

1. Introduction

One can witness many facts of internationalization or globalization in everyday life today, and in various ways. The use of foreign languages in local advertising on television and magazines is surely one of the things that make the people feel the change in their society. In Taiwan, foreign languages like English, Japanese, French and Korean are often present in advertising (Wang & Chen, 2006), and overall, English in advertising is positively accepted by the Taiwanese audience, and such trend is expected to continue (Chen, 2006; Manabe, 2006). Over the past few decades, foreign languages in advertising have been analyzed by numerous scholars and researchers; however mostly in linguistic or sociolinguistics studies. It has not been a popular research topic in advertising studies, except the studies of bilingual consumers' behaviors with psychological approaches (e.g., Roslow & Nicholls, 1996; Luna & Peracchio, 2005; Chang, 2006).

Linguistic analyses of English in advertising often focus on the grammatical structures of English (e.g., Martin, 2002; Hsu, 2006; Wang & Chen, 2006; Chen, 2006) or impressions that English gives to the audience (e.g., Bhatia, 1992; Gerritsen *et al.*, 2000). In addition, functions of the use of English in advertising have also been studied by many scholars before. More precisely, the scholars study the functions of English with aspects of code-mixing and code-switching in linguistics studies, and their focuses are the situational

reasons of the choices of foreign language. In spite of the past studies, however, the study of the functions of the use of English in advertising has not yet come to a completion. This is probably due to insufficient literature reviews, subjective analysis of English in advertising, and more. Another critique is that systematic content analysis of the functions of the use of English in advertising in the past is too few. The current study, therefore, first attempts to summarize and criticize the past literature in both linguistics and advertising studies. The literature review is expected to provide fresh perspectives for this line of research.

After the discussions, content analysis is conducted to analyze the functions in print advertisements in two magazines in Taiwan (*ViVi* and *Business Weekly*). There are five research questions: 1) To what extent are the functions of the use of English present in print ads in magazines?, 2) Are there any correlations between country-of-origin and the functions?, 3) Are there any correlations between the parts of an ad and the functions?, 4) Are there any correlations between product categories and the functions?, 5) Are there any correlations between advertising appeals and the functions?