

## Appendices

### Appendix 1. Impressions of English in Advertising

Researcher (Year):	Impressions of English (a.k.a. associated images, features, flavors, etc.)
Kachru (1986): Power of English, Cited in Martin (2002),	Positive: National identity, literary renaissance, cultural mirror (for native cultures), modernization, liberalism, universalism, technology, science, mobility, access code. Negative: Anti-nationalism, anti-native culture, materialism, rootlessness, ethnocentricism, permissiveness, divisiveness, alienation.
Haarmann (1986):	International appreciation, reliability, high quality, confidence, practical use, practical life style, cosmopolitan society. (Asia)
Bhatia (1992):	Modernization, Westernization, internationalism, standardization, safety, protecting, domesticity, independence, informality, efficiency, competence (including scientific, technological and academic), organization, sophistication, quality, utility, physical and mental fitness, tradition, innovation and futuristic trends.
De Mooij (1994):	Young, dynamic, international life style.
Cutler <i>et al.</i> (1995):	Status, fashion, modernity, or internationality. (Asia)
Lee (1998):	Interesting awakening, prolonging the memory span, humorous effect, improving social relationship. (Taiwan)
Gerritsen <i>et al.</i> (2000):	International, cool, modern flavor. (Netherlands)
Piller (2001):	International orientation, future orientation, success orientation, sophistication, fun orientation. (Germany)
Martin (2002):	Modernity, technological efficiency, and/or reliability, computers, business, and science-related issues. (France)
Piller (2003), cited in Gerritsen (2007):	Social stereotypes of modernity, progress, and globalization.
Lee (2006):	Modernity and technology, Modernity and gender roles, Modernity and taste as a cultural form. (Korea)
Chen (2006):	Internationalization, creativity, and modernization. (Taiwan)
Hsu (2007):	Modernization, professionalism, internationalization, identification. (Taiwan)
Gerritsen <i>et al.</i> (2007):	Product image (modern way of life). (Five European countries)

## Appendix 2. Corporation Slogans in English

Researcher (Year, Page)	Company	Slogan
Piller (2001, p. 160):	Allianz	The Power On Your Side.
	C&A	Fashion for Living.
	Clariant	Performance. Exactly your chemistry.
	Deutsche Börse	We provide access.
	DuPont	The miracles of science.
	Hallhuber	nothing but clothes.
	Moeller	Think future. Switch to green.
	Siemens	Information and Communications.
	Star Alliance	The airline network for Earth.
	Xerox	The Document Company.
Hagiwara (2004, p. 14):	Hitachi	Inspire the Next.
	Honda	The Power of Dreams.
	Kanebo	The Lifestyle Company.
	NEC	Empowered by innovation.
	Nissan	SHIFT the future.
Mueller (2006, p. 115):	Nike	Just do it.
	Apple	Think Different.

### Appendix 3. Monthly Circulation Data of Taiwanese Magazines.

Provided by Rainmaker XKM International Corporation in November 2008

Magazine Title		Circulation
<b>Fashion Magazines</b>		
ViVi	唯妳	110,000
with		100,000
Beauty (Pink Edition)	美人誌 (粉紅版)	90,000
Beauty	大美人	85,000
Ray	瑞麗美人 國際中文版	80,000
Jasmine	茉莉	80,000
Man's Style	男人味	80,000
Bang!	街頭流行聖經	80,000
ELLE Taiwan		60,000
Cosmopolitan		60,000
Citta Bella	儂儂	60,000
Marie Claire	美麗佳人	60,000
Men's Uno	男人誌	60,000
For Him Magazine	男人幫	60,000
GQ	瀟灑	55,000
We People	東西名人	50,000
Esquire Taiwan	君子	35,000
<b>Business Magazines</b>		
Business Weekly	商業周刊	150,000
Common Wealth	天下雜誌	110,000
Smart	智富	100,000
Global Views Monthly	遠見雜誌	92,000
Career	職場情報誌	80,000
UBN Weekly	非凡新聞周刊	80,000
Business Next	數位時代	80,000
30 Monthly	30 雜誌	65,000

## **Appendix 4. English-Mixing Coding Manual**

### **V1: Coder ID**

Coder 1 = 1, Coder 2 = 2.

