

## CROSS-CULTURE COMMUNICATION THROUGH MEDIA

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### ABSTRACT

Nowadays to meet the challenges of global marketing, many brands are forcing to rethink the way they communicate. Therefore, effective communication through media plays an essential role. On this paper, the author tried to understand the complexity and confusion of cross-culture advertising through media. Two areas were examined: 1. How does communication change within media flows, and 2. How does media bridge cross-culture within nationality and gender. In order to establish the validity of our research, and obtain the measure of consumers' attitudes toward the media, questionnaires were distributed to university students in eight different countries (Canada, China, Hong Kong, Japan, Korean, Taiwan, United Kingdom, and United States). Data were collected from June 2007 through October 2010 and explored by ANOVA (univariate). Our findings showed 3 significant factors; 1. Different media will create different effects on people that some are positive and some are negative; 2. The selection of what media are mostly influence by nationality than gender; 3. In the same culture, sometime there are difference within genders of selecting what media are appropriate.

**Keywords** : cultures, communication, impact of media, media, media selection

### I . INTRODUCTION

In modern day of global marketing communication environment, consumers are constantly face with barrage of media that may claim to his or her wants, needs, and desires. Hence, with the progressed of new technology it created new forms of ideas about how to communicate better through media. Although various communication theories and principles exist in the world, nevertheless, communication is open to varied interpretations since the meaning itself is rooted to culturally based forms of understanding.

However, one should know, culture is not a static concept, the very definition of culture becomes broader than anyone may have assumed. Hence, one would have to agree that advertising (communication) and media

have a profound effect on our society as a whole. It influences our lives in many ways, such as our attitudes, behaviors, the way we communicate or interpret message. It has developed into one of our cultures primary sources for information, solutions, ideas, and entertainments. We rely on them for information vital to our daily lives (some are good and some are bad). It's virtually impossible to living a single day without been exposed to media.

Nevertheless, media are very culturally sensitive, whereas it is common to see pictures of women in bikinis on advertising posters on the streets of Western country such images would cause outrage in the Eastern country. If we look at how media effect our procession within the culture rules, we'll see how import media are.

Although a company should adapt communication culturally, it might be beneficial to limit the process to a certain degree.

## **I . LITERATURE REVIEW**

### **2.1 Impacts of Media on Communication**

In modern day, using the media to advertise has become as much a part of our lives as the air that we breathing. As you turn on the television for news, surfing the Internet for information, reading the magazines or even drive down streets, media are every way. It has developed into one of our cultural sources for information, solutions, ideas, and entertainment.

However, in the past, there is a widespread of tendency for researches and company to take the notion of communication for granted and focus more on what communications is and less on what media are being used. Nevertheless, with the ever increase of technology and new media, the way of how we communicate become even more important concern for both the researchers and company. Although we see media ever day, but it seems very ironic that we do not fully understand or appreciate the power of media has on communication.

As the technology changes, so does the way we communicate. We rely on media such as telephones, fax machines, videos, e-mail etc. to communicate; it also changes the rule of how we communicate with each other. Hence, media are permeating in every aspect of our life; it's impossible for anyone to ignore its impacts. That is why company must use media to communicate, if you company doesn't use media, your company doesn't exist. Hence, if we look at how media affects our procession within the culture rules, we'll see how import media is.

When you want marketing to prospective customers, you can have the best brochure, print advertising, radio and television advertisements on the world, but if you don't deliver them through the right media that can reach target consumers, all those efforts you do will be in vain. After all, media are part of mass communication, from press / print media (newspapers, catalogs and magazines), electronic (radio, cinema, and television), outdoor media (posters and transport sites), telephone

(telemarketing), Internet / computer (electronic media) direct mail, exhibitions and so on. It can market a brand, a product or service to large target audiences. However, according to Flay (Flay, 1987, p.155) "Intensive television and radio programming of high frequency, extended reach, and long duration can produce behavioral effects". Nevertheless, each medium has its own advantages or disadvantages in terms of cost, reach, frequency, and impact.

