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人間科学研究科人間科学専攻

学 位 論 文 名 UNDERSTANDING INFOMERCIALS ; THE SOCIAL COMMUNICATION STRUCTURE AND CONTENT ANALYSIS

(インフォーマシャルの社会的コミュニケーション構造と内容分析)

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論 文 内 容 の 要 旨

Recently infomercials are broadcasted in Asia and Europe as well as the United States. Given this growth, it is important to understand how and why infomercials have developed, focusing on the aspect of industry and cultural background. Plus, since infomercials are completely different from television commercials, there is a need to analyze the content to clarify the meaning of infomercials in society. This paper describes how infomercials have been gaining power and growing in American society and how they influence how the public analyzes newspapers, magazines, and statements of television news from 1990 to 2002. Also it focuses on the contents of infomercials, especially the use of messages to reveal the reason of their popularity.

The paper proceeds as follows : The first section of the paper discusses the social communication structure. More precisely, in chapter I, it will be clarified how infomercials have affected America society comparing ads, researchers' approaches to contents of mass media articles which describe infomercial producers and public opinion.

In chapter II, infomercial contents analysis is discussed. Most research about infomercials has focused on the effect as an advertisement with in a marketing approach. In spite of infomercials' growing in American society, research, which has questioned the contents and explains them in detail completely is not available compared with television commercial studies. Chapter II clarifies not only the limit of the preceding infomercial studies but also conducts contents analysis with a cluster analysis and character analysis using 87 infomercial samples. As the result, host, stereotyped users, and audience were playing roles effectively as a sales device, which makes consumers trust the product. It also became clear that through a dendrogram cluster analysis of the various messages, infomercials are catching consumers' hearts using some of these values, "for happiness," "life transformation," "comfort," "for family and people relationship," and "for health."

In chapter III, the comparative analysis of health and beauty infomercials and television commercials was set up to clarify the features of infomercials. As the result, most messages currently in the television commercials

were “performance,” “sponsor effect” and “social relationship.” This is pretty different from the result that health and beauty infomercials are using, mostly the message, “pursuit of happiness.” It is considerable that ordinary TV commercials that are emphasizing the effect and performance of product and infomercials have a completely different message use from television commercials. Infomercials emphasized a spiritual and emotional portion such as being happy and changing life from terrible situations compared with television commercials, which emphasize the performance of products, and recommendation of models.

論文審査の結果の要旨

本論文は、アメリカ合衆国において発達したヴィジュアル・コマーシャルの一形態であるインフォマーシャルについて、その誕生、発展の過程を探るとともに、その社会的影響の特性について論じたものである。

先行研究の整理とともに、アメリカ現地での関係者のインタビューや、2001年の5月から9月に流された87のインフォマーシャルの内容分析、さらにインフォマーシャルと一般のテレビCMのメッセージ内容の比較研究などを通じて、この新しい広告形態の影響力について社会学的な分析が加えられている。

本論文は、これまで日本社会においてはほとんど注目されてこなかったインフォマーシャルについて光を当てたユニークな研究であるとともに、実地調査に基づく内容分析の作業などにおいて、多くの新しい知見を与えることに成功している。

以上のことから、本論文は博士（人間科学）の学位授与にふさわしいものであると判定した。