not have difficulties in decoding the information of poly-code nature, properly "regarding"

the meaning of the author's communicative message [10]. Besides, the advertising text with such effectiveness index is memorized by the addressee, and, consequently, in proper conditions, the consumer can take the required information from memory, which, ideally, will influence on his purchase decision.

Summary

In conclusion, let us note that from 8 texts, selected for the experiment by means of continuous sampling method, only 3 have the effectiveness index not lower than 0.4, what testifies about low quality of the produced texts.

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