Therefore, the right media really depend on who the viewers, readers or listeners are and how closely they resemble the target. Lee (1993) believed that mass media not only provide convenience and immediate channels for us to learn the culture, values and current issues, but more importantly, enabling us to learn these things without experiencing the uncertainty, anxiety and frustration that are typical of initial interpersonal interactions.

### **2.2 Media Selection**

There is not one aspect of human life that is not touched or altered by the media. We rely on media for information vital to our daily lives, it including everything from hurricane and storm alerts to variety of products available for pain relief or cold medicine, even what is new or what is hot. Hence, in today's society, media had played on an important role as a tool for spreading information and knowledge. It provides us with entertainment and adventure; nevertheless, they also influence our values, attitudes, actions, and the way we think. However, using media sometimes can alter any messages depending on the needs of the specific audiences and their stages in the process of behavior change. But, nevertheless, many brands still use media as a way to communicate with its consumers in order to reach a desired end and guarantee the right feeling will arise (Johannesen, 2002).

Selections of media use depend on the brand, the product and its advertising requirements. The key question is how to select the right media which will be the most effective? Of course, is necessary to define what the most effective meant. Thus, the media have always had profound impact on our lives. Nevertheless, they take on



a life of their own, and sometimes quite distinct and separate from their creators as they are transmitted and shared around the global community.

In the 60's and 70's television began to replace newspapers as the public's preference for information (Matthei, 1997). In 80's and 90's cable television became more popular than network television (Morton, 1990). Now the new millennium, internet has become a major news source for people for its continuous updating and availability. The experiences it come from exposure to modern day, media such as television, newspaper, magazines, internet, radios, and outdoor media and so on, is even change as we speaking. All those media does influence our brand memories and experiences. The question for us now is whether or not those media still have the effect on consumers.

In short, the messages must be targeted at the right audiences, and use the right media. However, mass media were never really fully or clear defined until recently. But nevertheless, the most modern literature on mass media can be defined which are comprised of the eight mass media industries; books, newspapers, magazines, recordings, radios, movies, televisions and internet (Lane, 2007). Hence, media such those play a particularly important roles in our daily lives. Because it extends human capacities for creating, duplicating, transmitting, storing messages, and they also extend and amplify culture building activities. That can influence consumers reproductive brand knowledge, attitudes, and behaviors. Hence, whether the media simply reflect our culture morality or directly influence that morality is a question of considerable debate (Haidt, 2001).

### 2.3 Consumer attitudes towards media and advertising

How does a medium affect consumer attitudes? We can start by looking at what kind of media be used to advertising. Nevertheless, the influence of culture is very important in transferring media within advertising as well, because communication patterns are closely linked to cultural norms (Hong, et al., 1987). Hence, theoretically speaking, media advertising and culture are related to each other, and media advertising is a symbolic form of culture economic system, that governs by the princi-

ples of the social exchange in which the reciprocal of objects and subjects in the world (Gallissot, 1994).

As for consumer attitude, is defined as an individual's positive or negative evaluation on performing doing a particular behavior (Chau and Hu, 2001). It's a function of one's behavior belief that leads to a certain evaluation of the outcomes. Previous cross-cultural media advertising research by Taylor, Miracle and Wilson had suggested that advertising themes and execution should reinforce the core within cultural values of the target audience (Taylor, et al., 1997). A concept of the relationship is between the values of society and the values expression within the advertisements. Nevertheless, it seems that the values expression in a advertisements are always proselytize, and there is a greater belief accruing from consumption than the general view of society at that given time (Rotzoll, et al., 1990). As consumers continue to expose to an ever increasing barrage of diverse media advertising messages, it is no wonder why advertisers are having a difficult time getting advertisements cross all cultures. Nevertheless, advertising and its associated creativity rely upon the audiences for its success (Cummins, 1996), and media play a very import role.

