



THE ROLE OF VISUALIZATION: A STUDY OF THE EFFECTIVENESS OF
COMMERCIAL PHOTOGRAPH IN ADVERTISING FIELD

LOKE HON LEONG

A RESEARCH PROJECT

SUBMIT IN

PARTIAL FULFMENT OF THE REQUIREMENT FOR
THE BACHELOR OF COMMUNICATION (HONS) ADVERTISING

FACULTY OF ARTS AND SOCIAL SICENCE

UNIVERSITI TUNKU ABDUL RAHMAN

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LOKE HON LEONG

ABSTRACT

Commercial photographs appears anywhere, it creates a strong relationship in our daily life. Advertisers will use photographs to representing the brand image and convey the messages for the promotions. It become an important tools is advertising. This study will focus to the functions of commercial photographs in advertising, the objective of the study are to clarify the importance and effectiveness of commercial photographs. This study will revealed about the importance of visual literacy and visual metaphor towards the photographs and it also investigates the relationship between the commercial photographs and consumers. A sample of hundred (100) randomly, age fifteen (15) to fifty-four (54) consumers as target group where else in-depth interviewees involve twelve (12) people in two (2) categories which are professional staff and audiences. The finding and conclusions will signify the function of the visual images and how the audiences are react to the commercial photographs in advertisements.

(149 words)

DECLARATION

I declare that the material contained in this paper is the end result of my own work and that due acknowledgement has been given the bibliography and references to ALL sources are they printed, electronic or personal.

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Date : 22 FEB 2011

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CHAPTER I

INTRODUCTION

1.1 Overview

Advertising appears everywhere, it affects consumers' daily lives. Besides, it helps informing and persuading them about the brands, products or services. An effective advertisement is able to change consumers' minds, beliefs, attitudes and their purchasing decisions.

Advertising is a type of communication. It is a structured form of applied communication, employing both verbal and nonverbal elements that are composed to fill special space and time which are determined by the sponsor. Advertising is paid for by sponsors in newspaper, radio, TV station, varies of print media to deliver the advertising messages to the target audience to read, see and hear. But some sponsors don't have to pay for their advertising campaign, many national organizations whose public services messages are carried at no charges because of their nonprofit status.

Most of the advertising is intended to be persuasive to win converts to a service, product and idea. Some advertisements, such as legal announcements, are merely intended to inform but not to persuade the public. The advertisements are based on their own advertising objectives. There are millions types of advertisements that are promoting different brands or organizations in the world such as Nike, Milo, Nikon, Canon, McDonalds, KFC, WWF, WAO ads and so on. Most of these advertisements have same element, which are using photographs or visual elements to support their advertising concepts or ideas. These elements are able to produce an effective and powerful advertisement by using photographs.

1.2 The photography

Photography has been used for well over a hundred years. It is the science of capturing light onto a piece of film and use as a communication tool to capture the history and things that are interesting, captivating, or thought-provoking. It also provides us with a true to life image, which is not too much different than to what our own eyes would see. This art can only take a split-second to record by using a camera.

There are a lot of photographic categories, such as architectural, astronomical, baby, black and white, cityscape, concert, documentary, macro, nature, night, fine art, food, infrared, landscape, animal, wedding, travel, portrait, commercial photograph and so on.

1.3 The commercial photography

Commercial photographs are everywhere. It is used in majority advertising campaigns. It is a photographic work done for commercial purpose that involves a client that wants to sell or promote something for which they need photographs to be taken. For example, news paper advertising, poster, food menu, brochures, billboard and so on.

Advertising is a communication method, which is structuring the information and promotion of the brand and publicize to the public. Advertisers use photography as a tool to capture the environment by highlighting the product in a best possible way. Every commercial photograph has to be planned cautiously to create an effective advertisement to the target audience and consumers.

Traditionally, advertisers used painting to produce the visual image to make their advertisement more interesting and attractive. In modern world, advertisers use camera to capture the photographs not only to make the advertisement more interesting but also to deliver the promotion message and the brand images to the public.

Commercial photographs are important because it is able to grab the attention of potential customers and sparks interest in a product or service. This can lead the audience to read more or to make an enquiry or purchase. It is a new age segment of art which takes the creativity to a more conceptualized level as a derivative to sell the idea for a product in the market.

1.4 Why commercial photograph was applied in advertising?

A best commercial photograph can control the mood and behavior of the people. A photograph is worth a thousand words. It has the power to convey a whole new meaning of a particular situation and it also easy to attract the attention from the viewers. Refer to Black Star Publishing Co. (2009) in Assignment Photography, while copywriters are spending hours to producing an eye-catching headline, a memorable tag line and copy that explains the benefits of the products, the photographs are the first that attract the viewers and deliver the idea and concept to them just in a second.

“The photograph themselves can vary tremendously. Advertising images may be used on billboards or printed medias. They may depict little more than a product or a model. They could incorporate complex graphics and use the very latest post-production techniques to show that the company is up-to-date and fashionable,” stated by Black Star Publishing Co.(2009). The photographs are able to represent the company and brand

identity to the public. It is able to illustrate the characteristic of the product by using different element settings such as the colors, lighting, compositions, space and so on.

1.5 Objective of the study

The subject matter for this research project is to examine the role of visualization by the study of the effectiveness of commercial photography in advertising field. This project will consist of a few objectives.

The primary objective of the study is to understand the role of commercial photography in advertising regarding on the important and effectiveness of commercial photographs.

Secondly, the study is aspired to examine the elements that were used in commercial photography to produce an effective advertisement. This study also aims to the importance of visual literacy and visual metaphor towards the commercial photography.

Lastly, this study will investigate the relationship between the commercial photography and consumers using the experiments in the research. The results of the research will show the influences of commercial photography in consumers' emotion and buying behavior.

1.6 Significant of the study

The significant of this study is to help the advertisers and consumers to be aware of the effectiveness of commercial photographs in advertising field. Even though the advertisements are surrounding everyone in daily lives but people would not know the important role of the commercial photographs. Therefore, this study will create the opportunity to the advertisers and observers to gain more knowledge to the commercial

photographs, creating awareness regarding the photography elements that are used in an advertisement and build up a relationship between the commercial photography and the public.

On the other hand, this study will help advertisers to ensure that their advertisements are presented effectively in the market. This study is able to assist the advertiser to create more effective advertising campaigns via the understanding of the role of commercial photography.

Moreover to help advertisers in improving the effectiveness and efficiency of advertising, this study is also able to give clues to the advertisers to produce advertisements that are appropriate to the target audience by using creative and fresh ideas so that the ideas or the messages are able to catch the attention of the consumers.

1.7 Research questions

There are a few problems before I start conducting this study that is related to the topic. I have transferred and transformed the research problems into research questions to make it more constant and accurate for my further research.

Research Questions

- 1) What are the roles of commercial photography in advertising?
- 2) How important is visual literacy and visual metaphor in advertising?
- 3) What are the impacts of commercial photography in advertising?

CHAPTER II

LITERATURE REVIEW

2.1 Visual persuasion in advertising

As referring to Pink (2001), he has noted that photographs are everywhere. They appear in our daily lives which interrelated with our personal identities, narratives, lifestyles, cultures and societies, as well as with definitions of history, space and truth.

Photography is used as a communication tools to deliver a specific message. Mark (n.d.) has stated that photography is a method to exchange the people's opinion and idea through the example of happening moments such as political history, vital and memorable period of time that have happened. Besides, Pink (2001) also explained that photograph able to convey an effective message in advertising, it is able to represent an explicit meeting point between personal and professional identities to allow people to identify the product features and personal needs and wants. There are many brands that are using photography to show the product identity and create a closer relationship between the consumers and the products. As referring to appendix B 2.1, which are the famous brands of Watches: Mido, Bonia, Tissot, Jaguar and Longines had launched their advertisements in news paper and other printed advertisements. They have a similarity in the advertisements which is they make use of photographs to create the image and identity of the product and brand itself. From the advertisement, the photographers produce different types of visual environment to gain the feeling in order to match the products. Besides, it is also able to create the relationship with the audience and

consumers that could construct them to feel and explore the categories and characteristics of the products.

Communication systems theory was argued by Stanley and K. Davis (2006) stating that it could allow people to conceptualize the role of media in the society at the effectiveness of the new communication technologies. The theory was able to apply in advertising industry because it examines the mass communication process as an interaction with others which composed of interrelated elements and parts that process together to achieve the goal.

In fact, advertising is a very powerful communication tool which able to presents an impactful message to millions of people (Mark, n.d.). Mark (n.d.) has indicated that commercial photographs are becoming a comparative tool in which it can construct an image that can make people compare or observe the difference between the real life and the ads and also their competitors. Most of the advertisers were using commercial photographs to present their brand, product and service to the public, they even use photographs to show their product's benefit and compare with their own competitors.

Referring to the watches advertisements in appendix B 2.1, the audiences and consumers are able to understand clearly the product features in the list of brands and compare the products in terms of the product design, styles, built quality and so on. Apply another example from Yun Nam Haircare product advertisement which shown in appendix B 2.2. The advertising producers used photography to illustrate the effectiveness of the products. Audiences and consumers were able to contrast between the model and they themselves and the effectiveness of the product based on the

photographs. The advertisement was successful and interesting by using photography compare with using words or writing because it is clear and easy to understand on the ad objective and ideas as well as the product.

2.2 Seeing is believing

“John Berger has mentioned that seeing comes before words. The child looks and recognizes before it can speak” (Lacey, 1998). One of the article from Lacey (1998) in the ‘Image and Representation’ stated that visual representation is a great idea for people to observe the true in their real life, seeing is more important than other senses such as hearing, taste, smell or touch, because it is a sight that provides people the detailed information. Nevertheless, people from different societies have a different perceptiveness in any situation because they have different knowledge and observation. Therefore, visual images were using in the earlier stages because images are helpful to describe what people are seeing through their eyes and make them understand the message easily.

“Non verbal communication is a particularly important channel of communication among all human beings.” Stated by Lacey (1998), people are able to describe the meaning in every photograph through non verbal communication which is an important component in photography which includes models’ facial expressions, eye contacts, gestures and other bodily movements, bodily posture, behavior, clothes and appearances (Lacey, 1998). Models in commercial photographs always get attention from the audience because models are able to deliver the message about their experiences of the products through non verbal communication. For example, as referred to the Sharp Aquos Led

advertisement in appendix B 2.3, the model shows a surprised and excited face in the advertisement. Her gestures are giving the message to the public about the new technology of the brand that is going to launch to the market. As a result, this interesting portrait photography will attract the people to explore further for the message of this advertisement.

Pau (1996), indicated that models in commercial photography are easy to encourage audiences' identification in every visual advertisement because models are able to exploit the audiences' iconic relationship to their real-world visual and psychological experiences. Further explanation, sexual appearance also plays an important role in commercial photography because the model that is used in different gender will attract the opposite sex and his or her mentality. Additionally, Pau (1996) noted that audiences have the ability to study the models' behavior and predict their actions toward them. They can observe the consequences of the models' actions and be appropriate into their daily life. Social cognitive theory is related in people's daily life. Regarding to the explanation from Stanley and K. Davis (2006), they defined the social cognitive theory as learning theory through interaction with the environment that involves reciprocal causation of behavior, personal factors, and environmental events.

Much advertising were using commercial photographs to influence the people where the models in the advertisement look sexy or wealthy or successful in which people may wish to emulate. In additional, commercial photographs have a strong explanatory power which is able to represent or demonstrate the causal link between the media, product, and the models' behavior. Moreover, commercial photographs were able

to draw upon audiences' tendencies for identification in order to strengthen their emotional involvement with the advertisements (Pau, 1996). There is an example via referring to Canon advertisement in appendix B 2.4. Canon has launched a new digital camera, the advertiser has used photograph in the advertisement. The photography had shown various groups of people and their own expression in the poster. Different groups of people had been targeted or attracted in this advertisement, such as kids, adults, and older generation from other races. The photograph shows the happy moment from certain situation have it been capture by the camera. The concept is simple and great because people can understand the visual and the value of the product via the gestures and expressions from the models and the visual environment in the photograph.

2.3 The visual literacy in advertising

The term 'visual literacy' was first used by the writer John Debes in 1968 (Bamford, 2003). Dr Anne Bamford (2003), who is the Director of Visual Art, a Senior Lecturer in Interactive Media in Art and Design University of Technology Sydney (Bamford, 2003) has defined the visual literacy as the way for people to aware the visual images. It is able to gain people's knowledge and experiences on the functions of visual media. Visual literacy is an ability of individual by understanding and using visual to communicate with other people. It also involves making judgments of the accuracy, validity and worth of image (Bamford, 2003). The person who has visual literate skill is able to understand and distinguish the visual objects and image, and he or she also able to create visual for certain explanation and appreciate the visual created by others.

Bamford (2003) also indicated that visual image was utilized universally in modern culture for communication purposes. People's understanding and thinking were influenced directly by visual literacy while they are reading the images. In fact, visual image exist all around us, especially in advertising, most of the advertisers use photography or visual to signify the brand and the products or services, the economic relies heavily on visual representation and a sense of design, style and feel. Therefore, understanding picture is a vital life enriching necessity. (Bamford, 2003)

Bamford (2003) also pointed out that Charles Brumback (1995), who is the chairman of the Newspaper Association of America (Bamford, 2003) has stated that visual images are becoming a major form of communication. Visual literacy is important for obtaining information and construction knowledge in a society, it encourages an appreciation and comprehension of visual communication. Bamford (2003) said, "a lack of awareness of visual literacy affects people ability to be able to communicate effectively. By understanding the basic principles of visual literacy, people can produce images that communicate in a more efficient ways." From the point of view of Bamford (2003), every people should have the ability to construct the meaning from visual images. People are even easier to understand and specify meaning from the visual images.

