

A Study on the Advertisement Design for Architectural Interior Spatial Conditions in Shun Pao During 1912-1949

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Abstract

In the first half of the 20th century, the Chinese society fell into colonization under the continuous economic and cultural aggression from imperialist countries. Shanghai successively set up a number of international settlements and became a contending focus for countries. The intense economical competition between China's national bourgeoisie and imperialist countries enabled the advertisement industry to achieve its prosperous stage, while newspaper advertisement was the advertisement media with best price and great communication effect at that time. A large number of various advertisements were delivered on the influential *Shun Pao* with many of them adopting marketing approaches via stories in architectural interior space scenes, thus to stimulate and guide consumers to know and enjoy the products. The Study, upon the advertisements of architectural interior spatial conditions in *Shun Pao* during 1912-1949, will probe into and analyze both application trend and features of the advertisement design.

Key words: *Shun Pao*; Architectural Interior Spatial; Advertisement Design

Introduction

The Republic of China era was the period with great instability and transformation in Chinese history and also the stage that terminated the semi-colonial and semi-feudal society. It was a splendid period featuring free exchange under prosperity situation and eventually ended up as an excellent memory upon the emergence of various new cultural phenomena.

Newspaper was one of the main medium for information acquisition at that time. Upon large circulation and cheap price, newspaper featured significant influence among the general public. The major performance of new development of China's modern advertisement is the great emergence of newspaper advertisement, which intensively stimulates the advancement of modern advertisement. A variety of newspaper emerges in Shanghai then, of which *Shun Pao* was the one functioned in large quantity, complete range and strong impact since its progress during Qing Dynasty and Republican Period with a total issue over 27,000 from 1872-1949. Especially in the performance of commercial advertisements on the influence towards China's modern advertisement design, in the aspects of

space proportion, share and the involved fields in almost all the basic necessities of life, *Shun Pao* could be regarded as a major indicator for advertisement development and design. Therefore, taking *Shun Pao* during late Qing Dynasty as the object of this study is of great essentiality and significance.

The objective of this study mainly aims at the analysis and research upon the form and features of the advertisement for architectural interior spatial conditions in *Shun Pao* during the Republican period. Hope to consequently comprehend the styles features and expression means of the advertisements at that time, and thus to provide a reference for the creative development of future advertisement design.

Literature Review

A. The Status Quo of Newspaper advertisement in the Republic of China Era

Newspaper advertisement in the 1860s and 1870s were generally called "Public Notice". They were mainly written statements with no slogans or touching words, and the layout lacked design. The original newspaper print advertisement appeared in the form of "Public Notice" with the size of words, such as marriage solicitation, search for people, fame, house lease, and promotion of commodities. With the constant penetration of foreign commodities, the old term "Public Notice" was replaced by "Advertisement". Since then, the form of advertisement has moved towards the design method of combining title text with pictures and texts. Newspapers and magazines were once indistinguishable in the early days. Magazines were often called "Pao" and newspapers often just used the book form of magazines. At the beginning of the 20th century, only a few publications such as *Shanghai Miscellany* and *Eastern Miscellany* were called magazines in our country. Other publications were mostly called "Pao", such as *Ta Kung Pao* and *Shun Pao* etc, including newspapers, magazines and new visual media newspapers and periodicals etc.

Newspaper advertisement in the Republic of China era were an important part for the dissemination of national commercial information. During the Republic of China era, the newspaper advertisement had already formed an industry, and each major newspaper also had its own advertisement department and specialized designers. Many advertisement designs had directly applied the expression methods of modern western design, showing a trend of diversification and artistry, breaking the traditional design methods and producing new advertisement

writing design effects, thus forming a newspaper advertisement design style with both traditional and western design ideas (Liu Lin, Wang Lingjie, 2016).

B. The Development Trend of Advertisement Layout Design in the Republic of China Era

During the Republic of China era, many newspapers were usually placed in specific advertisement columns of newspapers due to the limitation of space. At first glance roughly, they are like rows of "squares". Later, with the social development and cultural prosperity in this period of the Republic of China era, the blending of various cultures promoted the diversified development of culture. The style of design also gradually tends to be diversified. Many newspaper advertisement break the limitation of specific layout, pay more attention to the overall visual effect, and gradually appear the newspaper advertisement design with illustrations and pictures.

After this, this kind of advertisement with similar pictures and texts emerged one after another, and most of the patterns were relatively simple and easy to understand. During the Republic of China era, the overall characteristics of newspaper advertisement were no longer limited to horizontal and vertical text descriptions, but developed towards aesthetic visual pattern descriptions. Most of the advertisement patterns have simple lines and geometric figures, and the effect of the advertisement patterns is prominent and striking in the picture.

With the continuous development of society and industry, advertisement posters appear and flourish rapidly. The form of newspaper advertisement has also achieved breakthrough development. The first is the development of advertisement layout. In the original basic graphics, the proportion of space occupied is increasing, and the limitation of specific areas in the traditional layout is completely broken, changing from the square type to various irregular areas. Second, the font of the advertisement has been changed. The advertisement text in the initial stage is only used to describe the function of the product, so it is only necessary to highlight its conspicuousness and simplicity. Later, it gradually developed to pay more attention to the artistic expression effect and aesthetic feeling of the font. Decorative style words such as "decorative words" and "overlapping words on words" appear more and more frequently.

