

Public Advertising Contents and Storytelling

Kyung Sook Kim^{1*} and Chan Jung Park²

¹Department of Culture and Content Science, Cheongju University, Korea; kks0409@cju.ac.kr

²Department of Accounting, Cheongju University, Korea; cjpark@cju.ac.kr

Abstract

Background/Objectives: This paper attempts to analyze the characteristics of the public advertising contents in terms of the edutainment that is being persuaded amusing the storytelling. **Methods/Statistical Analysis:** This research analyzes the structure of storytelling and the emotional factors as communication tool of advertising text in terms of cultural semiotics. **Findings:** The findings are as follows: First, the digital storytelling approach becomes influential. All advertisements are being made from powerful storytelling. Second, the public advertising contents optimize interaction with empathy between producer and consumer and contribute to expansion of the area of cultural contents. Third, the characteristics presented by combining texts with visual images will be different in western countries and Korea. The main factor comes from the social and cultural differences. The text in the surface structure levels at individual values in western countries, on the contrary the community values represented in Korea. **Improvements/Applications:** Finally, the success of public advertising contents can be attributed to the acceptance of an active sense of users. To do this, it remains a future research area to utilize the meme code by analyzing the culture of Koreans.

Keywords: Advertising, Cultural Contents, Edutainment, Semiotics, Storytelling

1. Introduction

Nowadays public advertising contents in modern era are not only intended to be learned as enlightenment purposes, but also consumed as cultural and artistic purposes. Public advertising contents are positioned not only as tools for the producers to communicate with consumers, but also as cultural contents that are enjoyable and sharable with others. There are various codes and well prepared procedures in an advertisement to persuade consumers. The success of public advertising contents depends on semiotic codes revealed in advertising texts. Various multidisciplinary research methods to analyze advertising contents are emerging. When discussing the advertisement academically, it is neither recognized as simple, nor accepted. The main reason for this is communication perspective. The perspective of public advertising presents various debates on what contents of advertising messages are and how advertising messages are made up. In this research manuscript, we discuss storytelling as communication tool of advertising text in terms of cultural semiotics. That is, the meaning value of goods is so well revealed in the use value

of goods that they satisfy consumers' needs, we analyze how they satisfy consumers' needs in semiotic (symbolic) process. We apply Greimas's semantic model to public advertisements in western countries and Korea respectively, and analyze various differences due to the social and cultural differences in semiotic perspective.

2. Public Advertising Contents and Generative Model of Signification

2.1 Public Advertising Contents and Communication

Public advertising is both a cultural phenomenon and cultural needs; the former reflects a stream of consciousness, the value, and the ideals shared by members of society and various groups, and the latter creates them beyond the mere reflection.

According to Kotler's argument, the concept of the public advertising is focused on the change of consumer's consciousness, and these social changes are divided into

*Author for correspondence

perception change, reaction change, behavior change and value change¹. The purpose of public advertising results in a communication of persuasion for social changes².

Public advertising is produced by the broadcasting ads across five major themes: Social community, environment, public health, public manners, and homes and young generations³. The creativity of the active communication of public advertising contents leads to reactions of the public on the subject. Only the creativity, with understanding and insight into social facts can effectively evoke a sense of proactive public.

Anti-Smoking of Public Ads and Marlboro as a commercial are extremely contradictory in the sense of the mythic symbol. The former, while using fear appeals to concepts of death and disease, the latter utilizes an image of self-satisfaction.

2.2 Signification and Text

The Public advertising contents, as a field of culture contents, is the result of a series of combination to create culture symbols. It is distributed to derive the core and universal culture through the signification process of the communication. The cultural semiotics, derived by the theory of sign in Saussure, is represented in combination of the 'Signifier' and 'Signified' of the symbol. The symbol, on the other hand, is generating in socio-cultural context. 'Signified' corresponds to the text and 'Signifier' corresponds to the image of visual factor that can create the signification process. The context of advertising is structured as a combination of seemingly revealed that 'signifier', that is, copy, image, etc., and 'signified' that 'signifier' implies. The analysis of the myth is related to the formal structure of the advertising. It tracks the concepts inherent in a particular format to identify the communication systems of the signal of the modern advertising. Myth that can be captured in advertising is not a subject or concept, rather a form of 'signification'. Symbol consisting of 'signifier' and 'signified' is made up primarily of an explicit meaning (denotation) of 'signifier' and secondary meaning (connotation) acquired new value of 'signified', referring 'signifier' to 'denotation'.

Barth explained that 'denotation' is made in terms of language; 'connotation' is made at the level of myth. And his model analysis is represented as follows^{4,5}. (Figure 1).

Thus it can be seen through the myths analyzed the properties of the meta-linguistic discourse of one type of advertising and the system of 'signification' of advertising.

Language	1. signifier	2. signified
	3. sign	
Myth	I. SIGNIFIER	II. SIGNIFIED
	III. SIGN	

Figure 1. Myth analysis model.

And it can be seen 'signification' of advertisings based on the connection between myths. Barth has interpreted the ideological meaning of the hidden stereotypes seen naturally as cultural mythic significance, while introducing a number of pop cultures in the 'mythology'⁶.