According to the research 'Demand for Culture Advertising Photography' from Sibila Petenji Arbutina & Jelena Kovacevic Vorgucin in 2010 which focus on the idea of Benetton Advertising Campaign and it's culture, this campaign could be a great example in the concept of visual literacy, where the campaign has just used a clear photo to convey an idea, message and company image to produce a successful advertising in many years (Arbutina & Vorgucin,2010).

Oliviero Toscani, the designer, photographer and creative director of the Benetton Company had created the Benetton Advertising Campaign which allows people to examine numerous strategies for an understanding of the advertising photography. His advertising photographs is able to explain the symbolism, social status and general approach to art, meaning and information in every advertisement (Arbutina and Vorgucin, 2010). As referring to appendix B 2.5, Benetton launched a picture of condom place in the form of Olympics sign during the Olympics in 1992. Oliviero Toscani has used Olympic game logo for his main idea in advertising because sport events were advocated healthy life and it also associated with the prevention of AIDS. The photograph with condoms in various colors is a response to the attitude of the United Colors of Benetton on unifying people. (Arbutina and Vorgucin,2010)

2.4 Visual metaphor in advertising

Visual metaphor is the visual method that symbolizes a person, place, thing, or idea in a particular way or point of similarity (Nordquist, n.d.). The audiences were attracted easily by using visual metaphor, it is able to create a new awareness to the readers and make them stop in their track and examine the messages from the advertisements. As discussed by Stuart Kaplan (n.d), people's thinking, behavior and a range of artistic activities is a fundamental role in visual metaphors, it ables to process a considerable creative power and shaping audience to understand the unfamiliar or new idea, products and services by using creative images (Smith, Moriaty, Barbatsis and Kenney, 2005)

Photography is an important element in visual metaphor in advertising which is able to distort the representations or other untrue features. Stuart Kaplan (n.d.) has noted that the artist who had presented in the visual metaphor has succeeded in getting the audience to appreciate some point or to think about other messages by presenting a photograph which is totally different from the actual information. As a result, audiences will build up their curiosity for the photographs or messages, they will consider and search for an additional references to get the right information (Smith, Moriarty, Barbatsis and Kenney, 2005).

P1 WiMAX, one of the popular wireless broadband services in Malaysia had launched their brand and product two years ago (2008). The great services offered by P1 WiMAX have build a strong relationship between the brand and particularly most Malaysian, especially adults who prefer the better services and technology in their lifetime. To create a strong brand image to the consumers, P1 WiMAX has launched a series of advertisements- ‘Sudah Potong?’ or ‘Cut Already?’ campaign. The campaign presented 3 exaggerated photographs and the headlines which presented by the different races in Malaysia (Refer to appendix B 2.6), the models were showing their excited faces by presenting the action of cutting the cable and shout the headline- ‘Potong!’ or ‘Cut it!’ . The photographs were metaphorical its benefits and advantages and difference from the competitors. In Malay culture, ‘potong’ means to go through circumcision. Most of the teenager will find this campaign is interesting. Nevertheless, the elder will unhappy with the term ‘potong’ and the models’ behaviors simply because of what it represents and claims that it sounds vulgar. However, the campaign was successful and achieved its objective which is grabbing their target audience and public’s attentions towards the

brand. As a result, this campaign had received the industry's highest honor at the prestigious 2010 Malaysia Effie Awards (Jason Hor, 2010). It proves that the usage of visual metaphor can be used in creating the big idea.

2.5 Commercial photography will affect peoples' emotion and behavior

Jack White (2007) has acknowledged that commercial photography is stimulating for different kinds of human emotions and basic needs and desires. In additions, commercial photographs in various advertisements with different settings will create audiences' attentions and influence their perspective such as the degree of proximity, angle of view, presence or absence of subjects shots, lighting technique, model's eye contacts, postural and gestures and so on (Messaris, 1997).

Besides, Messaris (1997) has agreed that good commercial photography can help advertiser to win the concentration of their customers to have a look at the advertisement. Once the visual images were presented, the effect of the advertisement is considered successful in half the battle. The remaining half would be the detail in advertisement which will provide specific information for the audience to make them understand deeply for the advertisement.

Commercial photography is powerful to catch the consumers' consciousness compare by words or copy writing, because human are more sensitive with the visual graphic and colors. Commercial photography will apply colors, light and design elements to create more impact of visual image base on the requirements in any advertisement (Jack, 2007). Jack (2007) has stated that commercial photography will control the consumer's thinking and emotion and is able to call to consumers to take action for the products and services. Many situations are difficult to elaborate by words, audiences hard

to imagine how the products look like and the feeling of the products' characteristic and features only by explanations of words. Conversely, audiences will be easily attracted by a photograph, which representing the actual product. Audiences are able to experience the product quality and features through the commercial photography.

As referring to appendix B 2.7, Malaysia Airline has promoted their brand through a series of print ads. The print ad shows the combination of three photographs in which the employee is planning his or her vacation by booking the air ticket through mobile phone and internet. The combination of three photographs shows the emotional of relaxation in the workplace and shows how convenient are the service provided from Malaysia Airline. In consequences, audiences will have the feeling to take the opportunity to have a vacation and relax themselves using Malaysia Airline service. Besides, another popular types of visual images will affect the consumers' emotion and desires are food photography. As referring to appendix B 2.8, most of the restaurant will use food photography to promote their brand and showing the consumer the deliciousness of their food. Food photography can attract the consumer who is hungry at the moment and make them keep thinking of the foods. It will build up the human appetite and as a result; the advertisement is successful to reach to the audience.

2.6 Commercial photography able to call action

“Most of the times, the words and the music in an advertisement are rendered useless if they are not combined with an image. And to make an advertisement successful, the advertising photography has to be compelling,” said Messaris (1997).

Commercial photography has incomparable power in various print media. An amazing photograph has the ultimate capability of moving masses through related advertisement (Jack, 2007). Humans need all the five senses (sight, smell, taste, touch, and hearing) to grasp a concept of everything. However, the visual impact seems to be the most powerful one, it gives the people a big picture of the concept or the product. When they are looking to the product, in a way you touch it and they will know the product is. (Jack,2007)

A great photography is able to call an action in certain events and functions. Referring to appendix B 2.9 which shows the several advertisements which related to World Wildlife Fund (WWF). The concepts of the WWF advertisements were good in describing the global warming issue currently. It is using visual graphic elements to show the problem in reality worlds that did happened which is global warming. It used the interesting photograph to illustrate the cause and effect to the people. As a result, the people are willing to pay attention to the ads and willing to take action for the campaign.

As using the P1 WiMAX's 'Potong?' campaign which shown in appendix 6 as another example, the combination of the photographs and body copy has created a strong impact to the public. The campaign is effective because it did exactly what is was conceptualized to do which grabbed the attention of their target segment, it gave them a solution for a pain they were experiencing, they had a strong call-to- action to cut the

cable, cut the cost and cut the lag (Jason Hor, 2010). This advertising campaign brings a high impact to the telecommunication industry in Malaysia. It has changed many consumers' behavior and their mind that the P1 WiMAX is the best choice for network service.

Besides, non Profit Organization also uses photography to promote their campaign. Ministry of Health had organized various campaigns every year. As referring to appendix B 2.10, there were a few posters that send the messages to the citizens of Malaysia on how to take care of their healthy life. The advertiser combined two different types of photographs in different situations into the poster to make a contrast in the photo to represent their lifestyle. This visual could affect people emotions, therefore the citizens will have more understanding about the impact of the living habits and they are able to know the ways to prevent sickness and to take care of their own life.

CHAPTER III

METHODOLOGIES

3.1 Research Purpose

Expanding a solid customer base is essential for achieving revenue growth and increased profitability to any organization. One of the great ways to enhance the publicity of the products and services is to distribute the related message and information via advertising campaign.

There are millions of advertising methods been using in the market, especially print advertisement in which commercial photographs were seen mostly in consumers' daily lives. For example billboard, movie poster, food menu, products poster in shopping more and so on. Commercial photographs are employed frequently in most of the advertising campaign. However, not every commercial photograph are suitable to use the commercial, it is subjected to each and every audience in observing the visual in the advertisement.

This study is investigating the role of visualization that focuses on the effectiveness of commercial photograph in advertising field. This study will examine on how the advertisement makes efficiency via commercial photography and how it is able to influence the target audience. Therefore, the study will result in an accurate, consistent and fully representative feedback that enables the marketers and advertisers to understand and connect more directly with the target group.

3.2 Research Approach

There are two (2) types of methods to be used in conducting this research, which are collecting the data with survey questionnaire and in-depth interview in order to find out the effectiveness of commercial photography in advertisement.

A survey questionnaire is a quantitative research method. It is a research instrument, which consists of a series of questions that is able to gather the information and comments from respondents.

In-depth interview is a form of qualitative research in which a group of peoples are interviewed individually regarding to the topic. They will provide their perceptions and opinions towards the questions that will be asked during the interview period.

3.3 Sample Selection

In the survey questionnaire, a sample of hundred (100) people will be selected randomly as the target group in which their age ranging from fifteen (15) to fifty-four (54) will participate in this research. This group of people is being selected to conduct the survey because they tend to be prime target for media. They usually observe all kinds of advertisements through various media. Besides, this group of people has disposable income, which enable them to afford certain products or services or they even have the experience to purchase certain product after watching the related advertisements. Furthermore, advertisements are easy to reach to this group of people because they have the financial ability to observe and understand any type of advertisements. They usually understand their needs and wants in reality. As a result, they will understand the situations that are illustrated in the questionnaire and provide an accurate answer to the question.

For the in-depth interview, twelve (12) people will be participating in the study. There are two (2) categories in this group of participants; six (6) interviewees will be selected from creative industries who are employed in the advertising field such as graphic designer, photographer, concept designer and etc. These groups of specialists are selected because they are professional and have experience. They are able to provide constructive and accurate answers and comments regarding to the research questions which are related in their work experiences. The other six (6) interviewees will be selected randomly who are usually reading advertisements and not in the creative industry. These groups of interviewees will response base on their perspective and point of view toward the research questions. The reason to separate the interviewees into two (2) categories is to make a contrast in the point of views in between advertisement producers and the audience.

3.4 Research Strategy

The research questionnaires are measured to examine on how the people observes to the commercial photograph in advertisements. The questionnaire consists of twenty eight (28) questions which separated in three (3) sections.

There are nine (9) questions to be asked in the first section that is related to the respondent's demographic and general opinions about commercial photography. This section is to inspect the common point of view of the respondent.

Section two (2) is the experimental issues in which it consists of four (4) experiments in fourteen (14) questions. The experiments are to examine the respondent regarding to their observation and understanding to the photographs which are shown in

the experiments. Different experiments will investigate different elements and effectiveness of commercial photography via the specific answers and ratings from respondents.

Section three (3) will be the last section in the questionnaire in which it is consisted by five (5) questions. These questions are related to the conclusion of findings, which are examining the final commentary of the research. The respondents will rate their opinions in one (1) of the five (5) columns, which representing strongly agree, agree, neutral, disagree and disagree.

The in-depth interview starts with by showing them four (4) sets of print advertisements. The print advertisements will be the same as in the questionnaire. The reason to show them the advertisements is to let them know that the advertisement is to awake their minds in order to improve the following discussion. There are nine (9) questions to be asked to the interviewee which are related to the topic. The interviewees are interviewed individually in different period. The reasons to progress in individually is because the interviewee will feel more comfortable and they are dare to voice out their opinions and perceptions toward the advertisements and the questions and they will not feeling stress during the interview.

CHAPTER IV
FINDING AND ANALYSIS

This chapter discusses the research results. The purpose of this study is to define the role of visualization and to investigate the effectiveness of commercial photography in advertising field. It helps to examine the understandings and opinions of the audiences towards the research questions and the photographs shown in the advertisement.

4.1 Research questionnaire analysis

There are in total one hundred (100) copies of survey questionnaires that have been send out randomly and one hundred (100) responses have been obtained. There is no rejection in this survey.

Age Group	Respondents (%)
15-24	55%
25-34	14%
35-44	16%
45-54	15%

Table 4.1: Demographic in age group of total of respondents

As referring to the table 4.1, there are fifty-five percents (55%) of respondents are aged between fifteen (15) to twenty-four (24). This group of respondents were occupied more than fifty percents (50%) in the total of hundred respondents. They are usually

aware to various type of media and they are able to observe and critic to any advertisement through their own perspective. Furthermore, there are fourteen percents (14%) of respondents are aged between twenty-five (25) to thirty-four (34), sixteen percents (16%) of respondents are aged between thirty-five (35) to forty-four (44) and the last group of respondents who are aged forty-five (45) to fifty-four (54) were occupied fifteen percents (15%) in the total of respondents.

Types of Media	Total Response (%)
Catalog	9%
Brochure	8%
Poster	33%
Internet	93%
Billboard	9%
Radio	24%
TV	43%
Magazines	30%
Newspaper	45%

Table 4.2: Types of media that usually used by respondents

Table 4.2 shows the different types of media which is available in respondents' daily lives. Each respondent may choose more than one media. The results are under expected. Internet took the highest vote which is ninety-three (93) votes from the

respondents. This media has becoming more popular in the new generation and most of the people is using internet as their main stream media. The following are the newspaper and TV that took forty-five (45) and forty-three (43) votes from the respondents. The number of votes for catalog is the same as the billboard, which is nine (9) votes, and brochure has 8 votes, which is the lowest vote from the respondent.