## III. RESEARCH METHODOLOGY

### 3.1 Research design and methodology

The goal of this research is to identify a source and marketing (advertising) communication planning and recognize the added value of media within cross-culture. The impact of the media mix (advertising) consists not only of each medium's contribution as a separated entity, but also in the joint impact of multiple activities within communication. The aims of this study tried to understand the complexity and confusion of cross-culture advertising through media. Despite the important role, media communication is still not well understood (Naik and Raman 2003). Thereby, two major areas were examined: 1. How does communication change within media flows, and 2. How does media bridge cross-culture within nationality and gender. Regarding to the selection of the brands studied, we followed the recommendation of Leuthesser, Kohli and Harich

(1995). Based on an extensive literature review, potential media were identified and samples questionnaire was made.

To carry out the questionnaire survey, the study was conducted cross-cultural eight different countries; Canada, China, Hong Kong, Japan, Korean, Taiwan, United Kingdom, and United State, running in a classroom setting using university student sample. The items were measured on five-point Likert-type scales. All scales were anchored at 1 (Very little) and 5 (Very much). Such rating scales (i.e. scales without a mid-point) are widely used in market research because they minimize social desirability bias arising from respondents' desires to please the participants or appear helpful (Martins and Garland, 1991). Data were collected from June 2007 to October 2010. Each of the students was giving a choice of can of Coca-Cola or Pepsi. The questionnaires were analyzed and explored by ANOVA (univariate) using SPSS 15.0.

### **3.2 The questionnaire design and data collection**

The questionnaire was originally written in English then translated into Chinese (tradition and simplify), Japanese and Korean language. The questionnaire was then translated back into English to ensure accuracy. Respondents had to state their opinions about the effect of media use and attitudes when evaluating a brand. The questionnaire took approximately ten minutes to complete and was administered in a classroom environment. The format of the survey instrument included that comprised of a five-point Likert scale. The participants were asked to indicate their level of personal preference on five-point Likert scales.

### **3.3 Participants**

The participants were selected from eight discrete populations (countries) in the design field: 1. Portland state university (Fine & performing Arts: Department of Art "Graphic Design"), total of 193 participants (77 female, 116 male) from United States (America). 2. National Yunlin University of Science & Technology (Collage of design), total of 198 participants (85 female, 113 male) from Taiwan. 3. Tsinghua University (Academy of Arts & Design) and Shandong University

of art and design total of 234 participants (87 female, 147 male) from China. 4. The Hong Kong Polytechnic University (school of design), total of 203 participants (88 female, 115 male) from Hong Kong. 5. Tama Art University (Graphic Design Dept), Musashino Art University (College of Art and Design) and University of Tsukuba (School of Art and Design), total of 145 participants (84 female, 61 male) from Japan. 6. University of the Arts London (Chelsea College of Art and Design and Wimbledon College of Art), and Leeds College of Art (Art & Design Interdisciplinary), total of 51 participants (32 female, 19 male) from United Kingdom, 7. The Art Institute of Vancouver (Department of Design), total of 133 participants (73 female, 60 male) from Canada, and 8. Tongmyong University (College of design), total of 67 participants (35 female, 32 male) from Korean.

However, there are some difficulties to get the same number of female and male participants for each culture due to the two facts, 1. Most schools we chose have higher population of male students studying design than female students. 2. For country China, Taiwan and Hong Kong are not unusual to have more male studying in university due to the culture facts such as males need to go university, so can have better job to take care their family. Nevertheless, we did try to get equal numbers of both genders. On over all participants of 1224 out the 1550 respond rate of 78.97 percent, 561 (45.8 percent) were female and 663 (54.2 percent) male (see Table 1). The reason for using university students is mainly because of their accessibility to the researcher and represents homogeneity as a group (Calder, et al., 1981). However, we understand university students are not likely to represent the population as a whole, nevertheless, student samples have often been used in many previews across culture researches (Martin and Eroglu, 1993). Some researchers have suggested the reason for using student samples is because it is high generalize ability, based on such samples compared to non-student populations (Ozsomer, et al., 1991). We chose to use design background students because the students are more sensitive toward things such as graphic, music, and image, etc.



