

References

References in English Language

1. Abernethy, A. M. and Franke, G. R. (1996). The information content of advertising: A meta-analysis. *Journal of Advertising*, 25(2) 1-17.
2. Ahn, J. and Carrie, L. F. (2008). Enhancing Recall and Recognition For Brand Names And Body Copy: A Mixed-Language Approach. *Journal of Advertising*, 37(3), 107-117.
3. Appel, R. and Muysken, P. (1987). *Language Contact and Bilingualism*. London: Edward Arnold.
4. Bhatia, T. K. (1992). Discourse Functions and Pragmatics of Mixing: advertising across cultures. *World Englishes*, 11(2), 195-215.
5. Bhatia, T. K. and William C. R. (1989). Introduction: Current issues in mixing. *World Englishes*, 8(3), 261-264.
6. Chang, S. C. (2001). Code-mixing of English and Taiwanese in Mandarin Discourse. National Taiwan Normal University. Master Thesis.
7. Chang, Y. F. (2006). On the use of the immediate recall task as a measure of second language reading comprehension. *Language Testing*, 23(4), 520-543.
8. Chebat, J. C., Gelinias-Chebat, C., Hombourger, S., and Woodside, A. G. (2003). Testing consumers' motivation and linguistic ability as moderators of advertising readability. *Psychology & Marketing*, 20(7), 599-624.
9. Chen, C. W. Y. (2006). The mixing of English in magazine advertisements in Taiwan. *World Englishes*, 25(3/4), 467-478.
10. Cutler, B. D. and Javalgi, R.G. (1993). Analysis of print ad features: Services versus products. *Journal of Advertising Research*, 33, 62-69.
11. Cutler, B. D., Javalgi, R.G., and White, D.S. (1995). The Westernization of Asian Print Advertising. *Journal of International Consumer Marketing*, 7(4), 23-37.
12. Gerritsen, M., Korzilius, H., Meurs, F. van, and Gijsbers, I. (2000). English in Dutch commercials: not understood and not appreciated. *Journal of Advertising Research*, 40(3), 17-31.
13. Gerritsen, M., Nickerson, C., Hooft, A. van., Meurs, F. van, Nederstigt, U., Starren, M., Crijns, R. (2007). English in product advertisements in Belgium, France, Germany, the Netherlands and Spain. *World Englishes*, 26(3), 291-315.
14. Gumperz, J. (1982). *Discourse Strategies*. Cambridge: Cambridge University Press.
15. Haarmann, H. (1989). *Symbolic Values of Foreign Language Use: From the Japanese Case to a General Sociolinguistic Perspective*. Berlin, New York: Nouton de Gruyter.

16. Hasselmo, N., (1970). Code-switching and modes of speaking. *Texas Studies in Bilingualism*. (Glenn Gilbert, Ed.). Berlin: Walter de Gruyter, 179-210.
17. Hsu, J. L. (2000). English Mixing in Advertising in Taiwan: Its Discourse Parts, Linguistic Patterns, Cultural Constraints and Linguistic Creativity. Paper presented at the Seventh International Conference on *World Englishes*. Dec. 14-16, 2000. Portland: Portland State University.
18. Hsu, J. L. (2006). Nativization of English Usage in Advertising in Taiwan: A Study of Readers' Attitudes. *On and Off Work: Festschrift in Honor of Professor Chin-Chuan Cheng on His 70th Birthday*, (Raung-Fu, Chung, Hsien-Chin Liou, Jia-Ling Hsu, and Dah-An Ho, Ed.). *Language and Linguistics Monograph*, W-7, 181-214. Taipei: Institute of Linguistics, Academia Sinica.
19. Johar, J. S. and Sirgy, M. J. (1991). Value-Expressive Versus Utilitarian Advertising Appeals: When and Why to Use Which Appeal. *Journal of Advertising*, 20(3), 23-33.
20. Kamwangamalu, N. M. and Lee, C. L. (1991). Chinese-English code-mixing: a case of matrix language assignment. *World Englishes*, 10(3), 247-61.
21. Kang, J. X. (1999). English everywhere in China. *English Today*, 58(1), 46-48.
22. Leclerc, F., Schmitt, B. H., and Dube, L. (1994). Foreign Branding and Its Effects on Product Perceptions and Attitudes. *Journal of Marketing Research*, 31, 263-70.
23. Lee, C. T. (1998). An Analysis of Puns in Chinese and English Advertising Headlines. Providence University, Taichung, Taiwan. Master Thesis.
24. Lee, J. S. H. (2006). Linguistic constructions of modernity: English mixing in Korean television commercials. *Language in Society*, 35(1), 59-91.
25. Leiss, W. (1997). *Social communication in advertising*, 2nd ed. London and New York: Routledge.
26. Li, D. C. S. (2000). Cantonese-English code-switching research in Hong Kong. a Y2K review. *World Englishes*, 19(3), 305-22.
27. Lu, J. Y. (1991). Code-switching between Mandarin and English. *World Englishes*, 10(2), 139-151.
28. Luna, D. and Peracchio, L. A. (2001). Moderators of language effects in advertising to bilinguals: A psycholinguistic approach. *Journal of Consumer Research*, 28(2), 284-295.
29. Luna, D. and Peracchio, L. A. (2005). Sociolinguistic Effects On Code-Switched Ads Targeting Bilingual Consumers. *Journal of Advertising*, 34(2), 43-56.
30. Martin, E. (2002). Mixing English in French advertising. *World Englishes*, 21(3), 375-402.
31. Mooij, M. De (1994). *Advertising Worldwide*, 2nd ed. New York: Prentice Hall.