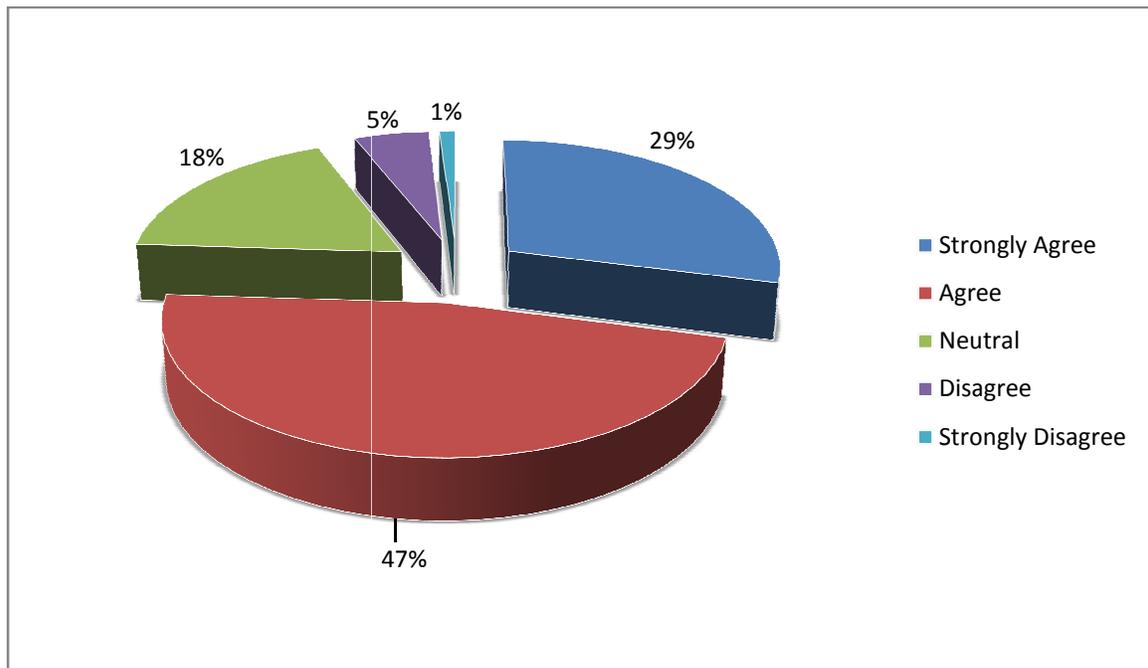


Chart 4.1: Commercial photography appear in most of today's advertisements.

The chart 4.1 shows that forty-seven percents (47%) and twenty-nine percents (29%) of the respondents agree and strongly agree that the commercial photography appears in most of today's advertisements because most of the advertisements are using photographs as their focus elements, while five percents (5%) and one percent (1%) of the respondents disagree and strongly disagree to the statement. The remaining balance of the respondents, which is eighteen percents (18%) are neutral.

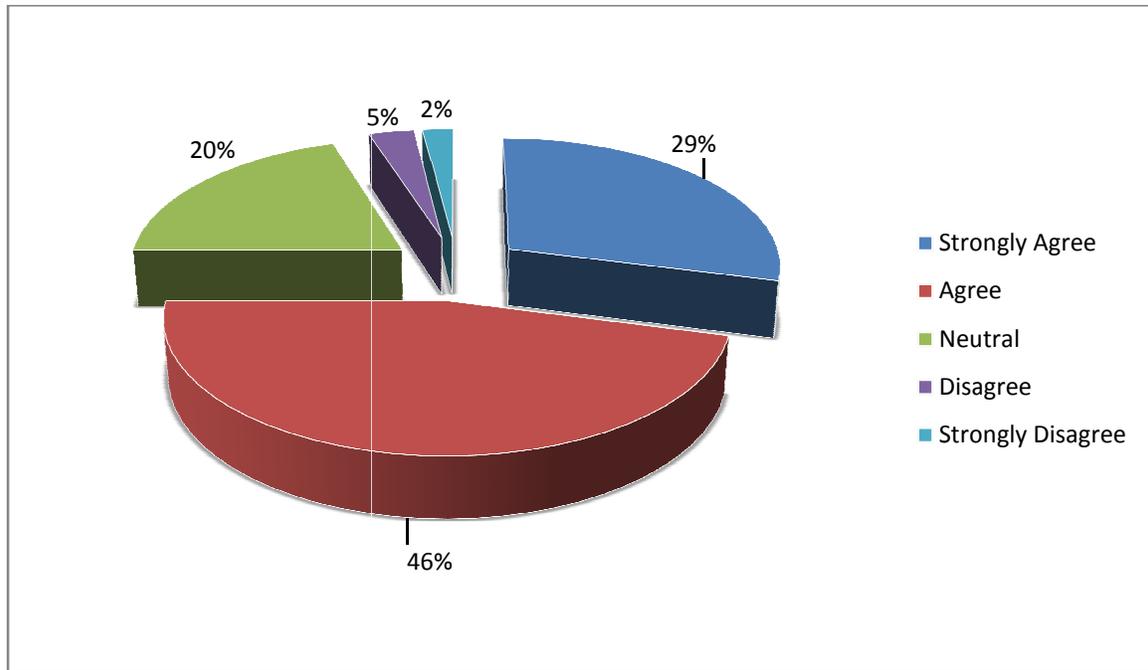


Chart 4.2: Commercial photography is important for advertising purpose.

There are total of seventy-five percents (75%) of the respondents that have the same opinion, which agree on the commercial photography is important for advertising purpose which is twenty-nine percents (29%) of the respondents strongly agree and forty-six percents (46%) respondent agree for this statement. But, a small number of percentage respondents is differ from the majority, which are five percents (5%) disagree and two percents (2%) strongly disagree that the important of commercial photography in advertising, whereas the other twenty percents (20%) of the respondents are neutral.

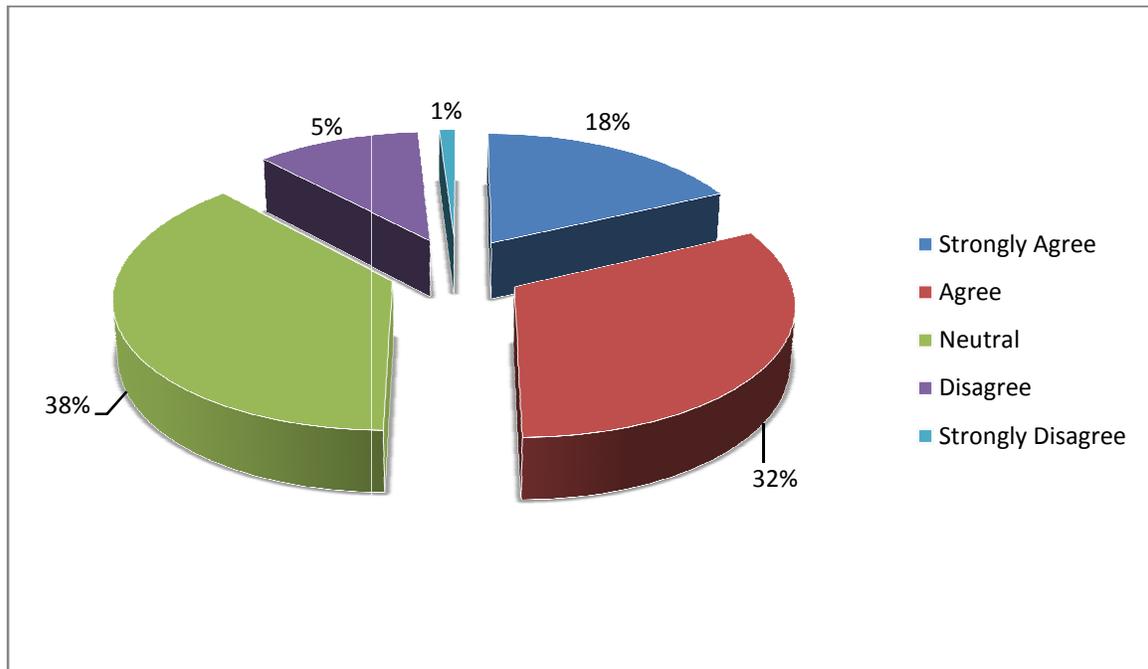


Chart 4.3: Commercial photography is more effective than body copy in any advertisement.

The chart 4.3 shows that the combination of fifty percents (50%) of the respondents supporting to the statement which eighteen percents (18%) of respondents are strongly agree and thirty-two percents (32%) of the respondents are agree about it. Anyway, few number of percentage of respondents think that commercial is not effective than body copy in advertisement, which is five percents (5%) of the respondents disagree and one percent (1%) strongly disagree. And the other thirty-eight percents (38%) has no comment to this statement.

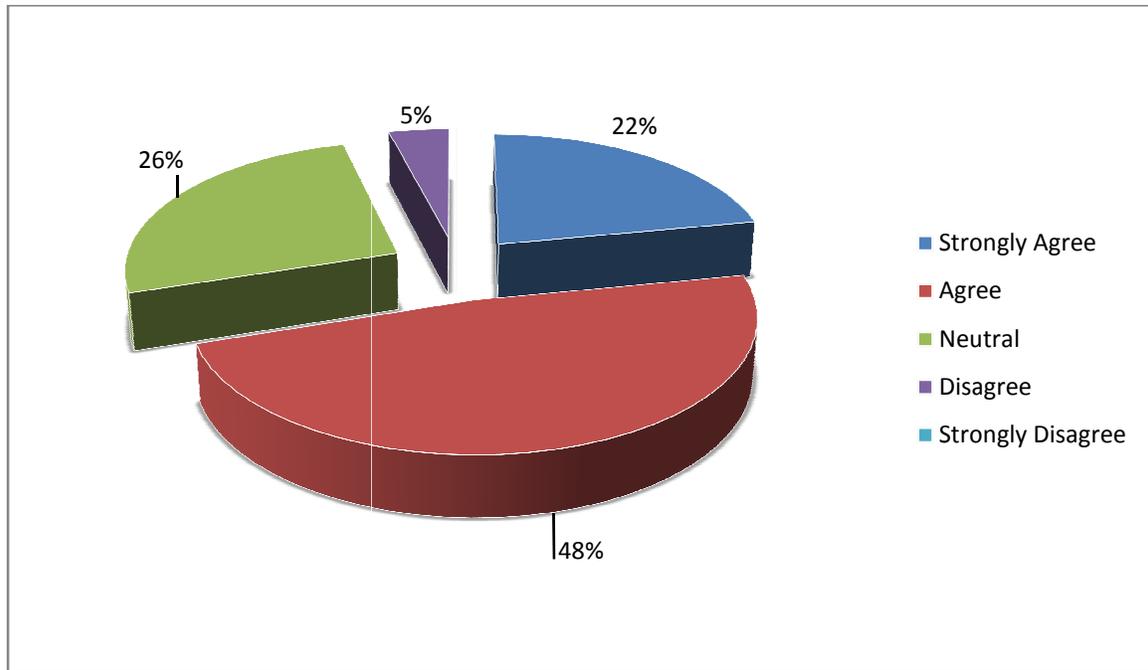


Chart 4.4: Commercial photography makes easier for people to understand about the products' features.

There are more than a half of respondents supported the statement above, which occupied twenty-two percents (22%) of the respondents strongly agree and forty-eight percents (48%) of the respondents. By the way, only five percents (5%) of the respondents disagree about the statement above and twenty-six percents (26%) of the respondents neutral in the overall research.

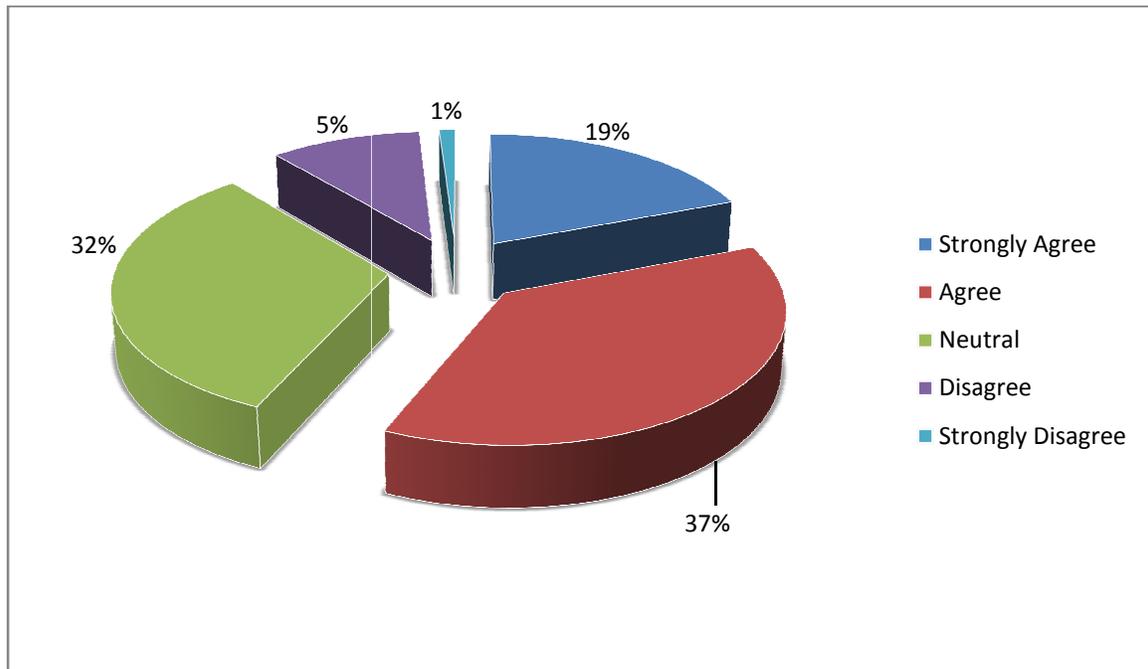


Chart 4.5: Commercial photography will influence consumers' purchase decision.