Table 1 Participants

Nationality		United States	Taiwan	China	Hong Kong	Japan	United Kingdom	Canada	Korean	Total %
Gender	Female	77	85	87	88	84	32	73	35	561/45.8%
	Male	116	113	147	115	61	19	60	32	663/54.2%
Total		193	198	234	203	145	51	133	67	1224/ 100%

#### IV. RESULTS AND DISCUSSION: IMPACT OF MEDIA ON CONSUMER ATTITUDES

In modern day using the media to advertise which has become as much a part of our lives as the air that we breathing. As you turn on the television for news, surfing on the internet for information, reading the magazines or even drive down the street. Hence, media are ever way, it has developed into one of our cultures primary sources for information, solutions, ideas, and entertainments. As the technology changes so were the way we communicate, we rely on media such as telephones, fax machines, videos, and e-mail etc. to communicate with other, and it also change the rule how we communicate. Hence, we can say there is not one aspect of human life that is not touched or altered by the media.

However, as one can easily imagine, the real answer can actually depend on many different factors, such as geographical location, time, demography, and genders, etc. Therefore, we will examine more detail to see what are those cultures and genders different. When we look at cultures by mean score and standard deviation of different media, we found each culture had some significant difference impact by the different media. Nevertheless, overall results showed global flavor choices of media is television with mean of 3.265 SD (Standard Deviation) 1.508 and less by newspaper with mean of 2.332 SD 1.093.

As we break down in each individual culture within the media impact, it showed United States was largely impacted by television with mean of 4.487, SD .662 and less by outdoor media with mean of 1.938, SD .833. Taiwan was largely impacted by outdoor media with mean of 2.606, SD .943 and less by television with mean of 1.338, SD .589. China was largely impacted by magazines with mean of 4.034, SD .878 less by newspaper with mean of 2.868, SD 1.230. Hong Kong was largely impacted by television with mean of 4.266,

SD .659 and less by newspaper with mean of 2.576, SD .932. Japan was largely impacted by outdoor media with mean of 2.807, SD .988 and less by internet with mean of 1.269, SD .504. United Kingdom was largely impacted by outdoor media with mean of 2.980, SD 1.029 and less by internet with mean of 1.235, SD .473. Canada was largely impacted by television with mean of 4.346, SD .718 and less by newspaper with mean of 2.338, SD 1.154. Korea was largely impacted by television with mean of 4.030, SD .904 and less by newspaper with mean of 2.702, SD 1.155 (see Table 2).

However, when we looked at genders within each culture the results showed United Kingdom had the most none significant six out of six within the category; Hong Kong and Korea with four out the six, Canada, China and United States with two out the six, Japan and Taiwan were one out the six (see Table 3). Because the differences within cultures or genders can be compensated by the high-level of influenced by technology (Media), learning and experience, therefore media used by genders, can not be easily predicted even within a same categories.

As we break down even further looking at each individual genders within culture we found it has some differences impact within the media. The results of media impact over eight countries break down showed television, magazines, and internet (see Figure 1), radios, outdoor media, and newspaper (see Figure 2). There are some significance differences between the genders of the same culture for choosing of what media that impact their lives more. The results showed that television still remains as top media choice for consumer, second is magazines, third is internet, fourth is radio, fifth and sixth are outdoor media and newspaper.