In addition, the study found that the beauty image is also one of the representatives with the most visual elements. Almost every issue of newspaper advertisement will show the beauty image, especially in perfume and cigarette product advertisements. Taking beauty as a symbol can not only effectively attract people's attention, but also fully reflect people's social concepts and aesthetic standards at that time. (Guo Wenting, 1992).

Research Method

A. Research Steps

In this study, literature survey was used to collect advertisement works in Shun Pao on April 30, each year from 1912 to 1949 in the Republic of China era.

From 1912 to 1949 in the Republic of China era , 122 samples were taken, 89 of which were defaced or illegible advertisements were deducted. Then 89 advertisements were

input into the computer and enlarged and trimmed respectively. This study took 89 advertisements as research samples for sorting and summarizing.

In this study, advertisement samples are divided into two categories: industry category and advertisement design table. The image part in the visual elements is designed in the advertisement image. In the classification of industry categories, this study refers to Chen Peiai's book the Introduction to Advertising, which divides the fields involved in advertisement into economic advertisement, cultural advertisement, social advertisement and other categories. The categories of economic advertisement include transportation, insurance, textile, commodity, entertainment, communication, real estate, medical, etc. The categories of cultural advertisements include science and culture, education, etc. The categories of social advertisements include notices and announcements, etc. The four research experts combined with the research samples and classified them by KJ method. In addition, this study also makes cross analysis according to industry category and advertisement design performance, and further discusses the correlation and change among them.

B. Sample Taken for the Study

The advertisement samples are sorted into the following categories to serve as the research basis for subsequent analysis (as shown in Table 1)

Table 1 Summary of Advertisement Samples for Architectural Spatial Conditions in Shun Pao

Category of Advertisement	Breakdown	Amount	Percentage
Economic advertisement	Category of Textile	2	2%
	Category of Commodity	30	34%
	Category of Culture and Entertainment	1	1%
	Category of Medical	44	50%
	Category of Finance	2	2%
	Social Advertisement	Category of Announcement	2
Cultural Advertisement	Category of Science and Culture	8	9%
Total		89	100%

(Data Source: Integrated by this Study)

Study and Analysis

A. Analysis of Advertisement Topics by Industry Category

At that time, the advertisements published in Shun Pao were classified and summarized. Statistics from table 1 show that there are 44 medical advertisements, accounting for 50%, which are the most frequently advertised. There are 28 commodity advertisements, accounting for 31%. There are 8 science and culture advertisements, accounting for 9%. There

are 4 textile advertisements, accounting for 9%. There are 2 notice advertisements, accounting for 9%. It is found that economic advertisement accounts for the largest proportion, followed by cultural advertisement and social advertisement. The following is an analysis of the main categories one by one:

1. Category of Medical

The subjects of medical advertisements mainly include medical, health-care medicine and treatment of diseases. Medical mainly involves gynaecological medicine, hair potion, cough medicine, eye drops, tooth powder, stomach medicine, etc. Health-care medicine includes blood enriching and kidney tonifying, etc. Treatment of diseases involves advertisements of ophthalmology and otorhinolaryngology, gynecology, pediatrics and hospital etc. It can be seen that citizens' awareness of life and health is increasingly prominent.

Most medical advertisements use a large number of written explanations, including user confessions, thank-you letters to the pharmacy, celebrity introductions, detailed functions of medicals, and the category of medical appeal more to men, which may be related to the more authoritative and professional image of men. Medical effect appeal is a commonly used conditions method, which uses rational strategies and flaunts multiple effects.

2. Category of Commodity

There are many kinds of commodities, mainly including daily necessities, food, clothing and luxury goods. The content of the advertisement includes all kinds of machine, auction sundries, food and beverage, cosmetics, cigarettes and other main themes. The graphic advertisement mostly depicts the image of women, which shows that the status of women was greatly improved at that time.

The advertisements appeal more to women, most of whom wear traditional clothes or work. The roles are usually the representation of wives, mothers or women in the new era.

3. Category of Science and Culture

The category of science and culture mainly refers to magazines and books. With the invasion of western culture, people's desire for spiritual life has become more and more intense. Most of them appeal more to intelligent and independent and attract the attention of women in the new era with the explanatory voice-over.

4. Category of Announcement

Announcement advertisements mainly refer to announcements and notices. The contents of advertisements include public notices in telecommunications, industry and commerce, etc. In terms of performance, they are mainly image advertisements and appeal to women. They use illustrations and texts to create use situations, which make consumers identify with situations and desire to buy.

B. Graphic Elements of Advertisement Design Performance

The advertisement creative performance is to express advertisement information vividly through various communication symbols to achieve the purpose of influencing consumers' purchasing behavior. In the Republic of China era, the advertisements were usually composed of architectural space scenes combined with characters and furniture. Among them, costumes and furniture in the scenes would have their own regional characteristics. The following classifications will be discussed in an integrated way.