The chart shows that nineteen percents (19%) and thirty-seven percents (37%) of the respondents strongly agree and agree that the commercial photography will influence consumers' purchasing decision, which are occupying more than a half percentage in the chart. There are five percents (5%) and one percent (1%) of the respondents disagree and strongly disagree to the statement and the other thirty-two percents (32%) of the respondents are neutral, they believe that there is another element that will affect the consumers' purchase decision but not only commercial photography.

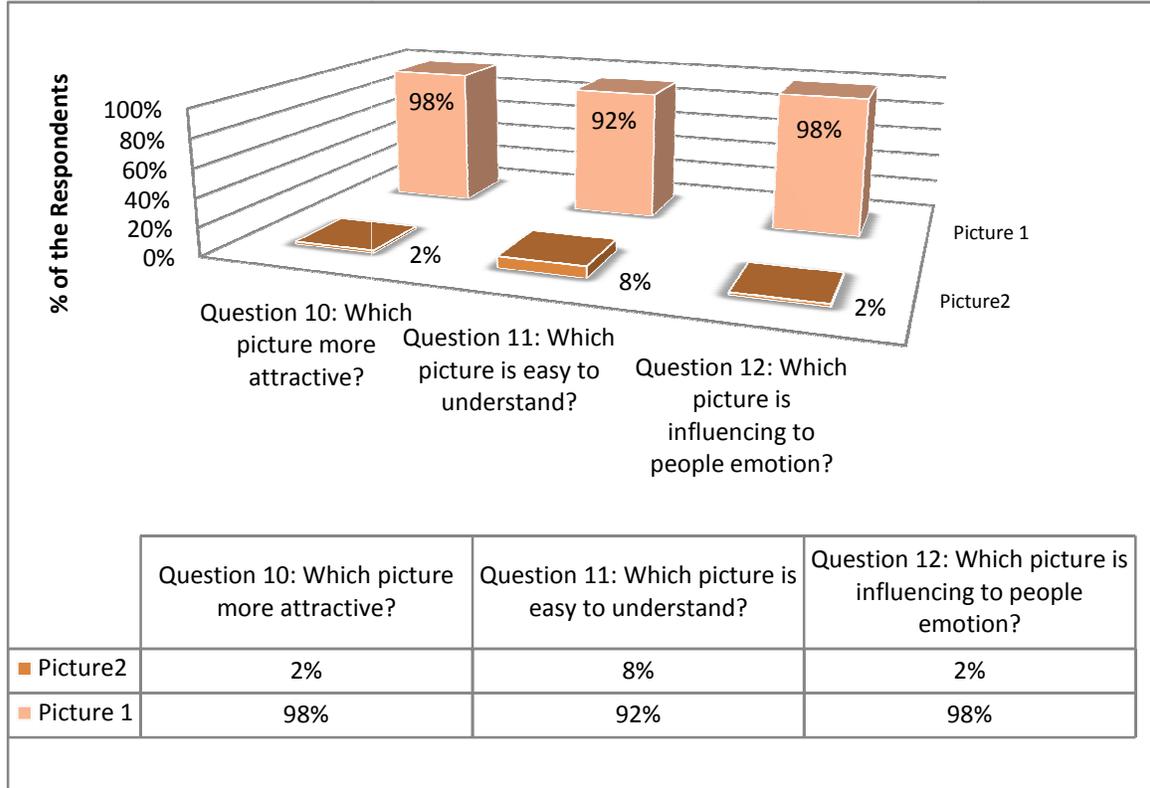


Chart 4.6 & Table 4.3 : The results of the experiment for KFC menu from question number ten (10) to twelve (12) in the research questionnaire.

Please refer to Appendix B 2.11 for the visual references. There are two (2) similar pictures that were used in this. Both pictures are the menus from KFC, the picture one (1) shows the information and the food photograph and picture two (2) only show the information same as picture one (1) without food photograph. The purpose for the experiment is to examine the fundamental role of the commercial photography in advertising and the consumers' thinking while they look into the advertisement. As referring to the chart 4.6, there are ninety-eight percents (98%) of respondents agree that the menu with food photography from picture one (1) is more attractive although there

are only two percents (2%) of the respondent are choosing picture two (2) in the questionnaires. As referring the results of question eleven (11) from the Chart 4.6, there are ninety-two percents (92%) of the respondents are choosing picture one (1) and another eight percents (8%) of the respondents are choosing picture two (2), which means that the majority have the same perception that the menu with food photograph is make them easy to understand about the advertisement. In additions, ninety-eight (98%) of the respondents are choosing picture one (1) and two percents (2%) of the respondents are choosing picture two (2) in question twelve (12), which is representing that the food photography is able to make consumers feel hungry and desire to purchase the food.

The following analyses which are from chart 4.7 to chart 4.9 are the results of the experiment for Digi advertisement from question thirteen (13) to fifteen (15) in the research questionnaire.

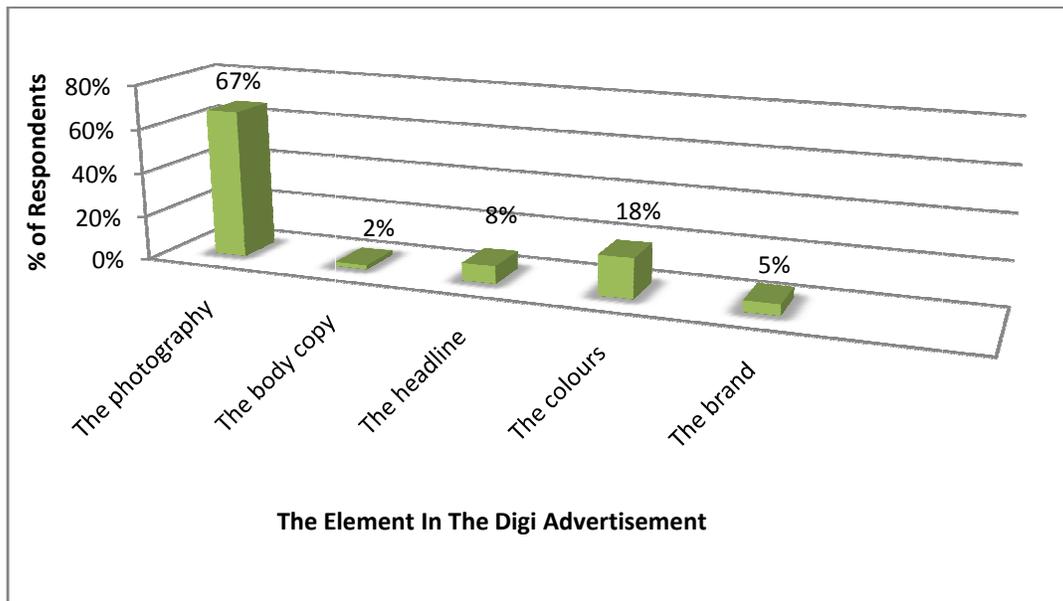


Chart 4.7: Which is the element will attracting the respondents' attention in the Digi advertisement.

Please refer to Appendix B 2.12 for the visual references. There are two (2) posters from Digi communication shown in this experiment, the purpose for this experiment is to study the audiences in usually which element they are focus to while reading to the advertisements. As referring to the chart 4.7, there are sixty-seven percents (67%) of the respondents are looking to the photography first in the Digi advertisement before reading the other information. The minorities, which are only two percents (2%) of the respondent, will read to the body copy first in the Digi advertisement. In overall, the chart 4.7 was shows that the respondents are usually focused to the visual elements when they are looking to the advertisements other than body copy.

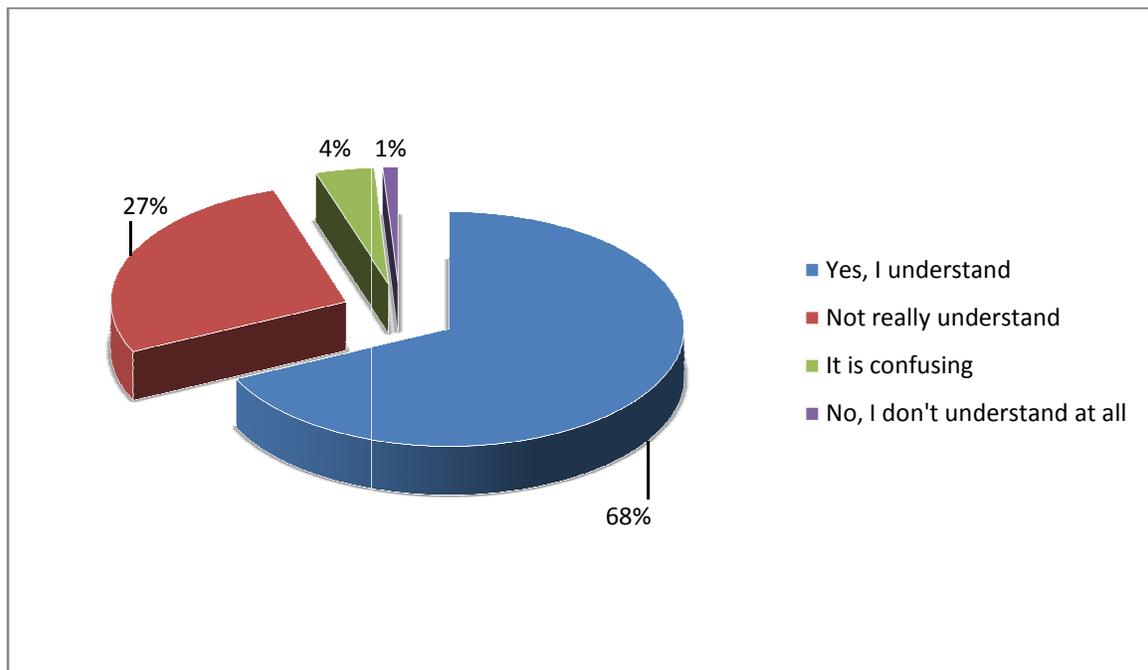


Chart 4.8: The understanding of the respondents to the Digi advertisement.

Please refer to Appendix B 2.12 for the visual references. Digi advertisement shown a photograph which a ‘Tarzan’ has hitting a number ‘1’ in yellow color. The photographs are not really match to the brand image, but it able to present the message of the promotion which is ‘Easy to hit RM1 on any day’. The purpose for this experiment is to examine the understanding of the respondents to the Digi advertisement which the advertiser was used visual metaphor to present their message. As referring to the chart 4.8, there are more than a half of respondents which is sixty-eight percents (68%) are able to understand the Digi advertisement and the message which provided in the advertisement. However, there are twenty-seven percents (27%) of the respondents are not really understand about the advertisement. Four percents (4%) of the respondents are voted that the advertisement are confusing and only one percent (1%) of the respondent are not understand at all.

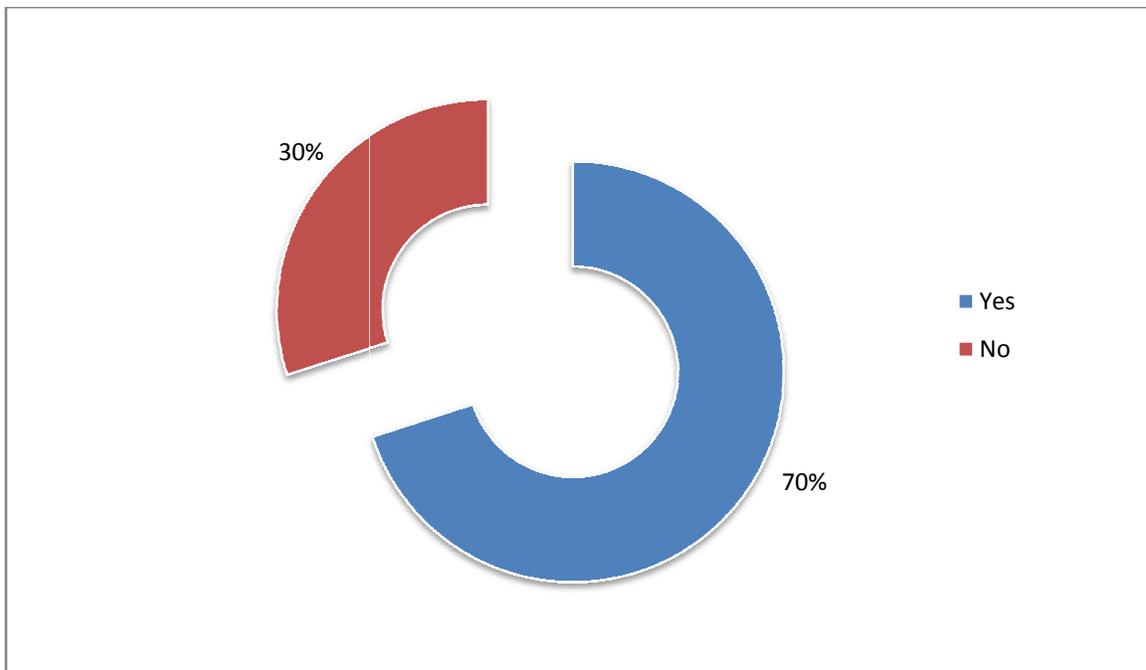


Chart 4.9: Do the photographs which were used in the Digi advertisements are able to deliver the message to the respondents?

