

# 摘要

本文運用符號學及敘事學作為工具，對全國電子「足感心」系列廣告進行文本分析，希望透過符號觀點的研究，了解企業品牌如何運用廣告來進行故事行銷，以及廣告在文本實作的層次上，其敘事與符號意義指涉的策略為何，故事的說服功能又如何產生。

研究發現，全國電子利用情節的互動，刻畫了貧困家庭在物質需求與親情間的壓抑與拉扯，並藉著敘事上的鋪陳，讓品牌化身為生活難題的解決者。透過故事情境的描寫，全國電子讓原本商業氣息濃厚的促銷宣傳，變成了溫暖有情的企業關懷，品牌也搖身一變成為弱勢族群的扶持者，成功的在目標消費者心中建立起好感度。為了讓這樣的故事更具戲劇張力，廣告中更利用各種符號指標，來形塑角色「勞工階級」的身分設定，呈現其低社經地位、低生活水平的「小人物」特質。此外，故事裡也運用「本土」作為符號選擇的原則，來具體打造廣告文本的氛圍、場景與角色，並訴求相關的社會迷思來幫助敘事的進行。這使得「足感心」廣告文本不僅塑造了鮮明的文本風格，在文化方面，也扣合了台灣社會仍持續發展的本土化運動，博得了更多在地族群的認同。

而藉著「足感心」廣告的案例分析，本研究也從故事行銷的角度出發，將分析所得的發現與文獻整合，並提出一個發想廣告故事腳本的策略流程，供廣告實務人員參考。

關鍵字：符號學、敘事學、故事、故事廣告、故事行銷、全國電子

# Abstract

This research takes perspectives from semiotics and applies the methodology of semiotics and narratology to analyse Chua-Kuo-Tiu-Tzu commercials. The main goal of this research is to reveal the brands how to use “story marketing” with commercial films, including the strategy of story-telling and signs-indicating within text, and how to persuade consumers into buying by stories.

The result shows, Chua-Kuo-Tiu-Tzu depicts the poor families’ dilemma of satisfying material demand or considering mutual financial difficulties, and takes itself as the resolution of the families’ problems in the story. Through stories, Chua-Kuo-Tiu-Tzu translates business promotion into concern about the the minority, and presents itself as a supporter of economically disadvantaged people, which makes favorable impression on the target consumers. To make the commercials more dramatic and heart-stirring, Chua-Kuo-Tiu-Tzu also uses lots of “indexs” to build up labor characters in the stories, show their low Socioeconomic status and living standard to express their characteristic of “nobody”.

Besides, Chua-Kuo-Tiu-Tzu makes use of “locality” as the principle of signs selection in the stories to establish the scenes and characters in the commercials, and appeal to the connected myths to smooth the narration of the stories. It makes the commercials distinct and earns the recognition from the local people in the context of the localization in Taiwan.

Moreover, focusing on linking story marketing, this research integrates the result of the analysis and literature to construct a strategical model that is able to direct the creation of commercial stories for advertisement employees.

**Keywords:** Semiotics, Narratology, Story, Story Commercials, Story Marketing