3. Storytelling Structure of Public Advertising Contents

'Generative Model of Signification' of the cultural semiotics explores how it applies to public advertising contents. To do this, we will see the latest analysis method to analyze the cultural semiotics, which shows the effectiveness of the development of cultural contents in Europe. Paris Semiotics School, which is leading the European Semiotics, takes advantage of the humanity-based semiotic theory and methodology to build a corporate branding strategy. Greimas, leader of Paris Semiotics School, proposed 'Generative Model of Signification' to analyze the text in a variety of formats, the model was applied usefully to the structured advertising contents concepts. The model is a logical diagram to describe the meaning of the discourse, which is produced in the narrative and the creativity. The meaning of the cultural contents is applied to generate 'Generative Model of Signification' through three structures. The concept of the cultural contents is produced, first in the surface structure with visual image, second in the narrative structure with storytelling expressed, finally in the deep structure, in which the hidden cultural code creates the core concept of the contents. Therefore, 'Generative Model of Signification' is very efficient to set a concept to take advantage of the archetype industry through the archetype study⁷. 'Generative Model of Signification' is able to dynamically reconfigure the signification of discourse. The path is generated on simple layer over the composite layer, a layer of concrete on the abstract layer. Also it enables a structured approach to the meaning of the text, which was difficult to approach the discourse

level in the marketing area, and it can be used for corporate communication strategy⁸. In other words, it uses a visual symbol that stimulates to overall effect reminiscent of a qualitative approach of semiotics consumers to move away from quantitative and empirical paradigm of traditional marketing area⁹.

In applying ‘Generative Model of Signification’ of Greimas to the actual public adverting contents, it can be figured as follows. (Table 1).

3.1 Environmental-Related PAC

We can show as follows on the basis of storytelling structure of PAC for the environmental preservation, that is, “what goes around comes around”. (Figure 2).

Environment-related PACs of Korea has a structure that invariably tinged pressure on the individual. In particular, this structure emphasizes that the individual is entirely responsible for the results of environmental destruction. On the other hand, PACs with an emphasis on user communication oppose the existing public campaigns which are for the purpose of information transfer. Communicator will be aware of the concept of the user with an active property for receiving the response. The following industrial wastewater PAC reveals clearly the problems of communication to ignore the user’s sense¹⁰.

Table 1. Generative model of signification

Surface Structure	Narrative Structure	Deep Structure
symbolization	storytelling phase	cultural prototype and code phase

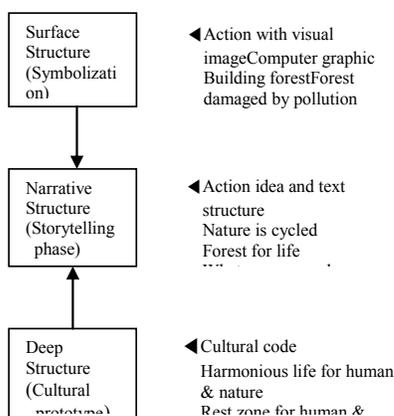


Figure 2. Generative model of signification in PAC for environmental preservation.

3.1.1 Industrial Wastewater

- Image: Water and wastewater turns on the water pipe.
- Message: It’s you. Also dumping and drinking.
- Cultural Code: Responsibility and pressure.

On the other hand, the following recycling of PAC has a communicative structure that takes advantage of the sympathy of the communicator with the user. In other words, the cultural meme code of inherent humor and pleasure to Koreans are well exposed.

3.1.2 Recycling: Garbage is also Genealogy

- Image:
 - The dog appears from somewhere the vehicle standing on the roadside side. The dog wants to commit the act of ‘excuse’.
 - Aluminum can from a distance watchesthe dog, rolls toward the wheelof the car and takes ‘excuse’ to the whole body.
- Message: Garbage is also genealogy.
 - Who are you?
 - I’m your father.
- Cultural Code: Humor and Pleasure.

3.2 PAC for Anti-Smoking

Smoking is a disease that you bought yourself. Department of Health and Human Services published this advertising about anti-smoking in 2015. This campaign is being published from today through the internet, such as you-tube, including over-the air TV broadcast. We can also show as follows on the basis of storytelling structure of PAC for anti-smoking, that is, “smoking is a disease that you bought yourself”¹¹⁻¹⁷. (Figure 3).

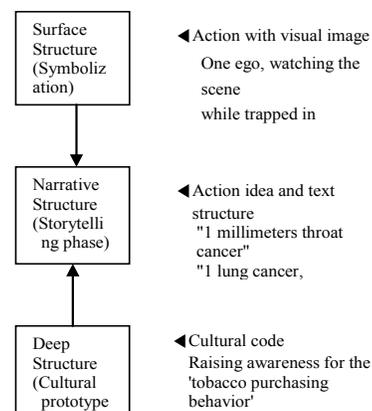


Figure 3. Generative model of signification in PAC for anti-smoking.

Korean anti-smoking advertisements relied on social norm and negative attitudes toward smoking, while the U.S.A. ads focused on modeling and self efficacy.

4. Conclusion

In this research, we discussed storytelling as a communication tool of advertising text in terms of cultural semiotics. We described how to satisfy consumers' needs in semiotic (symbolic) process. We applied Greimas's semantic model to public advertisements, that is, "what goes around comes around", and analyzed various differences of storytelling structure in terms of semiotic perspective. The concept of the public advertising contents is focused on the change of consumer's consciousness, and these social changes are divided into perception change, reaction change, behavior change and value change. The purpose of public advertising contents results in a communication of persuasion for social changes. Only creativity coupling understanding with insight into social facts can effectively evoke the hearts of the public. The characteristics presented by combining texts with visual images will be different in western countries and Korea. The difference comes from the social and cultural differences. In western countries, the text in the surface structure levels at individual oriented values, instead of the community oriented values represented in Korea. Finally, the success of public advertising contents can be attributed to the acceptance of an active sense of users. To do this, it remains a future research area to utilize the meme code by analyzing the culture of Koreans.

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