Please refer to Appendix B 2.12 for the visual references. This purpose of this question is to examine the efficiency of the commercial photography base on the respondents' satisfactory. As referring to the results from chart 4.9, there are seventy percents (70%) respondents were answered 'Yes'. There are five (5) sets of questionnaires were selected randomly from the respondents who were answered 'Yes' in this question, their reasons are: 1.) The commercial photograph is more easier to understand and people will get more attention from the photograph which shown in the advertisements. 2.) The commercial photographs are straight to the point which related to the promotion message. 3.) The visual image is the first thing that strikes into people minds. 4.) The commercial photographs are able to represent the body copy. 5.) People like to see picture mode than words, commercial photograph is more interesting. However, there are thirty percents (30%) of the respondents were answered 'No'. There are five (5) sets of questionnaires were selected randomly from the respondents who were answered 'No' in this question, their reason are: 1.) Some of the commercial photographs are not relevance to the message. 2.) The commercial photography cannot bring out the messages clearly in the advertisement. 3.) The commercial photograph able to bring more than one meaning, different people will have different opinion and perspective to the photograph, people might get the right or wrong idea from the same photograph. 4.) The photograph is complicated. 5.) Photograph is hard to understand without any explanation.

The following analyses which are from chart 4.10 to chart 4.12 are the result of the experiment for WWF advertisement from question 16 to 18 in the research questionnaire.

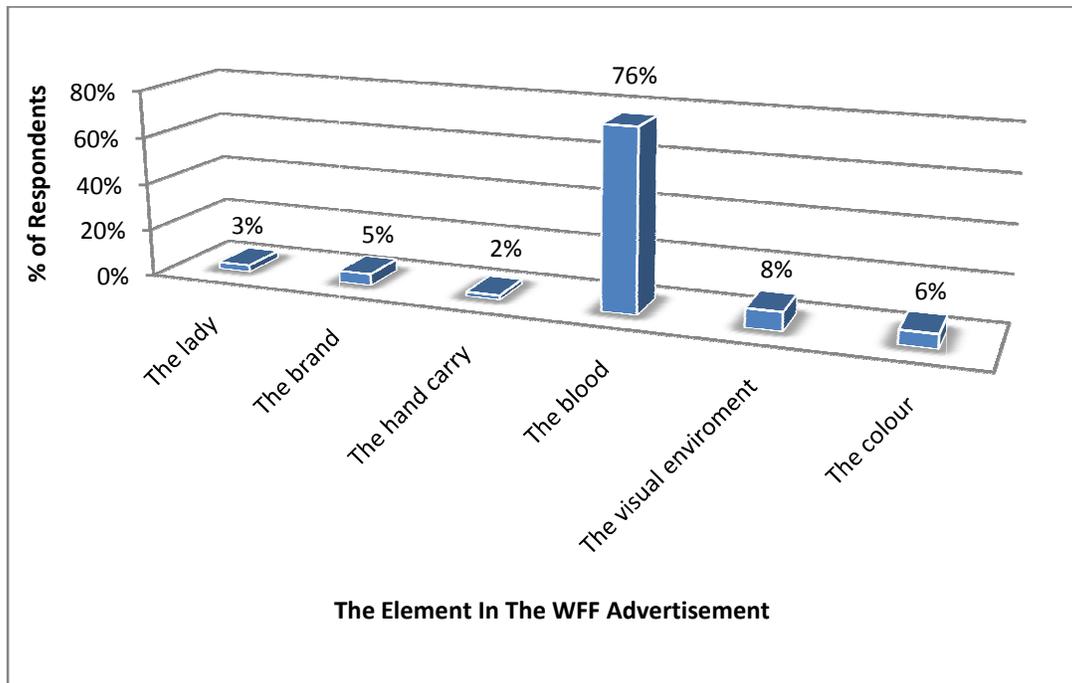


Chart 4.10: Which is the element will attracting the respondents' attention in the WWF advertisement.

Please refer to Appendix B 2.13 for the visual references. There is a poster from WWF was used in this experiment, the purpose for this experiment is to examine the ability of the respondents regarding the visual literacy skills. Obviously, there are seventy-six percents (76%) of the respondents are pay attention to the blood when they are looking to the WWF advertisement. The majority of the people were focus to the blood firstly is because the color is contrast in the whole photograph. The other respondents are focus to other elements in the photograph other than blood. There are three percents (3%) for the lady, five percents (5%) for the brand, two percents (2%) for the hand carry, eight percents (8%) for the visual environment and six percents (6%) are focus to the color in red.

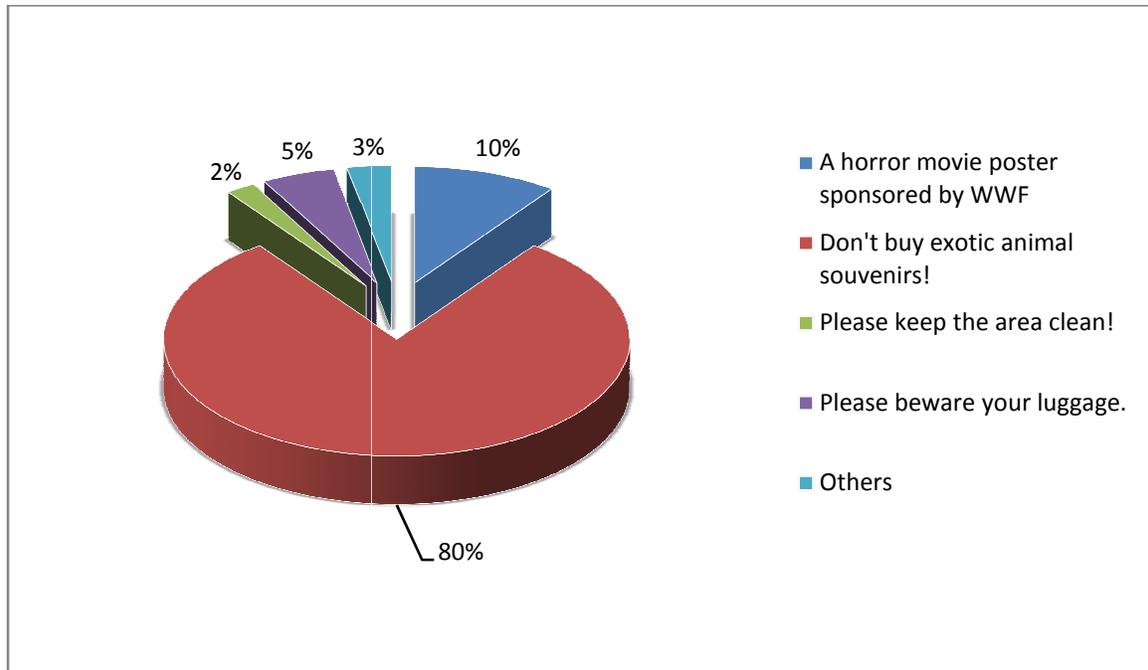


Chart 4.11: The understanding of the respondents to the WWF advertisement.

Please refer to Appendix B 2.13 for the visual references. This question is examining to the respondent regarding to the understanding the advertising message in the WWF poster. There are eighty percents (80%) of the respondents were answered correctly which is 'Don't buy exotic animal souvenirs!'. Minority of the respondents were answered wrongly which are ten percents (10%) of the respondents were answered 'A horror movie poster sponsored by WWF', five percents (5%) of the respondents were answered 'Please beware your luggage', three percents (3%) of the respondents were answered other answer, such as 'Do not kill the animals!', 'Save the animals!' and 'Stop buying leather products!' and lastly, two percents (2%) of the respondents were answered 'Please keep the area clean!'. In overall, majority of the respondents were understood to the advertisements even though there still have a small group of people have a wrong perspective to the message.

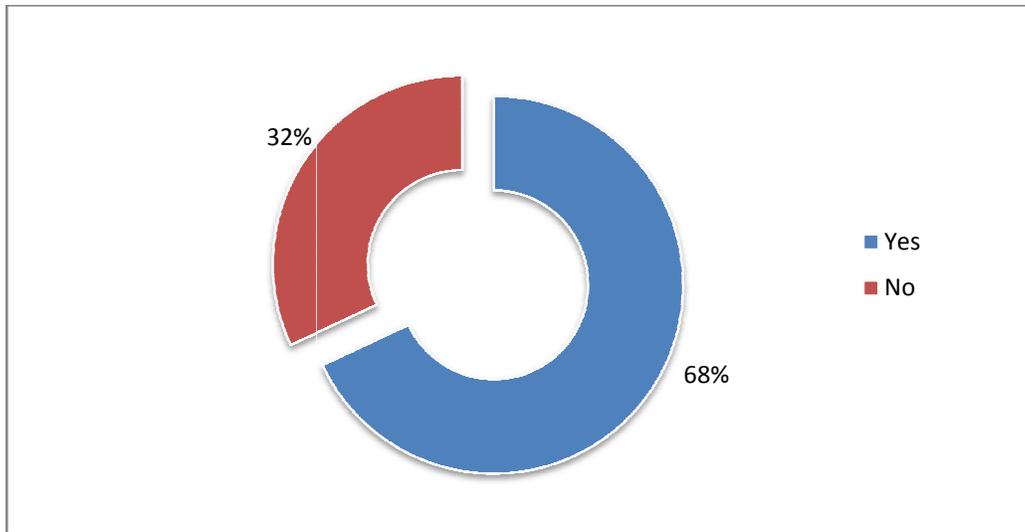


Chart 4.12: Do the photographs which were used in the WWF advertisements are related to the brand image?

Please refer to Appendix B 2.13 for the visual references. As referring to the results from chart 4.9, there are sixty-eight (68%) respondents were answered 'Yes'. There are five (5) sets of questionnaires were selected randomly from the respondents who were answered 'Yes' in this question, their reasons are: 1.) The photograph able to show the meaning behind the picture. 2.) The photograph able to representing something related about the animals. 3.) The photograph is clearly present with the blood and the logo of organization which is related to the campaign. 4.) This is an interesting photographs able to makes people to capture the idea. 5.) A successful photograph makes people to avoid buying the animal souvenirs. However, there are thirty-two percents (32%) of the respondents were answered 'No'. There are five (5) sets of questionnaires were selected randomly from the respondents who were answered 'No' in this question, their reasons are: 1.) The photograph give a wider imagination to the readers, the message is not show in directly. 2.) The photograph is not clear enough to describe about WWF. 3.) Not every people able to understand the red color from the luggage indicated. 4.) The

photograph could be misleading to the people, because there are no showing animal and the red color stain could be of anything. 5.) The photograph is quite abstract, different people have their own sense.

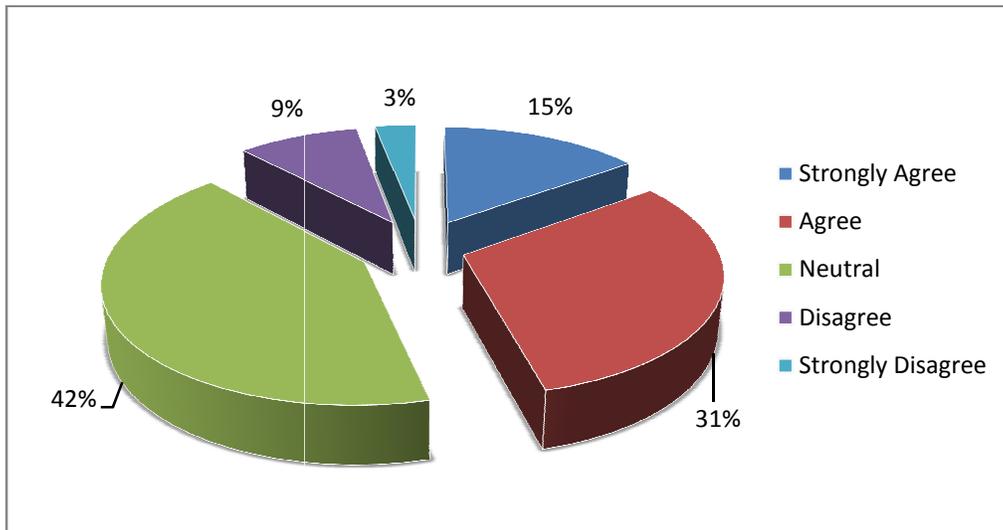


Chart 4.13: Using human appeal in advertising will make the advertisement more convincing.

The chart 4.13 shows the percentage of using human appeal in advertising will make the advertisement more convincing. The highest percentage of the answer is neutral by forty-two percents (42%). Respondents suggest to answer neutral means supporting either of opposing sides but state on impartial ground. Thirty-one percents (31%) of the respondents and fifteen percents (15%) of respondents were strongly agreed and support to the statement. Nevertheless, nine percents (9%) of the respondents were disagreed and three percents (3%) of respondents are strongly disagreed to the statement. For those respondents who disagree to the statement were stated that the models is not necessary to used in certain advertisement because they are not relevant to certain product.

