3. Research Method

Content analysis was conducted to analyze the function of the use of English language in advertising in Taiwan in this study.

3.1 Sampling Frame

The most selling magazines from two major categories were selected for this study so that the data would reliably represent today's advertising industry in Taiwan (See Appendix 3): *ViVi* (fashion magazine) and *Business Weekly* (business magazine). These two categories are considered to be the most commonly read magazines among various categories. *ViVi* is the most read monthly magazine from Japan, translated into Chinese. *Business Weekly* is, as the name suggests, a weekly magazine, and its publisher is Taiwanese. These two magazines were selected also because of their different target readers which may reveal respective findings in the analysis: *ViVi* is majorly read by young females of high self-monitoring type, while *Business Weekly* is read by relatively more educated and aged readers with higher income. Time frame of the analysis was the past two years (i.e., 2007-2008).

First Stage of Sampling – Issue Sampling

As the first stage of sampling, a one-year sample was constructed. That is, one January issue, one February issue, one March issue, and so forth were selected for each

magazine.

ViVi is published once a month, but *Business Weekly* is a weekly publication, therefore further sampling was necessary for this magazine. There are four issues from each month; therefore three months were randomly assigned for each week. By this sampling, every week will have equally three issues.

Figure 2. First Stage of Sampling – Issue Sampling (Example)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2007	✓				✓		✓	✓		✓	✓	✓
2008		✓	✓	✓		✓			✓			

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Week 1		2008				2008					2007	
Week 2	2007						2007		2008			
Week 3					2007			2007		2007		
Week 4			2008	2008								2007

*Note: "✓" and highlighted cells represent the chosen issues.

Second Stage of Sampling – Advertisement Sampling

Once the magazine issues were selected, advertisements were screened based on the following criteria: a qualified advertisement must be one page size or larger, and must have at least one English word in it. Then, 10 ads were randomly selected from the qualified ads in each selected issue, thus generating a total number of 120 ads for each magazine.

3.2 Unit of Analysis

Unit of analysis was an independent word or phrase. If a same expression is repeated

within the same component of advertisement (i.e., slogans, headlines and subheadlines, and body copy), it will be coded only once.

Three groups of English expressions were excluded in the present study. First, Gerritsen *et al*. (2007) included English words in the images of the products in their study; however they were disregarded in the current study because such English does not represent the choice of foreign language over local language by the advertisers when designing advertisements. Secondly, Chen (2006) counted expressions in alphabets that are common in Taiwan but not internationally, like *3Q* (which means "Thank you"), *CC* ("Full of Vitamin C"). There are many expressions of this kind that Taiwanese people often use. Other examples are *QQ* ("sticky tactile sense like gummy bears or marshmallows"), *A* ("sexual" or "erotic"), and so on. These expressions are only understood in Taiwanese community and cannot be considered as results of switching to another (foreign) language. Third, e-mail addresses and Internet website URLs were also disregarded in the current study. Gerritsen *et al*. (2007) coded website addresses ending in *.com* as English because .com did not appear in dictionaries for other European languages. They argue that their results show more frequent use of English than Piller's (2001) study possibly because Internet has been penetrated more in 2007 or that Piller did not code them as English. The current study will follow Piller's codification because, again, Internet URLs do not suggest that advertisers chose English instead of Chinese. In addition, symbols (e.g. *$, ml, kg*), were

also disregarded in this study for the same reason.

In addition, proper nouns like product, company, and brand names were disregarded in the current study due to complex definition of English. Although many researchers have reported the brand and products names in advertising are frequently in English (Bhatia, 1992; Hsu, 2000), they do not provide detailed instruction showing how they defined English. In their content analysis, on the contrary, Gerritsen *et al*. (2007) defied English as the words that appear in dictionaries for other European languages, and as a result argued that their results (from data collected in 2004) did not support Piller's results (2001) due to different research designs. Many brand names like Nike, Sony, DAKS, Motorola, Nescafé, and many others are indeed internationally recognized, but are not necessarily in English language. Ahn and La Ferle (2008) conducted an experimental study and concluded that an advertisement presenting a brand name in English with the body copy message in the local language is an effective strategy to enhance recall and recognition. But the English brand name "BOGO" in their study is only Romanization of Korean name "보고."