#### 4.1 Television

Television is a powerful medium for appealing to mass audiences. It reaches people regardless of age, genders,



Table 2 Culture Impact by the Media

Nationality	Score	Television	Magazines	Internet	Radio	Outdoor media	Newspaper
United States	Mean	4.487*	3.507	3.803	2.808	1.938	1.948
	Std. D	.662	1.300	.931	1.294	.833	1.112
Taiwan	Mean	1.338	2.020	1.343	2.258	2.606*	2.040
	Std. D	.589	1.002	.616	.971	.943	.848
China	Mean	3.752	4.034*	3.697	3.611	3.034	2.868
	Std. D	.878	.878	1.164	1.088	.853	1.230
Hong Kong	Mean	4.266*	3.424	3.946	3.468	3.468	2.576
	Std. D	.659	1.176	1.220	1.419	1.183	.932
Japan	Mean	1.393	1.959	1.269	2.283	2.807*	2.007
	Std. D	.638	1.000	.504	.970	.988	.846
United Kingdom	Mean	1.392	1.765	1.235	2.275	2.980*	1.902
	Std. D	.603	.862	.473	1.002	1.029	.755
Canada	Mean	4.346*	3.571	3.744	3.120	2.436	2.338
	Std. D	.718	1.170	1.049	1.349	1.097	1.154
Korea	Mean	4.030*	3.821	3.716	3.224	2.776	2.702
	Std. D	.904	.920	1.139	1.346	1.071	1.155
Total	Mean	3.265**	3.122	2.990	2.954	2.756	2.332
	Std. D	1.508	1.351	1.513	1.306	1.093	1.093

Very much=5; A lot=4; Neither=3; Little=2; Very little=1

\* Number one pick of media use within Nationality, \*\* Over number pick by Nationality

Table 3 Media Impact on Genders within Each Culture

Nationality	Television	Magazines	Internet	Radio	Outdoor media	Newspaper
United States	2.795	31.199***	23.689***	25.324***	4.403*	.626
Taiwan	10.940**	30.034***	15.299***	13.503***	24.052***	2.115
China	.004	63.609***	73.478***	12.579***	10.427**	3.332
Hong Kong	28.827***	7.424**	.306	.513	.960	.012
Japan	8.840**	15.866***	4.986*	3.884	14.253***	4.398*
United Kingdom	.481	2.314	.027	2.335	3.662	2.599
Canada	.296	6.930**	.876***	7.910**	19.746***	.120
Korea	1.201	5.780*	19.074***	2.241	.904	.562

\*\*\*p<.001, \*\*p<.01, \*p<.05,

income, or educational level. In addition, television also offers visual, audio displays and stimulation; hence it makes more dramatic life like. Television is far more complex as a medium than press or posters, and it is also far more costly. However, the media impact test from the studies showed each culture and gender are various in some aspects. The results showed television as genders within cultures: United States had no significance of 2.795, Taiwan had the significance of 10.940\*\*, China had no significance of .004, Hong Kong had the significance of 28.827\*\*\*, Japan had the significance of 8.840\*\*, United Kingdom had no significance of .481, Canada had no significance of .296, and Korea had no significance of 1.201 see Table 3 and Figure 1.

#### 4.2 Magazines

Magazines have several strengths, including audience selectivity, reproduction quality, prestige, and reader loyalty. Typically, magazines which focus primarily on

current events, such as Newsweek or Entertainment Weekly, are published weekly or biweekly. In today's world, billions of dollars are spent annually on magazine advertising. Because of the amount of money involved and power had over the consumer, the brands that are being advertised, more often than not, having a say in what will be in the magazine. The results showed magazines as genders within culture: United States had the significance of 31.199\*\*\*, Taiwan had the significance of 30.034\*\*\*, China had the significance of 63.609\*\*\*, Hong Kong had the significance of 7.424\*\*, Japan had the significance of 15.866\*\*\*, United Kingdom had no significance of 2.314, Canada had no significance of 6.930\*\*, and Korea had no significance of 5.780\* see Table 3 and Figure 1.