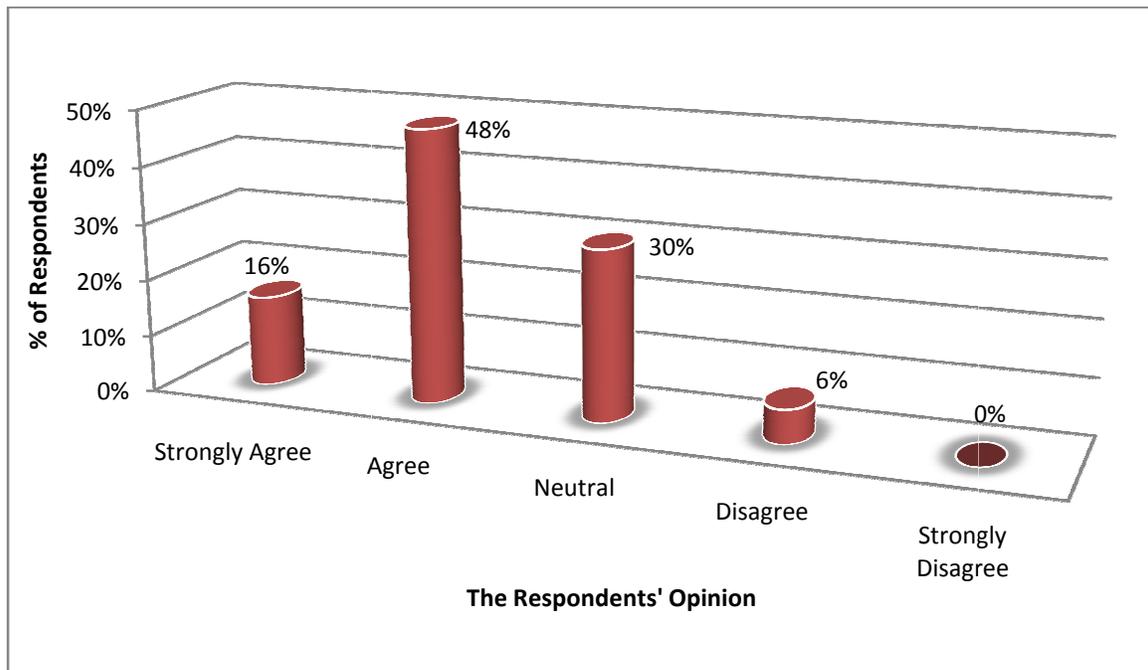


Chart 4.14: Commercial photography is easier to associate the meaning of ads compare with texts.

According to the chart 4.14, forty-eight percents (48%) and sixteen (16%) of the respondents are agree and strongly agree that the commercial photography is easier to associate the meaning of the advertisement compare with texts because the visual is interesting and it is easy to deliver the idea. Thirty percents (30%) of the respondents are neutral, they belief that commercial and text are also important in advertising. Lastly, there are only six percents (6%) of respondents were disagreed to the statement because they are declared that text is easier to convey the information compare with commercial photography.

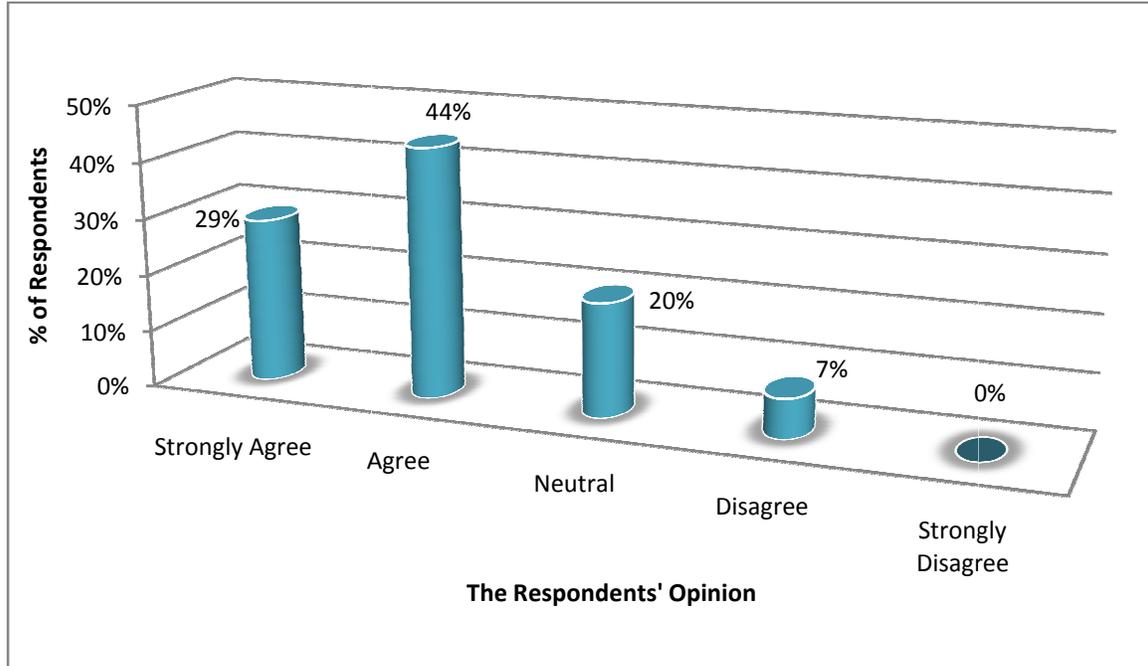


Chart 4.15: Commercial photography is able to illustrate the image of the real product.

The chart shows that the majority of the respondents are agree and strongly agree that the commercial photography is able to illustrate the image of the real product which was occupied forty-four percents (44%) and twenty-nine percents (29%) in overall respondents. Seven percents (7%) of respondents were disagreed above the statement above and twenty percents (20%) of the respondents are neutral. They are commented that some of the commercial photographs are edited for advertising purposes, therefore the people are hard to explore the real product which shown in the advertisement.

4.2 In-depth Interview Analysis

This chapter will present the data which collected from the interviewees. The data collection was conducted through twelve (12) interviewees who were separated in two (2) categories, the six (6) interviewees were categorized as the professional staff, which are the advertising producer and employed in creative industry. The other six (6) interviewees were categorized as the audiences who are only observing the advertisement in market but not hired in the creative industry.

First of all, the interviewee was observed the four (4) print advertisements. After a minute, the interviewees start to answer the questions. The questions were consisted of nine (9) questions which were related to the topic. The whole interview period was spent around forty-five (45) minute per interviewee. Every interviewee has finished to response all the nine (9) questions during the interview.

4.2.1 Data Collection from interviewees

Interviewee	Name	Occupation	Age Group
A.	Shu Tze Yuh	Freelance photographer	15-24
B.	Kenneth Tan Choon Yam	Photographer	34-44
C.	Alwyn Foo Hsien Chung	Freelance photographer	15-24
D.	Loh Pooi Chan	Concept Designer	25-34
E.	Chang Wei Hoong	Videographer	15-24
F.	Sylvia Phang Shin Chin	Graphic Designer	25-34
G.	Steven Lok Kah Hin	Church Worker	25-34
H.	Chen Ike Leon	Student	15-24
I.	Vince Ong Qun Yuan	Student	15-24
J.	Wan Pui Yee	Student	15-24
K.	Kam Wai Yan	Assistant Lecturer	25-34
L.	Chang Suek Yee	Student	15-24

Table 4.4: The demographic data of the interviewees

No.	Interview Question
I.	Commercial photography plays an important role in advertising.
II.	Commercial photographs capture the attention of the public.
III.	Visualization is an effective communication tools which is more effective than body copy in any advertisement.
IV.	Commercial photography will influence consumers' emotion.
V.	Commercial photography will effect consumers' purchase decision.
VI.	Inserting human photograph in poster will bring better results in gaining the attention of the public.
VII.	A visual literate person tends to show more appreciation towards all kind of advertisements.
VIII.	Visual metaphor is able to convey a message to the public.
IX.	A photograph is worth a thousand words.

Table 4.5: The interview questions for in-depth interview

Interviewee	Interview Questions								
	I.	II.	III.	IV.	V.	VI.	VII.	VIII.	IX.
A.	A	A	N	A	D	N	A	A	A
B.	A	A	A	A	A	A	D	N	A
C.	A	A	N	N	A	A	A	A	A
D.	A	A	N	A	A	A	A	A	A
E.	A	A	D	A	A	A	A	A	A
F.	A	A	N	N	N	N	A	N	N
G.	A	A	N	A	A	D	D	D	A

H.	A	A	A	A	D	A	A	A	A
I.	A	A	A	A	A	A	A	A	A
J.	A	A	A	A	A	A	A	A	A
K.	A	A	D	A	A	D	A	A	A
L.	A	A	A	A	A	D	A	A	N

Table 4.6: The responses from the interviewees for the interview questions

Note:

A = Agree

D = Disagree

N = Neutral

4.2.2 Commercial photography plays an important role in advertising field.

Every interviewee has agreed that the commercial photograph plays an important role in advertising field. From the point of view of the professional staff, photography is able to create attention to the public. The interviewee B, a wedding photographer was commented that a commercial photograph produces images that speaks a thousand words in a million languages. An image will have no language barrier and will be able to reach out to all four corners of the earth and everyone in it. Every people will except the visually impaired.

Another comment from the interviewee C and D, who are the freelance photographer and concept designer, were stated that Commercial photography gives an idea to every consumer of what a company is trying to promote and sell. Visual elements will promoting the brand messages and convey the information other than using texts. Besides, commercial photographs make consumers able to understand the meaning of the advertisement easily. Conversely, an advertisement without any graphic or photography

will most likely be ignored by consumers, in their opinion, they were explored that audience are more exciting when they looking to the commercial photography in certain advertisements but not text.

From the point of view from the audiences, most of them were stated that the commercial photographs are able to illustrate and visualize the products before they are purchasing the products. People are able to get the awareness about the products' designs, styles and the characteristic via the photographs. The interviewee G, who is a church worker, has stated that commercial photographs can attract people easily than just words because the photographs are colorful and interesting, which are every attracting to the people.

4.2.3 Visualization is an effective communication tools which is more effective than body copy in any advertisement.

In the point of view from the professional staff, most of their opinions are neutral.

They were agreed with both which are the commercial photography and body copy will also providing effectiveness to any advertisement. Commercial photography is more effective as consumers will at least stare at the advertisements for a moment as it is attractive. However, commercial photography is not effective if a body copy did not exist. For instance, a consumer who is attracted to the advertisement will also ignore it right away as there are no descriptions about a certain product or service. As a result, they were stated that the advertisement will be effective and powerful if there is a combination of a great photograph and a meaningful body copy which is base on the advertisers'

needs and wants and the situation of the advertising campaign such as costing, project durations and so on.

From audiences' opinion, the interviewee K, an assistant lecturer has disagreed about the statements, commercial photographs are able to make the advertisement more attractive and interesting, but it is not enough to convey a series of information which is better to complement with body copy for further explanation for the advertisements. Images can create ambiguity in audiences' minds, if there is only shows the photographs in the advertisements, different people have their own observation, they might observe wrongly which are not related to the real message.

4.2.4 Commercial photography will influence consumers' emotion.

All the interviewees were agree that the commercial photography will influencing consumers' emotion except the interviewee C and F, they has responded neutral about the statement. As referring to them, commercial photography will influence consumers' emotion depends on what is the advertisement about, new product in the market such as a new soft drink will reflect an urge for a consumer to try out the drink. Products which already exist in the market do not really have an effect as the advertisement serves as a reminder that the product is still available in the market. However, presenting the commercial photography only in the advertisement is not enough to capture or influence consumers' emotion, there is necessary add in a meaningful body copy or explanation

into the advertisements. The advertisement will be more effective with the combination of commercial photographs and texts.

The interviewees who were supported to the statement because the products which were shown in commercial photographs can affect the values of audiences. For example, perfume's advertisements are created to rouse sexual desires through professional photography. A great photographs show in the menu will also influencing to consumers' appetites, they will feel more hungry when they looking to the advertisements.

4.2.5 Commercial photography will affect consumers' purchase decision.

Most of the interviewees were agreed that commercial photographs able to affect consumers' purchase decision because it attract audiences imagination. Commercial photograph are usually simple and straight to the point and consumers will tend to have a more positive reviews on their decisions, if the products show in the advertisements are look good, nice or high value, consumers will thinking of buying it.

Nevertheless, the interviewee A, who is the freelance photographer were responded neutral to this statement. They where stated that commercial photograph is only one of the factor that will affecting consumer's purchase behavior, however, there are more on the marketing strategy, for example the promotions and reducing price of the products, or a new brand comes out to the market, these factor also will influencing consumers to purchase the products. But, fashion and apparels wise, photographs might be a very high influence for consumers to purchase the certain collection. The stylists show the fashion and apparels via photographs will strongly attract to the audience,

especially teenager because the designs could not explained or presented by the explanation of words, there are necessary to use visual to represent the products.

