

Public Abstract

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Department:Journalism

Degree:MA

Title:WHAT INCREASES AD RECGONITION?: A CONTENT ANALYSIS TO LOOK AT THE IMPACT OF HEADLINES, GRAPHICS AND CATEGORY ON PRINT ADVERTISING IN AN AGRICULTURAL PUBLICATION

This research highlights how headlines, graphics and product category are related to print advertisement recognition. Altering the length of headlines, size of graphics and category of product can affect the predictability of advertisement recognition. This study examines a single agricultural publication over multiple years. The data collected did not provide proof that the length of headlines or size of graphics alters advertisement recognition. There was some evidence that product category can affect advertisement recognition. This study also makes recommendations on future research.