#### 4.3 Internet

Internet is revolutionizing in our society, our economy and our technological systems. No one knows for certain how far, or in what direction, the Internet will



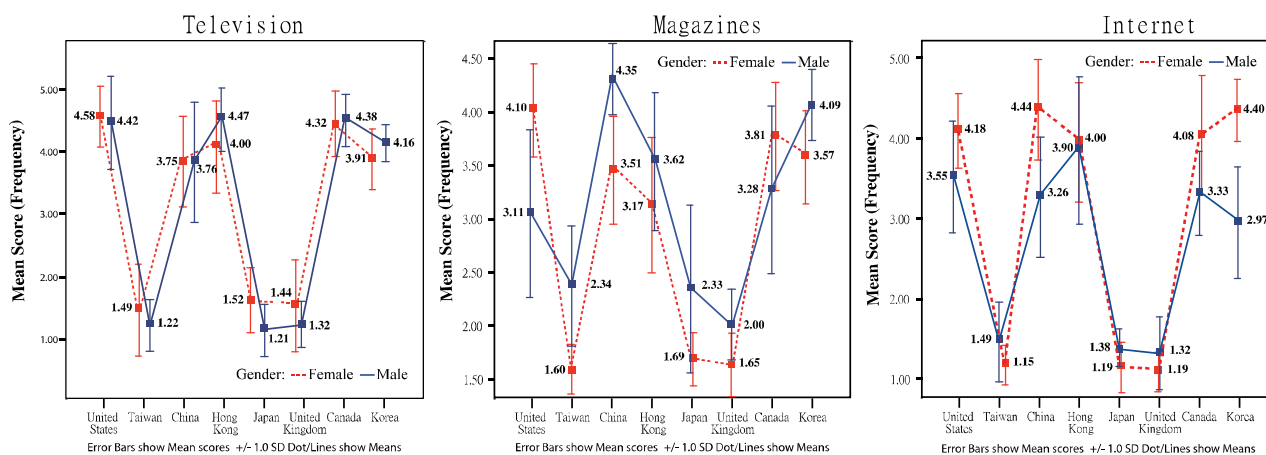


Figure 1 Television, Magazines and Internet

evolve. But no one should underestimate its importance. It is important technological developments have created a global environment that is drawing the people of the world closer and closer together. The Internet, as an integrating force, has melded the technology of communication and computing to provide instant connectivity and global information services to all its users at a very low cost. The results showed Internet as genders within culture: United States had the significance of 23.689\*\*\*, Taiwan had the significance of 15.299\*\*\*, China had the significance of 73.478\*\*\*, Hong Kong had no significance of .306, Japan had the significance of 4.986\*, United Kingdom had no significance of .027, Canada had the significance of .876\*\*\*, and Korea had the significance of 19.074\*\*\* see Table 3 and Figure 1.

#### 4.4 Radio

While many people may view radio as a less popular medium than any other, the truth is that radio still manages to penetrate areas of our daily lives. Radio advertising is based on the idea of creating an audio-only environment and placing the listener inside of it. Radio requires somewhat greater audience involvement than television, creating the need for more mental imagery. Consumers can listen to radio in their vehicles, in waiting rooms, in many restaurants and a number of grocery stores. The results showed radio as genders within culture: United States had the significance of 25.324\*\*\*, Taiwan had the significance of 13.503\*\*\*, China had the significance of 12.579\*\*\*, Hong Kong had no sig-

nificance of .513, Japan had no significance of 3.884, United Kingdom had no significance of 2.335, Canada had the significance of 7.910\*\*, and Korea had no significance of 2.241 see Table 3 and Figure 2.

#### 4.5 Outdoor media.

Outdoor media is a broad term encompassing all types of advertising found outside the home or retail outlet; sometimes called out-of-home advertising or display advertising. Outdoor media work well for promoting your product in specific geographic areas. Is a large structures located in public places which display advertisements to passing pedestrians and motorists. It includes billboards, bus benches, interiors and exteriors of buses, taxis and business vehicles, and signage posted on the exterior of your own brick-and-mortar location. The results showed outdoor media as genders within culture: United States had the significance of 4.403\*, Taiwan had the significance of 24.052\*\*\*, China had the significance of 10.427\*\*, Hong Kong had no significance of .960, Japan had the significance of 14.253\*\*\*, United Kingdom had no significance of 3.662, Canada had the significance of 19.746\*\*\*, and Korea had no significance of .904 see Table 3 and Figure 3.