4.2.6 Inserting human photograph in poster will bring better results in gaining the attention of viewers.

In the point of view from professional, most interviewees were agreed to insert human into the photograph. The interviewee B has stated that audiences often find themselves attracted to someone attractive in the advertisements. For example inserting celebrities into a poster, audience was focused and attracted easily by the visual of the celebrities and they might feel confidence and support to the product because their idols are promoting to the brand. Besides, human visual such as sex appeals are places into advertisements will attracting both gender to spend extra time in looking at the poster and trying to understand the purpose or the objective of the advertisements.

The interviewee G, a church worker has responded that the model that shows inside the poster is ineffective. The objective of commercial photographs is to represent the product for advertising purposes. There are important that showing the visual of the related products or services in the advertisements but not the portrait. He has also stated that most of the portrait in the poster could not represent the brand and product image. For example, the sexy lady shows in the beer advertisement which is unethical to the social. Audiences will just focusing or observing to the sexy lady but not the products.

4.2.7 A visual literate person tends to show more appreciation towards all kind of advertisements.

Majority of the interviewees were agreed that a visual literate person tends to show more appreciation towards all kind of advertisements. A visually literate person will prefer professionally created advertisements, especially when photographs are being utilized to create the greatest impact.

However, the interviewee B and G were disagreed to the statements. In their opinion, a visually literate person will tend to appreciate only the type of advertisement which is visually stimulating and meaningful but not all kind of advertisements because as a visual literate person, he or she is able to read and observe the visual. Therefore, he or she will understand the visual wither the visual is suitable or not. A visual literate person will strongly support and appreciate if the visuals are strong and suitable to present the brand images.

4.2.8 Visual metaphor is able to convey a message to the public.

Majority of the interviewees were agreed that the visual metaphor is able to convey a message to the public. The interviewee A has indicated that the human live in a world of metaphors, signs and symbols. Human can always relate a cat to a lady, a pig to laziness and so on. Therefore, a metaphor is the best way to convey and sent out a subtle message. Besides, the interviewee C has stated that some advertisements are able to reflect a person's past experiences whether in terms of using a product or a slice of life. With a metaphor, a person is able to interpret the advertisements clearer and accept what the advertiser is trying to promote. Furthermore, the interviewee H, a university student has supported to the statement because a visual metaphor is more interesting and

sophisticated way of conveying a message and that might make people take notice to that message.

On the other hand, the interviewee B has been neutral for this statement, he has stated that visual metaphor is able to convey a message but it only is able to convey the message across to a certain section of the public. There will be limitations such as education, upbringing and experiences. As a result, visual metaphor is only suitable to apply for certain advertisements but not all.

However, the interviewee G has totally disagreed that visual metaphor is conveying a message to the public. He has stated that the metaphor is not necessarily as one culture may differ from another thus the visual metaphor may be misinterpreted or interpreted different from the original message. Visual metaphor are subjective, different people might have their own observing and understanding towards the visual. Therefore, it may confuse to the audience, because they would not know the correct message or information through the advertisements.

CHAPTER V

DISCUSSIONS

From the observation on the advertising, it is found that commercial photography is employed to various types of advertising media. It appears everywhere, which has a close relationship with the consumers. Commercial photography was used to create attention to the audience, it able to deliver and convey a message of a brand or a product.

5.1 The role of commercial photography in advertising.

From different studies on the history of advertising, it is found that commercial photograph appears in our daily life. It was usually used for advertising purposes. Most of the advertiser were using commercial photography because it able to convey a message to everyone. As in Mark (n.d) stated that commercial photograph is used as a communication tools to deliver a specific message. Consumers are usually will explore the design and the characteristics of the product via photographs it they are shown into the advertisements. Consumers will use photographs as their comparative tools which they can construct an imagination to the product and compare with other product in different brands.

Usually, consumers will more concentrate to the visual compare with the body copy in an advertisement. Base on the finding analysis from in-depth interview, As referring to in-depth interview analysis, Every interviewee from different categories were also agreed that commercial photographs plays an important role in advertising field. Commercial photographs can attract people easily than just words because the colorful of the photographs makes the advertisements more interesting and meaningful.

Another finding from the questionnaire, the research shows that the total of seventy-eight percents (78%) of respondents were agreed and strongly agreed that commercial photography appears in most of today's advertisements and more than a half of respondents were agreed that it is important for the advertising purposes.

As referring the results from the first experiment from appendix B 2.11, more than ninety percents (90%) of respondents were choosed picture one (1), which is the food menu with photographs are more attractive and easy to understand the promotion offered from the brand. Beside, as referring the results from the third experiment from appendix B 2.13, the WWF were showing a clear photograph to promote their campaign. However, there are eighty percents (80%) of respondents are able to understand the advertisement even though there are no body copy appears in the advertisement.

Most of the people will observing the subject which was shown in the advertisements, especially human portrait, audience will always concentrating to the models' action in the advertisement. Therefore, many celebrities were hired as a spokesperson for any brand or product in advertising. Using human portrait in commercial photography will build a strong relationship between the brand and the consumers, it creates a confidence and trust to the consumers. As referring the results from the fourth experiment from appendix B 2.14, Levis Jeans were used models with their products in the photographs which strongly create an attention to the audience. There are ninety percents (90%) of respondents were attracted from the advertisements via the models' pose, facial, body shapes and the product. There are more than fifty percents (50%) respondents are agree that the models portrait which was shown in the

advertising are able to create association with the brand image and it creates attentions to the public.

5.2 The importance of visual literacy in advertising.

Visual literacy is important to advertising. A visual literate person will tend to observe various types of visual in advertisements. Commercial photographs are representing to the brand and promoting the advertising message to the public. However, the photographs could have thousand meanings. Different people have their own ability to observe the visual and understand the meaning in the advertisements. Therefore, there is necessary that the advertiser and advertisement producer must understand which elements that used to create an effective visual which is suitable to the advertisement. A visual literate person will appreciate the advertisements which are visually stimulating and meaningful.

As referring to the appendix B 2.13, there is the results of fourth experiments in questionnaire which related about the WWF association were created an effective visual to deliver the message 'Don't buy exotic animal souvenirs!'. There are eighty percents (80%) of the respondents able to understand the meaning of the visual and there are sixty-eight percents (68%) of the respondents were agreed that the visual are related to brand images and it able to deliver the message, because the photograph was represented to the current issue of save the animal, and the elements were used such as colors and contrast were composed perfectly also build a strong relation to the campaign. However, there are

number of percentage of the respondents were not understood to the advertisements, are there are thirty-two percents (32%) of the respondents are disagree that the photograph is suitable to the advertisement because the photograph without body copy could be misleading to the people, it might have different meaning from different observation.

5.3 The effectiveness of visual metaphor in advertising.

Visual metaphor works. It able to attract the audiences easily and create a new awareness to the readers, make them concentrate and examine the message from the advertisement. Base on the findings, majority of the interviewees were agreed that the visual metaphor is able to convey a message to the public because visual metaphor are able to producing an interesting visual which is totally different from the actual information which will build up the audiences' curiosity and try their best to explore the real meaning of the advertisement.

However, visual metaphor will fail the advertisement if the visual is not suitable to represent the message. Visual metaphor is subjective, every people have their own perception base on their observation. It may be misinterpreted by the audience from the original message. As referring the results from the second experiment from appendix B 2.12, there are number of respondents are confused to the promotion from Digi advertisement. They were stated that the photograph which was used in the poster was not suitable to the advertisements because it does not relate to the brand and it also hard to convey the message clearly.

5.4 Commercial photography influences targeted groups' emotion and behavior.

The photographs will be influencing the audiences' emotion and behavior via the different types of elements, such as color, lighting, composition, angle and so on. As referring to the findings, ninety-eight percents (98%) of the respondents will feel hungrier after looking to the food menu which combines with the food photography. It will also influence the audience to increase the desire to purchase the food. On the other hand, WWF is an association which is protecting the animal in the world. They usually are using photographs to create a visual which is make people to aware about the dangerous of the animal. As referring to the findings, more than eighty percents (80%) of the respondents were focused to the red color, also the blood in the WWF advertisement, they were feel fear and dangerous of the animal. As a result, the WWF advertisement works because it able to achieve to create the awareness and deliver the message even able to influence the emotion to the audience.

5.5 Commercial photography creates the attention and calls an action to the target audiences.

There are many photographs were used in advertising to create an attention and influence to the audience to take action for certain activity. In Malaysia, many advertising campaign are using photography to influence the audiences' mind. For example, Ministry of Health in Malaysia were organized a 'Tak Nak' campaign which is persuading the smoker quit from smoking. As referring to the appendix B 2.15, the advertisements were created with the combination of photographs. The photographs were showing the

consequences of smoking which will damage to the human body. The purposes using these photographs are to create awareness to the people about the disadvantage of smoking and the advertisements wish to influence the smokers' to quite from smoke.

As referring to the finding, there are eighty percents (80%) of respondents able to observe and understand the meaning of the WWF advertisement, which is avoided to purchase the exotic animal souvenirs. As the results, the respondents were aware that the problem issue that the animal were facing. Therefore, the respondents are willing to avoid purchasing the exotic animal souvenirs.

5.6 Summary and Conclusion

The study has discussed about the role of visualization in advertising. The scope of this study are to examine (1) the roles and the functions of commercial photography in advertising, (2) study the importance of visual literacy and visual metaphor in advertising and examine the impact of (3) commercial photography in advertising such as the technique to influences targeted groups' emotion and their behavior and studies on how the commercial photography create the attention and call an action to the target audience. This study is important because it not only focus on the use of commercial photographs in advertising, but it also study about the consumers or audiences' perceptions regarding to their observation and understanding to the related topic in the study. The following overall conclusions were drawn from this study:

A photograph is worth a thousand words. Commercial photograph plays an important role in advertising. It is a great communication tool to transmit the messages to the public, a great commercial photograph able to convince to the audience to take action for certain behavior. Audience will change their mindset easily by observing to the visual because commercial photographs makes people to understand the product or the promotion easily and the visual is more interesting compare with texts.

However, a photograph could have different meaning from different observation, the photographs must be clear and easy to capture by the audience, especially visual metaphor, audience might observing in other meaning which is not related to the original message. Therefore, the advertiser and producer are necessary to understand the visual or the photographs that they are using in every advertisement to reach the target audience effectively.

5.7 Limitation of Study

One of the limitations of the study is lack of journal in the database regarding commercial photography. Most of the online journals available of related literature about the commercial photography are just an abstract of the article but not in full article, therefore, there are difficult to find references from the website.

The second limitation is difficult to find interviewee for in-depth interview section. Most of the professional are busy for their work, most of the people are not willing to take part for the interview. Some of the interviewee is willing to spend few minute for the interview sections which is not enough for the discussion.

Furthermore, the weakness of this study is the limitations in sample size (n=100) where is not enough to represent the whole Malaysia population in this research study. The sample size collected is too small due to time constraint for distributing questionnaire, thus the outcome are not really accurate to the research.

Last but not least is the problem of the respondents' knowledge and respond, some of the respondents did not read the instructions during fill up the questionnaire. Some of the respondents might have low education level and do not have the ability to read and answer the question in English. These issues will affect the accuracy of the research.

5.8 Recommendation of Future Study

There are several imperfections in this study which could be improved in the future study.

Firstly, it is recommended to improve the methodology used in this research, For example, increase the sample size to more than hundred (100) respondent to achieve more accurate data for the research.

Secondly, getting the references or reading sources from Google eBook, which provides several of related books for the findings. It will be free with some advance terms and conditions for the sources.

There are possible that do not use the hard vocabulary in the questionnaire to the respondents. It will make them confuse and difficult to answer the questions. Or else, researcher suggested that take some time to explain the term or questionnaire to the respondents for the future study.

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Appendix A

Research Questionnaire

I am a student from Bachelor of Communication (Hons) Advertising Year 3 Semesters 3. I am conducting a survey regarding on the responses of the teenagers and adults and advertising producers regarding to the role of visualization.

Your participation in this survey is highly appreciated. I will assure that all the feedback given is for academic purposes and strictly confidential. Thank you for your participation.

Section 1:

Kindly tick the most appropriate response or fill in the blank for each of the following questions.

1. Age
15-24 25-34 35-44 45-54

2. Occupation:_____

3. Which type of media do you consume in your daily lives? (May tick more than 1.)
Newspaper Magazines TV Radio Billboard Internet
Poster Brochure Catalog Others (Please specify)_____

For the following statements, kindly tick at the relevant column rate from 1-5. Which the numbers are representing:

- 1- Strongly Agree 2- Agree 3- Neutral 4- Disagree 5- Strongly Disagree**

The statement	1	2	3	4	5
4. Commercial photography* appears in most of today's advertisements.					
5. Commercial photography is important for advertising purposes.					
6. Commercial photography is more effective than					

body copy in any advertisement.					
7. Commercial photography makes easier for people to understand about the products' features.					
8. Commercial photography creates aspiration or association for certain products.					
9. Commercial photography will influence your purchase decision.					

Section 2:

Experiment 1:



Picture 1



Picture 2

10. Based on the pictures shown above, which picture attracts you the most?

- Picture 1 Picture 2

11. Which of the advertisement shown consider easier to be understood?

- Picture 1 Picture 2

12. Which advertisement will make you feel hungry or the desire to purchase it?

- Picture 1 Picture 2

Experiment 2:



13. As refer to the ads shown above, which of the following element attract your attention first? Please tick **ONE** only.

- The photograph The body copy The headline The colors
The brand

14. As refer to the ads shown above, do you understand the messages of the ads?

- Yes, I understand
 Not really understand
 It is confusing
 No, I don't understand at all

15. As refer to the ads shown above, do you think the photographs able to deliver the message? Why?

- Yes , because _____

No, because _____

Experiment 3:



16. As refer to the ads shown above, which of the following element attract your attention first? Please tick **ONE** only.

