

## MASTER'S THESIS

### A study of the text-image relations of health warnings on cigarette packets and their effectiveness among university student

Wong, Pui Shan

*Date of Award:*  
2008

[Link to publication](#)

#### General rights

Copyright and intellectual property rights for the publications made accessible in HKBU Scholars are retained by the authors and/or other copyright owners. In addition to the restrictions prescribed by the Copyright Ordinance of Hong Kong, all users and readers must also observe the following terms of use:

- Users may download and print one copy of any publication from HKBU Scholars for the purpose of private study or research
- Users cannot further distribute the material or use it for any profit-making activity or commercial gain
- To share publications in HKBU Scholars with others, users are welcome to freely distribute the permanent URL assigned to the publication

**A study of the text-image relations of health warnings  
on cigarette packets and their effectiveness  
among university students**

**WONG PUI SHAN, PATRICIA  
STUDENT NO. 06405223**

**A Dissertation Submitted In Partial  
Fulfilment Of The**

**MASTER OF ARTS IN LANGUAGE STUDIES**

**HONG KONG BAPTIST UNIVERSITY**

**JULY 2008**

## Contents

<b>ABSTRACT</b> .....	<b>2</b>
<b>1. INTRODUCTION</b> .....	<b>3</b>
<b>2. LITERATURE REVIEW</b> .....	<b>5</b>
2.1 BACKGROUND INFORMATION ABOUT HEALTH PROMOTION .....	5
2.2 RESEARCH ON WARNINGS AGAINST TOBACCO .....	6
2.3 VISUAL-VERBAL RELATIONSHIP .....	8
2.3.1 <i>Linguistic concepts</i> .....	9
2.3.2 <i>Advertising language</i> .....	10
2.3.3 <i>Text and images in advertisements</i> .....	11
2.3.4 <i>Research on visual-verbal relationships</i> .....	13
<b>3. METHODOLOGY</b> .....	<b>16</b>
3.1 MODEL USED TO ANALYSE THE VISUAL-VERBAL DATA ON THE CIGARETTE PACKETS .....	16
3.1.1 <i>Logico-semantic relation</i> .....	16
3.1.2 <i>Spatial arrangement of relations</i> .....	17
3.1.3 <i>Meta-functions of relations</i> .....	17
3.1.4 <i>Evaluative nature of relations</i> .....	18
3.1.5 <i>Metaphorical nature of relations</i> .....	18
3.2 METHOD USED IN CONDUCTING QUANTITATIVE RESEARCH.....	20
3.2.1 <i>Subjects of the research</i> .....	20
3.2.2 <i>Questionnaire design</i> .....	20
<b>4. ANALYSIS OF THE VISUAL-VERBAL RELATIONS ON THE HEALTH WARNINGS</b> .....	<b>21</b>
4.1 BACKGROUND INFORMATION OF THE PICTORIAL.....	21
4.2 ANALYSIS OF PICTORIAL WARNINGS .....	23
4.2.1 <i>Logico-semantic relations, spatial arrangement of relations and meta-         functions of relations</i> .....	23
4.2.2 <i>Evaluative nature of relations</i> .....	26
4.3 METAPHORICAL NATURE OF RELATIONS .....	30
<b>5. FINDINGS OF QUESTIONNAIRE</b> .....	<b>32</b>
5.1 DEFINITIONS .....	32
5.2 NUMBER OF SMOKERS IN THE RESEARCH.....	32
5.3 IMPRESSION ON THE PICTORIAL WARNINGS .....	33
<b>6. DISCUSSIONS</b> .....	<b>36</b>
6.1 SMOKING BEHAVIOURS OF THE PARTICIPANTS .....	36
6.2 IMPRESSION TOWARDS THE PICTORIAL WARNINGS .....	40
6.3 COMPARISONS FROM DIFFERENT PERSPECTIVES .....	44
6.3.1 <i>Smokers and non-smokers</i> .....	45
6.3.2 <i>Gender difference</i> .....	45
6.3.3 <i>Effectiveness of the metaphorical pictorial warnings</i> .....	46
<b>7. CONCLUSION</b> .....	<b>48</b>
<b>REFERENCES</b> .....	<b>50</b>
<b>APPENDIX</b> .....	<b>55</b>

## Abstract

The aims of this research project are two fold: 1) investigates the text-image relations on pictorial health warnings printed on cigarette packets in Hong Kong; 2) explores the effectiveness of introducing scary images on packages in line with verbal warnings among sixty tertiary students in two universities in Hong Kong. The purpose of conducting questionnaires is to examine the effectiveness of images combined with words as a warning on cigarette packages. With the collaboration of visual and verbal elements, the pictorial health warnings, to a certain extent, are effective enough to persuade smokers to quit smoking and warn non-smokers about the disastrous consequences of smoking. However, some of the warnings are not strong enough to attain their persuasive functions and to arouse smokers' concerns. It is suggested that pictorial warnings from foreign countries, such as Australia, could be used as a reference by the Hong Kong Government.

## 論文摘要

本論文的主要目的有二: 1) 研究香港的香煙包裝上警告字句的圖文關係; 2) 探討香港兩所大學的六十位學生對這些附有駭人圖像警告字句的評價。進行問卷調查旨在探索圖文在香煙包裝警告字句上的成效。研究發現, 圖文並茂的警告字句在某程度上能有效說服吸煙人仕戒煙及阻嚇非吸煙者。不過, 部份措辭不太強硬的圖像警告則未能有效地發揮勸喻作用和引起吸煙者的關注。因此, 香港政府可考慮參考外國(如澳洲)的圖像警告。