ABSTRACT OF THE DISCLOSURE

LIQUID CRYSTAL, DISPLAY DEVICE, DRIVING CIRCUIT, DRIVING METHOD, AND ELECTRONIC APPARATUS

[Object] The voltage amplitude of a data signal Sj, which is supplied to a data line 114, is kept small, thereby reducing the power consumption.

[Solving Means] When a scanning signal Ysi supplied to a scanning line 112 is set to an H level, a data signal Sj with the voltage depending on the gray level and depending on the writing polarity is applied to a data line 114. In this case, TFT116 is turned on, thus a liquid crystal capacitor C_{LC} and storage capacitor C_{stg} store the charge corresponding to the data signal Sj. Then, the scanning signal Ysi is set to an L level to turn TFT116 off, and the voltage of the other terminal of the storage capacitor C_{stg} is raised from the low side of capacitor voltage $V_{st}(-)$ to the high side $V_{st}(+)$, and the charge corresponding to the raised voltage amount is redistributed to the liquid crystal capacitor C_{LC}.

By this means, the effective voltage value applied to the liquid crystal capacitor C_{LC} can correspond to the voltage amplitude of the data signal Sj or more.

[Selected Figure] Fig. 13