- | | |
|---|---|
| <input type="checkbox"/> The lady | <input type="checkbox"/> The blood |
| <input type="checkbox"/> The brand | <input type="checkbox"/> The visual environment |
| <input type="checkbox"/> The hand carry | <input type="checkbox"/> The color, Please specify : _____color |

17. In your opinion, what is the message behind the ad shown above?

- A horror movie poster sponsored by WWF.
- Don't buy exotic animal souvenirs!
- Please keep the area clean!
- Please beware your luggage.
- Others. Please specify: _____

18. As refer to the ad shown above, do you think the photograph and design related to the brand image? why?

- Yes , because _____
- No, because _____

Experiment 4:



19. As refer to the ads shown above, which of the following element attract your attention first? Please tick **ONE** only.

- The models' pose
- The models' facial
- The models' body shape
- The products (Levis Jeans)
- The headline
- The colors and design of the ad

As refer to the ads shown above, kindly tick at the relevant column rate from 1-5. Which the numbers are representing:

1- Strongly Agree 2- Agree 3- Neutral 4- Disagree 5- Strongly Disagree

The statement	1	2	3	4	5
20. The models' behaviors illustrates the personality of the product.					

21. Using portrait photograph in advertising will make the advertisement more convincing.					
22. The models able to create association with the brand image.					
23. Sexual appearance is effective in influencing the consumers' buying behavior.					

Section 3:

For the following statements, kindly tick at the relevant column rate from 1-5. Which the numbers are representing:

1- Strongly Agree 2- Agree 3- Neutral 4- Disagree 5- Strongly Disagree

The statement	1	2	3	4	5
1. Commercial photography is able to substitute with texts.					
2. Commercial photography is easier to associate the meaning of ads compare with texts.					
3. Commercial photography can fully transform the meaning of the message for any advertisement.					
4. Commercial photography is able to illustrate the image of the real product.					
5. A photograph worth a thousand words.					

*****THANK YOU FOR YOUR PARTICIPATION AND TIME*****

Appendix B

2.1 The print advertisements for different brand of watches.





2.2 Yun Nam Haircare advertisement

YUN NAM[®]
HAIR CARE

Resolved their hair problems!
Beauty Experts 2 Success Stories.



Used to have extremely Oily Scalp
Ryan Tay, 22 years old



Suffered from the Mediterranean Hair Loss
John Chia, 29 years old



Illness-related Hair Loss
Lim Swan, 37 years old



Suffered from an Ultra Sensitive Scalp
Debra Yap, 11 years old



Female Ring-Shaped Hair Loss
Candine Ng, 32 years old



Frustrated with her Prematurely Greying Hair
Connie Chan, 43 years old



Drastic Balding ("Ghost Shaving")
Joseph Yeo, 38 years old



Suffered from an Oily Scalp and Dandruff
Tan Ya Heng, 33 years old

Seek the help of a professional hair care expert today!
Exclusively for new customers with hair problems.



1 Herbal Hair Care Treatment

for only **\$18**

FREE!

For first 50 customers
or subject only



QUESTION:

What hair problem are you currently facing.

- A. Oily Scalp
- B. Mediterranean Hair Loss
- C. Illness-Related Hair Loss
- D. Ultra Sensitive Scalp
- E. Ring Shaped Hair Loss
- F. Premature Greying Hair
- G. Drastic Balding ("Ghost Shaving")
- H. Dandruff

Call or SMS now!

YNTD <space> NAME <space> NRIC <space>

HAIR PROBLEM to 77177

Hotline **6363 3232**

*This offer is valid for up to 31st October 2013 and subject to availability. For full details, please contact us at 6363 3232. Offer ends when stock runs out. Offer is available for new customers only.



Ngee Ann City
#05-16A
6536 3232

Century Square
#02-11
6262 3232

Plaza Singapura
#02-15
6467 3232

Tiong Bahru Plaza
#02-25
6377 3232

Heartland Mall
#03-12A/13
6836 3232

Read about Yun Nam's
Success Stories online at
www.yunnamhaircare.com

2.3 Sharp Aquos Led advertisement

AQUOS
Quattron

**3C is over.
4C has arrived.**

**Introducing the SHARP AQUOS Quattron.
The world's first 4-colour technology.**

The 4-colour technological breakthrough of SHARP AQUOS' Quattron renders all conventional 3-colour TVs obsolete. With the addition of yellow, it can deliver virtually all the colours discernable by the naked eye. It also helps to reduce power consumption by using the LED backlight more efficiently. See the amazing qualities of the Quattron with your own eyes, at your nearest SHARP dealer today.

RGB
3C
Conventional 3-colour system

RGBY
4C
4-colour technology breakthrough

AQUOS LED

www.sharp.com.my/aquos

SHARP SHARP-ROXY SALES & SERVICE COMPANY (M) SDN. BHD. (0339-W)
Product Enquiry: Tel: 03-5102 5369 Fax: 03-5102 5370 Email: product.enquiry@sharp-world.com Service Enquiry: Tel: 03-5102 5352 Fax: 03-5102 5328

2.4 Canon digital camera advertisement



you can
Canon



Capture every *Smile*

DIGITAL IXUS Make today worth remembering. The new Digital IXUS 860 IS comes with leading Canon technologies including face detection, image stabilization and a wide angle lens for brilliant photos. So you can capture every smile. www.canon.co.uk/smile

2.5 Prevention of AIDS advertisement from Benetton campaign in 1992



2.6 P1 WiMAX's 'Cut Already?' advertising campaign poster

FREE
GET P1 WIMAX
FOR 1 MONTH &
SAVE RM100*
*Promotion valid for a limited time only.
See www.p1.com.my

P1
Broadband

CUT ALREADY?

**CUT THE WIRES.
CUT THE CHARGES.
CUT THE LAG.**

CUT NOW!
*Just bring along your latest bill from
other broadband service providers
when subscribing.
Promotion valid for a limited time only.
See www.p1.com.my

P1 wimax. THE FASTEST WIRELESS BROADBAND NETWORK.

Click To Buy www.p1.com.my Call To Buy [1 399 400 998](tel:1399400998)
KENWOOD.COM

FREE
GET P1 WIMAX
FOR 1 MONTH &
SAVE RM100*
*Promotion valid for a limited time only.
See www.p1.com.my

P1
Broadband

CUT ALREADY?

**CUT THE WIRES.
CUT THE CHARGES.
CUT THE LAG.**

CUT NOW!
*Just bring along your latest bill from
other broadband service providers
when subscribing.
Promotion valid for a limited time only.
See www.p1.com.my

P1 wimax. THE FASTEST WIRELESS BROADBAND NETWORK.

Click To Buy www.p1.com.my Call To Buy [1 399 400 998](tel:1399400998)
*Must P1 WiMAX. Call: 1399 400 998



2.7 Advertisement posters from Malaysia Airline

从订购机票及选择座位到享受舒适和轻松的旅程到体验紧张刺激的假期。



我们相信，你的旅程应该从一开始就那么称心如意，舒适无比。
不断地给予方便，不断地提供舒适旅程，不断地令你体验MH，这是马航殷勤待客之道。

malaysiaairlines.com



malaysia

从手机办理登机手续



到宽敞舒适的机舱



到自在写意的假期。



不断地给予方便。
malaysiaairlines.com

不断地提供舒适旅程，不断地令你体验MH，
这是马航殷勤待客之道。

malaysia

2.8 Food photographs



2.9 Advertisements of World Wildlife Fund (WWF)





2.10 Health advertising campaign of Ministry of Health, Malaysia

全民受威胁!

心血管疾病

在政府医院, 每6宗死亡个案当中就有1宗是死于心血管疾病*

高血压和血液中胆固醇含量过高是导致心脏病发作的两个主因。

* 资料来源: 2008 年马来西亚卫生部健康数据

现在就采取行动, 以免后悔莫及! 实践健康的生活方式

多运动 养成健康的饮食习惯 不吸烟 建立积极的生活态度 远离酒精

马来西亚卫生部保健推广局 www.infosihat.gov.my

全民受威胁!

糖尿病

每7位成年人当中就有1位患有糖尿病*

糖尿病是一种慢性疾病, 它可以导致心脏病、中风、肾衰竭、神经损伤、失明和足部坏疽。

* 资料来源: 大马卫生部2008年马来西亚健康数据

现在就采取行动, 以免后悔莫及! 实践健康的生活方式

了解自己的健康指数 (HbA1c) 多运动 养成健康的饮食习惯 不吸烟 远离酒精

马来西亚卫生部保健推广局 www.infosihat.gov.my

全民受威胁!

心血管疾病

在政府医院, 每6宗死亡个案当中就有1宗是死于心血管疾病*

高血压和血液中胆固醇含量过高是导致心脏病发作的两个主因。

* 资料来源: 2008 年马来西亚卫生部健康数据

现在就采取行动, 以免后悔莫及! 实践健康的生活方式

多运动 养成健康的饮食习惯 不吸烟 建立积极的生活态度 远离酒精

马来西亚卫生部保健推广局 www.infosihat.gov.my

2.11 KFC food Menu



Picture 1



Picture 2

2.12 Digi advertisement



2.13 WWF advertisement



2.14 Levis Jeans Poster



2.15 The posters of 'Tak Nak' Advertising Campaign

WARNING!
CIGARETTE CAUSES

QUIT NOW!
SMOKING DOESN'T PAY.

ADVICE FROM THE MINISTRY OF HEALTH
CALL INFOLINE BERHENTI MEROKOK
03-8883 4400
www.infosihat.gov.my | www.myhealth.gov.my

Tak nak!
Merokok!

Smokers are
30 times
more likely to develop mouth cancer

DON'T START!
SMOKING DOESN'T PAY.

Benefits of not smoking:

- Live longer.
- Stronger immune system.
- Prevention from diseases.
- Increased fitness and appetite.
- More appealing physical appearance.
- Protecting others from second hand smoke.
- Good role model for your children.
- More disposable income.

CALL INFOLINE BERHENTI MEROKOK
03-8883 4400
Mon - Fri, 8am - 5pm
www.infosihat.gov.my | www.myhealth.gov.my

Tak nak!
Merokok!

90%
of lung cancer victims
are smokers

QUIT NOW!
SMOKING DOESN'T PAY.

Here are tips to guide you to quit smoking:

- Delay lighting up for 10e minutes or longer.
- Take three deep breaths slowly.
- Drink lots of water. Avoid coffee and tea.
- Keep busy to distract yourself from smoking.
- Detach yourself from friends who smoke.
- Avoid situations or areas that smokers frequent.

CALL INFOLINE BERHENTI MEROKOK
03-8883 4400
Mon - Fri, 8am - 5pm
www.infosihat.gov.my | www.myhealth.gov.my

Tak nak!
Merokok!

Faculty of Arts and Social Science

Research Project Evaluation Form

Supervisor / Reviewer: _____

Student's Name : _____

Student ID : _____

Programme : _____

Research Project Title: _____

Instruction:

Please score each descriptor based on the scale provided below:

(1 = very poor, 2 = poor, 3 = average, 4 = good and 5 = very good)

Abstract (5%)	Score	Convert
1. Adequately describes the entire project		
2. States clearly the research problem		
3. Describe briefly and clearly the approach/methodology of the study		
4. Highlights the outcomes/significance of the study		
Sum		

Subtotal (sum / 4)		
Remark:		
Introduction (10%)		
1. Fitting introduction to the subject of the study		
2. Concepts/definitions well explained		
3. Scope of study well described		
4. Statement of the research problem/ research questions		
Sum		
Subtotal (sum / 2)		
Remark:		
Literature Review (20%)		
1. Early works published on the subject		
2. Latest research/ work done in the area of study		
3. Explication of theories used		

4. Constructive discussion on publications in relation to the topic of study		
Sum		
Subtotal (sum *1)		
Remark:		
Methodology (10%)		
1. Research method explained clearly(inclusive of clear explanation of sampling techniques used, where applicable only)		
2. Appropriate research design / framework/questionnaire		
Sum		
Subtotal (sum * 1)		
Remark:		
Findings & Analysis (20%)		
1. Data analysis is appropriate		
2. Data analysis is detailed		

3. Pertinent use of diagrams/tables/graphs, correlated with content/ Analysis supported by evidence		
4. Clear interpretation, well explained		
Sum		
Subtotal (sum * 1)		
Remark:		
Discussion & Conclusion (20%)		
1. Appropriate; related to the objective of the study		
2. Findings related to broader issues & recommendations for further research		
3. Shortcomings of the study & recommendations for future study		
4. Conclusion is apt, clear		
Sum		
Subtotal (sum * 1)		
Remark:		

Language & Organization (15%)		
1. Correct use of English and technical language		
2. APA format is followed		
3. Comprehensiveness of content and presentation		
Sum		
Subtotal (sum * 1)		
Remark:		
	TOTAL	100%
Penalty: maximum 10 marks for late submission or poor attendance for consultation with supervisor		
	FINAL MARK	100%

****Overall Comments:**

Signature: _____

Date: _____

Notes:

- (1) Sum: The sum of scores for the chapter
- (2) Subtotal: Convert scores from the sum of scores for the chapter
- (3) Total: The summation of all subtotal score

****It's compulsory for the supervisor/reviewer to give the overall comments for the research project with A & F grading.**