

# Table of Contents

<b>Introduction</b>	1
<b>Literature Review</b>	4
Globalization: An Overview	4
International Advertising Standardization	7
Advertising across Cultures	9
The Appeal of Humor	12
Humor and Culture	19
<b>Method</b>	24
Coding Scheme	26
Pretest	27
<b>Results</b>	30
Content Analysis	30
American Advertisements	
Audio and Verbal Elements	30
Visual Images, Facial Expressions and Texts	36
Filipino Advertisements	
Audio and Verbal Elements	43
Visual Images, Facial Expressions and Texts	49
Significant Differences	58
Textual Analysis	
Irreverent Behavior	63
Sexual Allusion	65
Sarcasm	66
Stereotype	66
Absurdity	69
Embarrassment	70
Physical Humor	72
<b>Conclusion</b>	74
<b>References</b>	77
<b>Appendices</b>	86
Revised Content Analysis Form	87
Revised Code Book	91
List of American Advertisements (final sample)	96
List of Filipino Advertisements (final sample)	98

## List of Tables

1. List of Humor Techniques and their Descriptions	15
2. Berger's 45 Humor Techniques by Category	16
3. List of 41 Humor Techniques according to Berger's Major Categories	26
4. Pretest Sample of American Advertisements	28
5. Pretest Sample of Filipino Advertisements	28
6. Humor Techniques in American Advertisements (audio)	30
7. Humor Techniques in American Advertisements (verbal)	31
8. Humor Techniques in American Advertisements (images)	36
9. Humor Techniques in American Advertisements (facial)	41
10. Humor Techniques in American Advertisements (text)	42
11. Humor Techniques in Filipino Advertisements (audio)	43
12. Humor Techniques in Filipino Advertisements (verbal)	44
13. Humor Techniques in Filipino Advertisements (images)	50
14. Humor Techniques in Filipino Advertisements (facial)	55
15. Humor Techniques in Filipino Advertisements (text)	56
16. Chi-Square Test Statistics (audio)	58
17. Chi-Square Test Statistics (visual)	60

## List of Figures

1. K-Mart: Daddy's Old Shorts	32
2. Subway: What does the Combo Meal come with?	32
3. Visa: Yo! Yao!	33
4. Bud Light: Opera	34
5. Bud Light: Hitchhiker	37
6. Starbucks: Glen Goes to Work	37
7. Centrum: Strip Poker	38
8. Centrum: Strip Poker (punch line)	38
9. Fox Sports: Diving	39
10. Doritos: Live the Flavor	39
11. Budweiser: Streaker	40
12. Careerbuilder.com: Monkeys	40
13. Accuserv: Fat Lady	43
14. Neozep: Andres	45
15. Boysen: Home Sweet Home	46
16. Skycable: One Night Stand	46
17. Fita: Kahilingan (Wish)	47
18. Smart Telecommunications: Wrong Spelling	48
19. VCO Biolink: Vogue	50
20. Pepsi Max: Terraces	53
21. Smart Telecommunications: Wrong Send	64
22. FedEx: Mr. Turkey Neck	64
23. Bud Light: Monkey	65
24. Domino's: 30-Minute Delivery	66
25. Axe Deo: Gamekiller	67
26. Bud Light: Language of Love	67
27. Ford Focus: Michael Bolton	68
28. Lucky Me: Chili	68
29. Clearasil: Picture Me Naked	71
30. Nation Paint: Wall	71