### **V2: Sample ID number:**

Number each entry (English word, phrase, or sentence), starting from #001

### **V3: Sample**

Write down the English word, phrase, or sentence.

### **V4: Magazine**

- 1) *ViVi*.
- 2) *Business Weekly*.

### **V5: Month**

Write down the issued month (e.g. January = 1, December = 12)

### **V6: Page Number**

Write down the page number of the page that advertisement is on. Write down the number of the first page if the advertisement is two-page long.

### **V7: Signature Lines:**

Write down Company/Brand and/or Product name.

### **V8: Country-of-origin:**

- 1) Taiwan.
- 2) Foreign, English-speaking. USA, UK, Canada, Ireland, Australia, New Zealand, South Africa.
- 3) Foreign, Non-English-speaking. None of above.

### **V9: Product Category**

- 1) Durable Products. Cars, furniture/home furnishing/appliances, and electronics.
- 2) Nondurable Products. Food/alcohol/tobacco, laundry and household goods, and personal care products.
- 3) Services. Entertainment, transportation.
- 4) Others. Governmental, institutional.

**V10: Parts of Print Advertisement:**

- 1) Slogans. Corporation slogans that are used in other advertisements and websites.
- 2) Headlines or subheadlines that are presumably meant to attract the readers' attractions.
- 3) Body copy. Descriptions and benefits of the product and service written in one or more sentences.

**V11: Advertising Appeal:**

- 1) Value-Expressive Appeal. Ads that emphasize the emotional benefits for the potential customers.
- 2) Utilitarian Appeal. Ads that emphasize the functional benefits of the product. Also refer to Johar and Sirgy (1991).

**V12.1: Referential Function**

- 1) Yes. English words without equivalent words or expressions in Chinese.
- 2) No.

**V12.2: Poetic Function**

- 1) Yes. English words with linguistic play such as puns and jokes.
- 2) No.

**V12.3: Direct Quotation Function**

- 1) Yes. Corporation slogans in English. English words that are originally in English such as names, titles, sayings, etc.
- 2) No.

**V12.4: Reiteration Function**

- 1) Yes. English words shown along with the same expression in Chinese.
- 2) No.

**V12.5: Ease of Expression Function**

- 1) Yes. English words that can be easily translated to Chinese, but are more commonly used or shorter than Chinese words.
- 2) No.

**V12.6: Euphemism Function**

- 1) Yes. English words with presumable purpose of avoiding embarrassment.
- 2) No.

## Appendix 5. English-Mixing Code Sheet

**V1: Coder ID:**

\_\_\_\_\_

**V2: Sample ID number:**

\_\_\_\_\_

**V3: Sample:**

\_\_\_\_\_

**V4: Magazine**

- 1) *ViVi*.    2) *Business Weekly*.

**V5: Month:**

\_\_\_\_\_

**V6: Page Number:**

\_\_\_\_\_

**V7: Signature Lines:**

\_\_\_\_\_

**V8: Country-of-origin**

- 1) Taiwan.    2) Foreign, English-speaking.    3) Foreign, Non-English-speaking

**V9: Product Category**

- 1) Durable Products.    2) Nondurable Products.  
3) Services.    4) Others.

**V10: Parts of Print Advertisement:**

- 1) Slogans,    2) Headlines and Subheadlines,    3) Body copy.

**V11: Advertising Appeal:**

- 1) Value-Expressive.    2) Utilitarian.

**V12.1: Referential Function**

- 1) Yes.    2) No.

**V12.2: Poetic Function**

- 1) Yes.    2) No.

**V12.3: Direct Quotation Function**

- 1) Yes.    2) No.

**V12.4: Reiteration Function**

- 1) Yes.    2) No.

**V12.5: Ease of Expression Function**

- 1) Yes.    2) No.

**V12.6: Euphemism Function**

- 1) Yes.    2) No.