

Conclusion

Television advertisements from the United States and the Philippines use humor as a creative technique to touch into the local cultures of both countries. The globalization of markets raised the issue of standardizing international advertising campaigns. However, with culture and cultural values which affect things like humor, a single superstructure would seem to be ill-fitting for an ideal marketing campaign that wants to reach a rich variety of target markets.

The research showed that the United States and the Philippines have a number of similar humor techniques in their advertisements. However, the humor techniques are used differently based on what each culture would deem appropriate and what the people would understand and appreciate. Also, the humor techniques were known to come in combinations in one advertisement to market the product by catering to the humor tastes of the audience. Delivery of the humor content also makes these humor techniques different. On the other hand, the real differences are inevitably noticeable between the two for reasons that are shaped by cultural factors. They vary in degrees of subtlety, physicality, intentions, nature and implied and latent definitions.

American and Filipino humor are characterized by their obvious, physical and sometimes vulgar expressions. They are perceived to be similar in this manner and yet, the approaches to elicit laughter through them are not the same. Humor techniques in American advertisements have a more straightforward and blunt verbal and visual expression. The humor in Filipino ads is subtle, conservative and visually goofy. These results were generated through descriptive statistics to determine the prevalence of certain humor techniques.

Moreover, the Chi-square test results revealed that only a number of humor techniques have significant difference between American and Filipino advertisements. In the audio element of the ads, only four (4) humor categories showed the significant difference: 1) *Irreverent Behavior*, 2) *Misunderstanding*, 3) *Peculiar Sound*, and 4) *Sexual Allusion*. On

the other hand, *Peculiar Face* was the only humor category showed in the significant difference in the visual elements.

Humor appreciation for both is not a daunting task at all. Somewhere along the spectrum of hilarity, American and Filipino humor could both meet because both countries have shared, and still share, common values through their histories and familiarity to both cultures. Although a direct, two-way exchange of popular culture and popular media does not seem to be present between the US and the Philippines, consumption and references to shared popular media facilitates in the understanding and appreciation of humor.

They are not completely parallel target markets, but sans the problem of language and meanings being lost in translation, advertisements with similar humor techniques could be appreciated in both societies. Such marketing strategy does not require a long, blind shot to sell to two completely different markets as opposed to a highly potential failure of selling to British and Japanese markets at the same time --- considering that both markets would unlikely appreciate each other's humor style and agree on what is funny and what is not.

For future research, the author recommends a study to look at the cross-cultural perspective of the advertisements of global brands such as McDonald's, Coca-Cola, etc. that have a wide market reach in an international scale. The brands' global presence is a good point of comparison to explore in the area of standardization in international advertising. Also, an important criterion in choosing the sample is the accessibility of the advertisements. This would include the airtime of the advertisements on television because this criterion would somehow reflect the profiling of the target audience of the advertisements, based on the media placements of these ads. Another recommendation that would be useful is the focus of research studies on the effectiveness of these humor categories not only in making the audience laugh or feel good about the products but also in the marketability value of the product itself. These kinds of research could support claims about humor being an effective creative tool that could be translated to sales figures.