Chapter 15
An Attempt of the Commercial Film Production Support System Based on the Image Rhetoric of Commercial Film

Yoji Kawamura
Kindai University, Japan

ABSTRACT

This chapter describes the concepts behind a Commercial Film Production Support System (CFPSS) in terms of related studies in the areas of advertising, image techniques and rhetoric, cognitive science, and information engineering. The chapter then analyzes the structure of commercial films to establish and describe an information system that is tested with a viewing experiment. The proposed system reflects the environment by implementing basic image techniques to create commercial films through an interaction between the users and the system. The experiment uses commercial films for beer with 55 participants. The results show that evaluations for image types related to the advertising story generate the most interest and high evaluations for the provider type of rhetoric stimulates willingness to buy. In terms of technique, mise-en-scène and editing attracts interest, and the advertising story associated with the product function and the supporting production and distribution stimulates willingness to buy.

INTRODUCTION

Narrative and Advertising

This chapter considers narrative from the business point of view. For novels, movies, theater shows, and so on, the narrative itself is the product and service, and the consumer pays a fee to use the service. The narrative must be good enough that consumers are willing to pay these fees; if consumers are satisfied, the writer can then create narratives with any content. The contents of the narratives vary, as does the structure of narrative expressions. The writer builds the narrative world and provides it to consumers.

On the other hand, the narrative within an advertisement is not the product or service, but rather acts as a means to trigger consumers to pay for the products and services presented in the narrative. Advertisements are profitable when they successfully convince consumers to pay for the products and services presented through the narrative. The writer creates a narrative about the contents and features of products and services while considering consumer behavior. Since consumer behavior varies, narratives with various contents are created, though they all maintain the basic communication structure between businesses and consumers through the products and services. The creator always assumes a consumer's status (awareness of products, understanding, interest, willingness to buy, purchase results, etc.) and drafts a story according to that status. Providing this narrative to consumers builds the relationship between the consumer and products and services.

This chapter takes the view that the basic structure of the advertising story is the communication structure between businesses and consumers through products and services, and attempts to analyze advertising image techniques and build an information system to generate commercial films.

Characteristics of Commercial Films

A commercial film lasting roughly 15 to 30 seconds is complex in terms of the information it contains because the film itself (shots or cuts) includes various information and because the chronological editing shots allow viewers to envision different images. For instance, a film with numerous shots shown within a short time frame quickly provides viewers with an image. The following characteristics of a commercial film are especially interesting:

1. The film is short and embraces only a brief advertising story selected from among the various characteristics of the product and its consumption.
2. Despite its brevity, the film comprises broken information elements that constitute the shot. The audience perceives these expressed elements to have the potential to invoke ideas.
3. When the film is edited chronologically, the tempo created from the series of shots and the shot-to-shot relationship may give the audience different images. The audience may also perceive any image related to the event (and information elements) of a series of shots.
4. The audio produced throughout a film with the components of sounds and events also invokes ideas in the mind of the audience.

Current State of Commercial Film Production

It is the creative groups in advertising companies who produce this complex medium of information. To produce a commercial film, the groups analyze information about the product (concept, characteristics, appeal, etc.), company (concept, characteristics, history, etc.), consumers (target, characteristics, needs, etc.), and society (popularity, social conditions, competition, etc.). The groups take advantage of their skills to produce advertising stories, storyboards, and commercials. The commercial film should fulfill both its economic function of promoting the product and fulfill its cultural function of stimulating consumers' attention within their daily lives (entertainment, providing food for thought, and encourage lifestyle changes, etc.) (Kobayashi & Shimamura, 1997). Therefore, much of the production process depends upon each group members' subliminal sensitivity. Furthermore, most of the nature and artistic quality of entertainment depends on the creative group's sensitivity.

Related Content

Software Development Integrating Methodology with Epistemology Promoting Knowledge Production
Jesús Manuel Olivares Cejaand Emilio Buendía Cervantes (2014). *International Journal of Technology and Educational Marketing (pp. 106-115).*
www.irma-international.org/article/software-development-integrating-methodology-with-epistemology-promoting-knowledge-production/106047

The Automated Generation and Further Application of Tree-Structure Outline for Lecture Videos with Synchronized Slides
Xiaoyin Che, Haojin Yangand Christoph Meinel (2014). *International Journal of Technology and Educational Marketing (pp. 34-50).*
www.irma-international.org/article/the-automated-generation-and-further-application-of-tree-structure-outline-for-lecture-videos-with-synchronized-slides/106041

Examining the Integration of Virtual and Physical Platforms From Luxury Brand Managers' Perspectives
Paola Peretti, Valentina Chiaudanoand Mohanbir Sawhney (2021). *Developing Successful Global Strategies for Marketing Luxury Brands (pp. 44-61).*
www.irma-international.org/chapter/examining-the-integration-of-virtual-and-physical-platforms-from-luxury-brand-managers-perspectives/274578

What is the Secret of Successful University Brands?
Chris Chapleo (2012). *International Journal of Technology and Educational Marketing (pp. 1-13).*
www.irma-international.org/article/secret-successful-university-brands/65723

Challenges in Promoting Cities through Culture within the New Global Economy
Dilek Hocaolu (2017). *Advertising and Branding: Concepts, Methodologies, Tools, and Applications (pp. 1258-1279).*
www.irma-international.org/chapter/challenges-in-promoting-cities-through-culture-within-the-new-global-economy/175274