

Study on Improvement of TV Advertising

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1. Introduction

This study examines Improvement of TV Advertising on students in dept. of Advertising & Public relation.

Thus, this paper tries to analyze how university students feel and perceive Improvement of TV Advertising and how the types are classified.

Examining opinions of Improvement of TV Advertising machinery is an important direction for research at the level of multiple discussion in which we can look at it from the center of social and cultural issues, and meaningful for the development of the related researches in the future.

In other words, this paper uses a more discovering and hypothesis-generating Q-methodology to structure the subjectivity types of university students on the impact of Improvement of TV Advertising and explain the characteristics of each type: That is to classify university students' psychological subjectivity.

Most of all, it is possible to objectively analyze statistics for the acceptance type of the impact on Improvement of TV Advertising with existing quantitative methodology(R methodology) Q methodological analytic paper can draw insightful analysis in that it can grasp even factors in receivers, university students's self schema.

Therefore, this paper based on the common image and disposition of university students on the acceptance type of the impact of Improvement of TV Advertising attempted to classify their subjective recognition.

In other words, this research, unlike the existing research method that draws deductive hypotheses from the existing theory, aims for a new hypothesis abduction by the subjective image people commonly come to have.

This paper purposes to examine the characteristics and the subsequent implication of acceptance type of Improvement of TV Advertising on university students' self consciousness and to suggest subsequent use value.

2. Theoretical Background and Discussion

2.1. Discussion of Related Researches

This study is to examine the types of university students who perceive Improvement of TV Advertising. In addition, until now, the interests and researches of the related societies are most actively in progress however there is hardly analysis on the acceptance types of the impact of Improvement of TV Advertising on university students' self-consciousness found. So this study tries to discover a type of acceptance in which university students themselves define and structuralize the impact of Improvement of TV Advertising through Q methodology approach.

Q methodology was designed by William Stephens and integrated the concepts related to philosophical, psychological, statistical and psychological measurement to study human attitude and behavior, which is a special statistical technique to analyze quantitatively human subjectivity.

In addition, since this deals with not inter-individual difference but intra-individual difference in significance, there is no restriction by the number of P samples(persons).

Thus, it is very effective for consumer behavioral research in that it can explore in depth individuals or small groups compared to R methodology with traversing feature for many number of samples.

This, unlike R methodology starting from researchers' assumption, is the most important base for them to adopt the concept of operant definition in which respondents, actors create opinion and meaning as operational definition.

This method is scientific in that it applies systematic and objective method, in particular, a statistical method called factor analysis. Factor analysis in R method makes variables factors while Q method, persons factors.

The conceptual variables of aesthetic source applied so far need to be measured and to be replaced by the variables that can include university students's speciality of cultural specialities.

Therefore, Discovering subjective perception of university students on Improvement of TV Advertising through Q methodological approach, the opportunities to generate a new hypothesis in research may be given.

2.2. Research Issues

This study aims analyze functional quantity which has been used for the effect of Improvement of TV Advertising of university students, furthermore, to utilize Q research method which is one of the qualitative analysis methods to access deeper, fundamental meaning.

The study focused on Q methodological types through the interview with university students about the effect of Improvement of TV Advertising, plans to good opportunity to recognize the factors to have influence on the size which is created by the new university public information environment and the issue elements about it.

This study plans to arrange and investigate the effect of Improvement of TV Advertising of university students by the existing research and literature analysis. And this study aims to execute the many sided investigation through positive and in-depth Q analyses, the result is expected to be help for more actual awareness. Therefore this study applied the subjectivity research analytical method in order to get answer of the facts which are proposed from above, and hereupon, the research problem about it is as follows.

3. References

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