1. Furniture

In the early Qing Dynasty, people's living space was relatively private. Symmetrical furniture was used in the halls, which was simple and dignified and would present a solemn atmosphere, and has fully reflected the traditional philosophy "doctrine of the mean" and the ancient philosophical thought countering to "Round Heaven and Square Earth". After surviving a series of aggressive wars from the West, the architectural pattern of our country has been greatly influenced by the West. In Figure 01 Cigarette advertisement, the western architectural reception pattern of writing desks and bookcases and in Figure 02 the sofas have all emerged as the times required. It follows that both Chinese style and Western style furniture were available at that time, of which Chinese ones were bed & couch, chairs & stools, console table and so on, and Western ones were round table, sofa, dining table and others.



Fig. 1 Cigarette Advertisement 1916/04/30



Fig. 2 Dentist Company 1922/04/30

2. Costume

Female costumes, In the early period of the Republic of China, the female costumes have retained some elements from the Qing Dynasty, such as the right hem and edge. But at the same time, Western culture has been introduced into China, and thus as influenced by the Western aesthetics, the Western elements have also been integrated into the costumes. The females costumes has become more fit, the collars changed from the traditional styles to the Western stand-up styles and the complex edge design has become more simple but elegant. The recruitment advertisement of Jiezu Socks Company (Fig. 03) has clearly reflected the characteristics of female costumes in this period. In this advertisement, women wear costumes of exaggerated stand-up collars, which have slightly covered their jaws.

This style continued as long as to about 1915, when the comfortable short stand-up collar styles were introduced in and the jackets were shortened from knee to lower waist, and became separate jackets although the traditional right hem buttons were kept; and by referring to the western styles, the skirts were also shortened to calf, without covering the foot faces.

With the opening of social thought, cheongsam became the main costumes of women around the 1930s. On the basis of the long gown of the Qing Dynasty, the Western costume culture was introduced and used for reference. The Western elements, such as small collar, upper body short sleeves and tailoring were added to highlight the female figure, which has also reflected the further opening of the society and culture. The

right open button and splits on the two sides were heritages to the Manchu robes. As we can see from the True (4711) Perfume Advertisement (Fig. 04), the woman was wearing a typical cheongsam. This woman's fashion and elegance have conformed to the prevailing social trend and matched the image of fashion and luxury of perfume.



Fig. 3 Jiezu Socks Company Advertisement 1913/04/30



Fig.4 True (4711) Perfume Advertisement 1930/04/30

Male costumes, Influenced by the clothing culture of the Qing Dynasty, gowns and short Chinese jackets were still the major costumes of men in the period of the Republic of China. The long gown was a straight-body style with a large front and the short Chinese jacket was designed with a front opening, flat sleeve end and as long as to the waist with five button buckles in the front opening. The short Chinese jacket was originally the dress of the Qing Dynasty, and gradually became the casual clothes for everyday wear. Under the impact of Western culture, the gown and jacket were added with the element of standing collar.

Long gowns and jackets were popular in the Republic of China, and they were the ordinary wearing of men. For example, in the Beauty Brand Cigarette Advertisement (Fig. 05), one man was wearing a short Chinese jacket and one long gown and both with standing collars, which have reflected the costume culture of the society in that time.

Western suit is a kind of "Exotic culture". The emergence and popularity of western suit in China was mainly influenced by the political and cultural background at that time, which was also a manifestation of the collision between western culture and Chinese culture. After 1919, as a symbol of the new culture, the customization of suits impacted the traditional gowns and jackets, and the suit industry in China developed. For example, the Guoquan Brand Cigarette Advertisement (Fig. 06), in which two men wear suits and ties/bowties, reflecting the culture of suits. And some other men were wearing long gowns, reflecting the diversity of costume culture at that time.



Fig. 5 Beauty Brand Cigarette Advertisement 1927/04/30

Fig. 6 Guoquan Brand Cigarette Advertisement 1931/04/30

Research Conclusions

Based on the above analysis and discussion towards the creative spatial expression presented in 89 advertisement samples, following three conclusions are generalized upon the relevance and features of each industry:

1. The form and structure of early advertisements were mainly presented in realistic painting. Furthermore, the expression form of illustration and cartoon was another characteristic of advertisement representation during that period.

2. Under the influence of Western invasion, the advertisement samples during Republican period were mainly focused on the categories of medical, commodity and science and culture, while relatively less in machine and finance types.

3. The most common advertisements of that period were those combined with texts and patterns. Besides the Ming typeface adopted in the advertisement text part, the combination expression of artistic calligraphy and realistic graphics were usually used, indicating that the orientation and recognition of the society of that time towards advertisement were still accustomed to the expression form of text-pattern combination.

4. Advertisement graphics features integration of Chinese folk customs with sufficient performance of China's regional cultural characteristics in terms such as images, figures, costumes and texts and were relatively easy to obtain great popular support.

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