32. Mueller, B. (2004). *Dynamics of International Advertising: Theoretical and Practical Perspectives*. New York : Peter Lang Publishing.
33. Neelankavil, J. P., Mummalaneni, V., and Sessions, D. N. (1995). Use of foreign language and models in print advertisements in East Asian countries: A logit modelling approach. *European Journal of Marketing*, 29(4), 24-38.
34. Pan Y. L. (2000). Code-switching and social change in Guangzhou and Hong Kong. *International Journal of the Sociology of Language*, 146, 21-41.
35. Petty, R. E., and Cacioppo, J. T. (1983). Central and peripheral routes to persuasion: Application to advertising. In L. Percy & A. Woodside (Ed.), *Advertising and consumer psychology*, pp. 3-23. Lexington, MA: D. C. Heath.
36. Petty, R. E., Cacioppo, J. T., and Schumann, D. (1983). Central and peripheral routes to advertising effectiveness: The moderating role of involvement. *Journal of Consumer Research*, 10, 135-146.
37. Piller, I. (2001). Identity constructions in multilingual advertising. *Language in Society*, 30, 153-186.
38. Poplack, S. (1980). Sometimes I'll start a sentence in Spanish y termino en espanol: toward a typology of code-switching. *Linguistics*, 18, 581-618.
39. Roslow, P. and Nicholls, J. A. F. (1996). Targeting the Hispanic market: Comparative persuasion of TV commercials in Spanish and English. *Journal of Advertising Research*, 36(3), 67-77.
40. Snyder, M. and DeBono, K. G. (1985). Appeals to image and claims about quality: Understanding the psychology of advertising. *Journal of Personality and Social Psychology*, 49(3), 586-597.
41. Tanaka, K. (1994). *Advertising Language: A pragmatic approach to advertisements in Britain and Japan*. London and New York: Routledge.
42. Vakratsas, D. and Ambler, T. (1999). How advertising works: What do we really know? *Journal of Marketing*, 63(1), 26-43.
43. Wang, C. C., and Yang, Y. Y. H. (2006). A Content Analysis of Taiwanese Television Commercials Containing the Japanese Language. *Journal of American Academy of Business*, 8, 176-183.
44. Wang, L. C. and Chen, F. P. (2006). Foreign Languages Used in Taiwan TV Commercial Ads: Contents Analysis. *Contemporary Management Research*, 2(1), 43-56.
45. Wang, Y. Y., Jaw J. J., Pinkleton, B. E., and Morton, C. (1997). Toward the understanding of advertising appeals in Taiwanese magazine ads and its implications. *Competitiveness Review*, 7(1), 46-61.
46. Wimmer, R. and Dominick, J. (2000). *Mass Media Research: An Introduction*, Sixth edition, London.

References in Chinese Language

47. Chiang, Hsin-Jui [蔣欣蕊], (2001). 以古典制約模式探討外語態度對廣告溝通效果之影響, National Cheng Kung University, Tainan, Taiwan. Master Thesis.
48. Lee, Cheng Fang [李政芳], (2007). 從語用學分析台灣電視廣告語言語碼轉換現象. [The Code-switching Phenomenon in the Television Advertisement of Taiwan.] National Hsinchu University of Education, Hsinchu, Taiwan. Master Thesis.
49. Shih, Yu-hwei [施玉惠], (1997). 從社會語用學觀點探討台灣地區之國語代號轉換現象. [A Study of Code-Switching in Mandarin Chinese in Taiwan: A Socio-Pragmatic Approach.] 行政院國科會科資中心, 國科會專題研究報告, NSC-84-2411-H-003-004.

References in Japanese Language

50. Hagiwara, Shigeru [萩原滋], (2004). 日本のテレビ広告に現れる外国イメージの動向 慶応義塾大学メディア・コミュニケーション研究所紀要 メディア・コミュニケーション, No. 54. [Change of Images of Foreign Countries on Japanese Television Advertising. *Keio Communication Review*. Institute for Media and Communications Research Keio University, No. 54.]
51. Manabe, Kazufumi [真鍋一史], (2006). 広告におけるIT用語の表現形態とその需要様式: 日本・中国・台湾における国際比較. 「広告の文化論—その知的関心への誘い」, 日経広告研究所. [Expression Forms and Demands of Information Technology Term in Advertising: Cross-cultural Comparison of Japan, China, and Taiwan. In Manabe, K. (Eds.), *Cultural Study of Advertising: Invitation to Intellectual Interests*. Nikkei Advertising Research Institute: Tokyo.]