

## Essay on Masahiko Sato : 1990's Styles of TV Advertising

### ABSTRACT

To date, many people have commented in various ways on the commercials directed by Masahiko Sato, who is representative of writers/producers of TV commercials in the 90s. His works are evaluated as appropriate for the purpose of advertising, nostalgic, or cute and so on. Certainly, Sato's commercials remind us of the style that is called "Komason CM", that is a typical TV commercial which is characterized by the jingle which sings a product's name accompanied by the character's motion, a style which was prevalent in the 50s and 60s. In this paper, I try to argue the following points referring to Erving Goffman's "Frame analysis", especially his notion of 'negative experience': (1) Sato's commercials are not simply a return to a past style. (2) His styles are various and he has selected the most suitable one in each situation. (3) Therefore his commercials can betray the viewers' pre-conceived ideas about what advertising is and can get the viewer's attention, which is the first priority for advertising effectiveness. (4) We can say that the emergence of advertising creators like Sato and his audience can be evidence of the change in media and society in the postwar period in Japan.

**Key word:** TV commercial, Frame Analysis, Negative experience