

女性化妝品電視廣告符號操作研究-以代言人性別差異為例

## Symbolic Operation Research of Female-used Cosmetics Television Advertisement — Endorser Gender Difference

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### 摘要

在現代社會中，廣告成為了接收訊息不可或缺的媒介，也是一種反映當下社會文化狀態的工具。一則廣告的內容，不僅是單純的要傳達商品的資訊，而是在無形中宣揚某些價值觀。近年來廣告市場上出現了由男性來代言女性用化妝品廣告的潮流，創造了比由女性代言更好的銷售量，反映出現代社會女性的消費傾向已經有所改變，商品的選擇不再只是取決於使用價值，女性更在意的是具有象徵性意義的商品。

本研究採用文本分析法，針對 2009 年到 2010 年在台灣、日本及韓國有播出的化妝品電視廣告，選取化妝品中的保養品、彩妝品兩類別產品廣告，比較分析由男性與女性代言的符號操作差異。廣告中是如何利用性別的不同，配合不同的情景操縱，來吸引女性消費者的注意。

研究結果發現，由女性代言的化妝品廣告中，常強調女性個體價值的展現，像是新時代女性應有的生活態度或是價值觀，來贏得女性的認同。還有操作社會對女性角色期待的連結，像是將女性與花來連結。而男性代言的廣告中，則是利用女性所認定的「花美男」來代言，並在廣告情境中強調女性在生活中與男性的連結，再來就是營造出女性利用美麗為資本主導於男性的意象。

### Abstract

In the modern society, the advertisement becomes an indispensable medium of receiving news, it also being one kind of tool that reflects the social culture condition at the time. One advertisement content is not only transmitting the information of a commodity, but also imperceptibly broadcast certain values. In recent years, the advertisement market come out with a trend which uses a male endorser to promote

on female-used cosmetics, and create a greater sales volume compared to the female endorser. It reflects that female expense tendency of modern society has changed. Women select the commodity no longer only decided by the use value, but the symbolic significance of a commodity.

This research adopts textual analysis method, and focuses on cosmetics television advertisement that broadcasting in Taiwan, Japan and South Korea during 2009 to 2010. The cosmetic advertisement has classified in to maintenance and cosmetics two categories then compare the symbolic operation difference between male endorser and female endorser. With these differences, the research wants to find out how to use the sex difference coordinating different atmosphere in the advertisement, attracts the feminine consumer's attention.

The results show that use female endorser advertisement often stressed the feminine individual value to win feminine acceptance, for example what life manner and values should a modern female have. Also the operation of social expectation linking to the female character, for instance connects woman with flower. But the male endorser advertisement uses man who has female recognized beauty to endorse, and in the advertisement situation emphasize on the connect between male and female in the life. The last is building the image of female use their beauty for capital to dominate male.