#### 4.6 Newspaper

Newspapers are living textbooks. It develops reading, math, social studies and language skills while exploring the issues of today's world. Is a lightweight and largely disposable periodical containing a journal of current

news in variety of topics. Hence, newspaper is one of the most common ways to advertise in many countries. It is often cheaper than any broadcast advertising, newspaper advertising usually provides advantages of greater market share in many locations. Nevertheless, the results showed newspaper as gender within culture: United States had the significance of .626, Taiwan had the significance of 2.115, China had the significance of 3.332, Hong Kong had the significance of .012, Japan had the significance of 4.398\*, United Kingdom had no significance of 2.599, Canada had no significance of .120, and Korea had no significance of .562 see Table 3 and Figure 2.

The results of Multivariate and Univariate *F*-tests, shows there some significance difference between the

two genders in chose what media of use. Multivariate test showed all had significances of .001\*\*\* or more. Television, newspaper, magazines, internet, radios and outdoor media  $F(6.1217)=19.622, p<.000$ , partial  $\eta^2=.088$ . On other hand Univariate test showed magazines, radios and outdoor media had significance.001 or more as internet had significance of .01 or more. Television  $F(1.1222)=3.270, p<.071$ , partial  $\eta^2=.003$ , news paper  $F(1.1222)=2.468, p<.116$ , partial  $\eta^2=.002$ , magazines  $F(1.1222)=25.756***, p<.000$ , partial  $\eta^2=.021$ , internet  $F(1.1222)=7.181**, p<.007$ , partial  $\eta^2=.006$ , radio  $F(1.1222)=22.748***, p<.000$ , partial  $\eta^2=.018$ , and outdoor media  $F(1.1222)=11.402***, p<.001$ , partial  $\eta^2=.009$  (see Table 4).

