

Contents

Chinese Abstract	iii
English Abstract	iv
Acknowledgments	v
Contents	vi
Figures	viii
Tables	ix
Chapter 1 Introduction	1
I. Research Background	1
II. Research Problems	3
III. Research Purpose and Necessity	6
Chapter 2 Literature review	8
I. Historical Context for the Present Study	8
II. Sex Appeal in Advertisement.	9
III. Model Gender Appearance in Sex appeal advertising History	18
IV. Attitude towards Advertisement	23
V. Cultural Difference & Cross-cultural researches	25
VI. Sex appeal Advertising in Russia and Taiwan	35
Chapter 3 Methodology	39
I. Conceptual Framework	39
II. Research Hypothesizes	40
III. Research Design	45
IV. Operational definition of variables	49

	V. Questionnaire design	52
	VI. Sample selection	53
	VII. Data collection	54
	VIII. Data analysis	55
Chapter 4	Data Analysis	57
	I. Description of Data	57
	II. Reliability	60
	III. Validity	61
	IV. Degree of Nudity and its Influence	62
	V. Gender and its Influence	63
	VI. Country as Significant Moderator	65
Chapter 5	Conclusions	73
	I. Discussion	73
	II. Limitations and Further Research Aspect	79
References	81
Supplements	91
	I. Chinese Questionnaires	91
	II. Russian Questionnaires	107