3.3 Coding Categories: Independent Variables

3.3.1 Product Categories

Even though product categories is a commonly analyzed coding in advertising studies, categorizing method vary from scholar to scholar. Abernethy and Franke (1996) reviewed dozens of content analyses and compiled a comprehensive list of 15 product

categories. But they proposed more useful and applicable categorization of products: durable products, which are cars, furniture/home furnishing/appliances, and electronics, and nondurable products such as food/alcohol/tobacco, laundry and household goods, and personal care products. In the current study, product categories by Cutler and Javalgi (1993) was applied, which include 1) durable products, 2) nondurable products, 3) services, and 4) others. Services include entertainment and transportations, and examples in "others" are governmental and institutional advertising.

3.3.2 Value-Expressive Appeal and Utilitarian Appeal

The collected advertisements were also going to be coded for either Value-Expressive or Utilitarian advertising appeals. Advertisements with a Value-Expressive appeal stress the emotional benefit that the products and services provide to the potential consumers. A utilitarian appeal means that the advertisement describes the product or service and emphasizes its functional benefits.

3.3.3 Parts of an Advertisement

Bhatia's (1992) categorization method of print advertising parts includes the following four parts: 1) signature lines (names of the product, brand, company, and logos), 2) slogans, 3) headlines and subheadlines, and 4) body copy. In later year, Bhatia (2001) suggested that product name (signature lines) is more likely to have English words than other parts of an ad. The purpose of the current study, however, is to study why the

advertisers have chosen English over Chinese in advertising by analyzing the functions of the use of English with linguistic approach. Therefore, Bhatia's codification method but except signature line was applied in this content analysis, thus English in advertising was coded into the following three categories: 1) slogans, 2) headlines and subheadlines, and 3) body copy.

3.4 Coding Categories: Dependent Variables

All English words, phrases, and sentences were coded for one or more of the following six mixing functions, which were discussed earlier with linguistic approach. The analysis with the linguistics and sociolinguistics aspect would also help us understand the advertising language in perspective of the linguistic behavior of the audience. The following explains in what situation each function is present.

Referential Function
– When there is no equivalent expression in Chinese language.
Poetic Function
– When expression includes puns and jokes.
Direct Quotation Function
– When slogans, proper nouns, and common phrases in English are quoted.
Reiteration Function
– When the same expression is repeated in English and in Chinese.
Ease of Expression Function
– When English expression is shorter, more convenient, or more common than the equivalent expression in Chinese.
Euphemism Function
– When avoiding embarrassing or negative expressions in Chinese.

3.5 Intercoder Reliability

Two coders (including the researcher) worked on this project. The first training session was about four hours, when the coders went through the coding sheets and practiced with 12 examples. Then, since *Pilot Study* with 24 samples showed satisfying intercoder reliability level, the rest of the samples were coded in three *Waves*, where each *Wave* includes 68 samples. 24 samples (10%) from each *Wave* were coded by both coders and tested for intercoder reliability. Total of 96 samples were used for calculating intercoder reliability, which accounts for 40% of all the samples content-analyzed. Holsti and Scott's methods of testing the intercoder reliability were applied. According to Wimmer and Dominick (2000), 90% and higher in Holsti's method and 75% and higher in Scott's method would represent that the analysis is fairly reliable. The results of the current content analysis were reliable for all the variables (See Table 1).

Table 1. Intercoder Reliability

		Country of Origin	Product Category	Parts of an Ad	Advertising Appeal
Pilot Study	Holsti	100.0%	100.0%	88.5%	91.8%
	Scott	1	1	0.846	0.847
Wave 1	Holsti	100.0%	100.0%	91.3%	93.1%
	Scott	1	1	0.882	0.876
Wave 2	Holsti	100.0%	100.0%	92.2%	96.1%
	Scott	1	1	0.901	0.946
Wave 3	Holsti	100.0%	98.1%	96.3%	90.7%
	Scott	1	0.969	0.948	0.874

		Referential	Poetic	Direct Quotation	Reiteration	Ease of Expression	Euphemism
Pilot Study	Holsti	98.3%	100.0%	95.0%	96.7%	93.4%	100.0%
	Scott	0.96	1	0.922	0.943	0.904	1
Wave 1	Holsti	100.0%	100.0%	94.8%	100.0%	91.3%	100.0%
	Scott	1	1	0.923	1	0.872	1
Wave 2	Holsti	100.0%	100.0%	96.1%	100.0%	94.1%	100.0%
	Scott	1	1	0.942	1	0.921	1
Wave 3	Holsti	100.0%	100.0%	100.0%	100.0%	94.4%	100.0%
	Scott	1	1	1	1	0.919	1