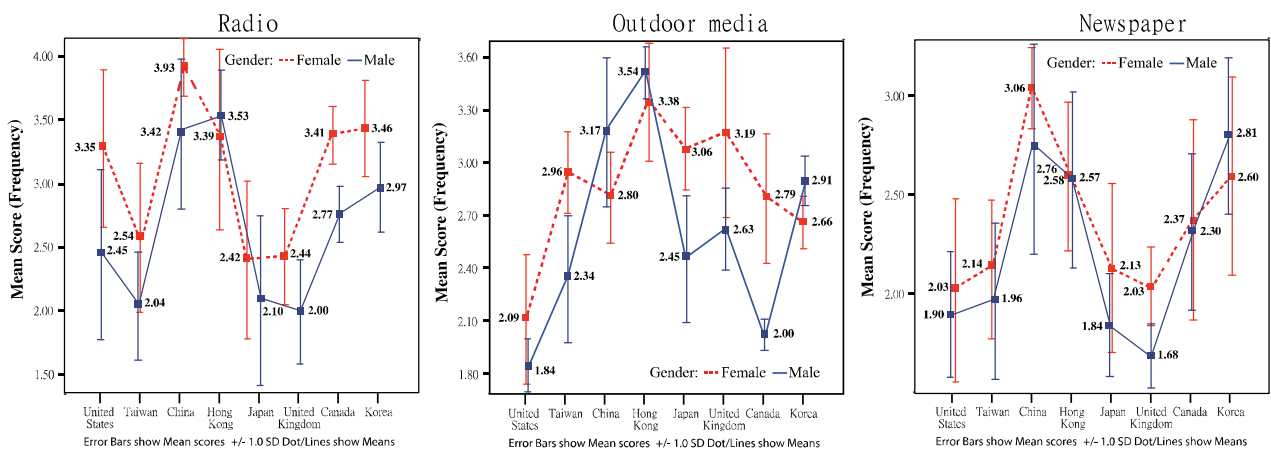


Figure 2 Radio, Outdoor Media and Newspaper

Table 4 Media impact on Genders

Nationality	Source	Multivariate <sup>a</sup>		Univariate <sup>b</sup>
		df	F	
Television	F ratios for gender	1	19.622***	3.270
	MSE			7.425
News paper	F ratios for gender	1	19.622***	2.468
	MSE			2.945
Magazines	F ratios for gender	1	19.622***	25.756***
	MSE			46.048
Internet	F ratios for gender	1	19.622***	7.181**
	MSE			16.356
Radio	F ratios for gender	1	19.622***	22.748***
	MSE			38.148
Outdoor media	F ratios for gender	1	19.622***	11.402***
	MSE			13.497

Note: Multivariate *F* ration were generated form Wilks's criterion.

a. Multivariate  $df = 6.1217$

b. Univariate  $df = 1.1222$

\* $p < .05$ ; \*\* $p < .01$ ; \*\*\* $p < .001$





## V. CONCLUSION AND FUTURE RESEARCH

People will always search for newer media vehicles that are more cost effective or attention getting to advertising. However, futures of media lie not in more broadcasting, but in more narrowcasting. This is true for the younger generation who grow up watching television and Internet. The amount and magnitude of knowledge they get from television and Internet is no less, if not no more than from parents, schools or friends. Therefore, media are no longer mere information providers, but also are active agents in people's socialization process. By understanding of these cultural and genders differences should assist the global advertisers to tailor messages suiting individual local markets.

The study found there is some significance differences between how each culture and gender are impacted by the media. Countries such as United States, Hong Kong, Canada, and Korea, television are the best choice for advertising. For Taiwan and Japan, outdoor media are more appropriate. However, country such as China not ever one had access to a television; therefore, the best media to use is magazine. All those impact have to do with the fact of different cultures and life styles. As genders, women have larger impact by different media than man.

Thereby, the studies concluded 3 significant factors; 1. Different media will create different effects on people that some are positive and some are negative; 2. The selection of what media are mostly influence by nationality than gender; 3. In the same culture, sometime there are difference within genders of selecting what media are appropriate. As one can easily imagine, the "real" answer actually depends on many different factors, such as geographical location, time, demography, socioeconomic status, education level, gender, and etc.

## VI. LIMITATIONS AND FUTURE RESEARCH

This research has few limitations. 1) Current research only examined six major media (television, newspaper, magazines, Internet, radio and outdoor media); in the future, we should look at all other types of media. 2)

With fast-changing world media, even know television still the top media to use, nevertheless, we should look at each medium individually, specially with new media such as Internet, and we should focus at social networking website such as FACKBOOK, TWITTER or RSS (Ready service spares), etc. which change the modern way of media advertising.

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## 運用媒體之跨文化溝通

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### 摘 要

全球市場為了因應挑戰，很多商業品牌必須重新思考以往銷售的溝通模式。因此，媒體扮演著很有效率的溝通媒介。本篇研究試著了解透過媒體以宣傳跨文化廣告的複雜性。研究問題有兩個：1. 溝通模式是如何隨著媒體而改變？2. 媒體是如何在不同國籍與性別中扮演著媒介溝通的角色？為了建立研究的有效度和有效的測量出消費者對媒體的觀感，因此，本研究在不同八個國家中的大學使用問卷調查；研究顯示三個結果：1. 不同的媒體對不盡相同的人而言，會產生正面效果，而有時會有負面效果。2. 依國籍利用適當的媒體工具作為跨文化廣告溝通的橋樑會比依性別效果來的大。3. 在單一文化裡，不同的性別會影響不同媒介的選擇。

**關鍵詞：**文化、溝通、媒體影響力、媒體、媒體工具選擇