4. Results

The total of 240 samples (513 cases/units) were collected and content-analyzed in the current study. Descriptive frequency analysis and crosstab analysis were conducted in SPSS.

4.1 RQ1: The Functions of the Use of English in Advertisements

RQ1: To what extent are the functions of the use of English present in print ads in magazines? The frequency analysis shows all the six functions are present in Taiwanese advertising (See Table 2), but at various levels: in descending order, Ease of Expression (*N*= 262, 51.07% of all 513 units content-analyzed), Direct Quotation (*N*= 107), Reiteration (*N*= 58), Referential functions (*N*= 36), Poetic (*N*= 7) and Euphemism Function (*N*= 1).

Table 2. Frequency Analysis of the Functions of the Use of English in Advertising

	Referential		Poetic		Direct Quotation		Reiteration		Ease of Expression		Euphemism		None of the Above	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%
ViVi	25	4.87	2	0.39	32	6.24	16	3.12	166	32.36	1	0.19	23	4.48
Business Weekly	11	2.14	5	0.97	75	14.62	42	8.19	96	18.71	0	0.00	28	5.46
Total	36	7.01	7	1.36	107	20.86	58	11.31	262	51.07	1	0.19	51	9.94

4.1.1 Ease of Expression Function

The results showed the most frequently used function is Ease of Expression Function (*N*= 262, 51.1% of 513 units). Most of the cases of this function were one word or made of a few words. Commonly found examples are general words like *OK*, *new*, *free*,

play, *yes/no*, *top*, *new open*, *happy*, *check*, *e-mail*, *spring/summer/autumn/winter collection*, prepositions and particles like *in*, *by*, *up*, *with*, as well as abbreviations like *CEO*, *UV*, *SPF*, *VIP*, *DVD*, and *GPS*. Ads in *ViVi* magazine use this function significantly more than those in *Business Weekly*.

Table 3. Crosstab Analysis between Magazines and Ease of Expression Function

| | | | Ease of Expression | | |
			no	yes	Total
Magazine	*ViVi*	Count	97	166	263
		% within Magazine	36.9%	63.1%	100.0%
	Business Weekly	Count	154	96	250
		% within Magazine	61.6%	38.4%	100.0%
Total		Count	251	262	513
		% within Magazine	48.9%	51.1%	100.0%

*Note: π^2=31.34, *df*= 1, *p*< .001

Figure 3. Example of Ease of Expression Function – *ok*
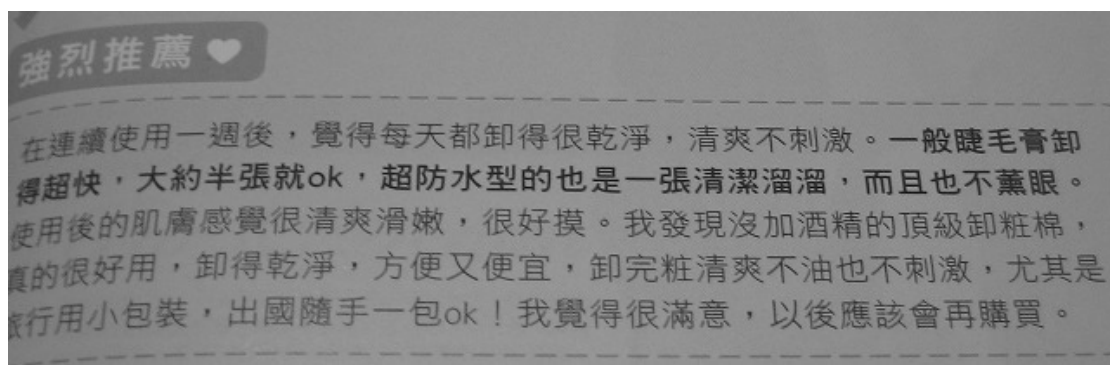
*Note: Kao, February, 2007, *ViVi*.

4.1.2 Direct Quotation Function

Direct Quotation Function was found to be often present (*N*= 107, 20.86% of 513 units). Most of the cases coded as this function were corporation slogans (*N*= 68, 63.6% of

107), like Panasonic's "ideas for life" (See Figure 5). Besides corporation slogans, other

examples include: Example 1) Original expressions such as trademark footnotes like Intel's

"Intel, the Intel logo, Centrino and Centrino Inside are trademarks of Intel Corporation in

the U.S.," Example 2) Copyright footnotes like Just Gold's "All rights reserved. Copyright

2007 by Just Gold Company Limited," Example 3) The name of an American bond fund

"Lehman Brothers U.S. Government Index" in AIG's ad, Example 4) A course title "The

U.S. Model for Economic Competitiveness" in NCCU's ad for its international program,

and Example 5) Direct quotations from the third party like ASUS's ad which quotes The

Wall Street Journal Asia "品質, 服務 No.1 (Quality, Service No.1)," and Zenith's ad

which quotes Friedrich Nietzsche "Whatever does not destroy me makes me stronger." This

function appears more frequently in *Business Weekly* than in *ViVi* (π^2= 24.69, *df*= 1, *p*< .001)

as shown in Table 4.

Table 4. Crosstab Analysis between Magazines and Direct Quotation Function

			Direct Quotation		Total
			no	yes	
Magazine	*ViVi*	Count	231	32	263
		% within Magazine	87.8%	12.2%	100.0%
	Business Weekly	Count	175	75	250
		% within Magazine	70.0%	30.0%	100.0%
Total		Count	406	107	513
		% within Magazine	79.1%	20.9%	100.0%

*Note: π^2= 24.69, *df*= 1, *p*< .001

Figure 4. Example of Direct Quotation Function – *ideas for life*
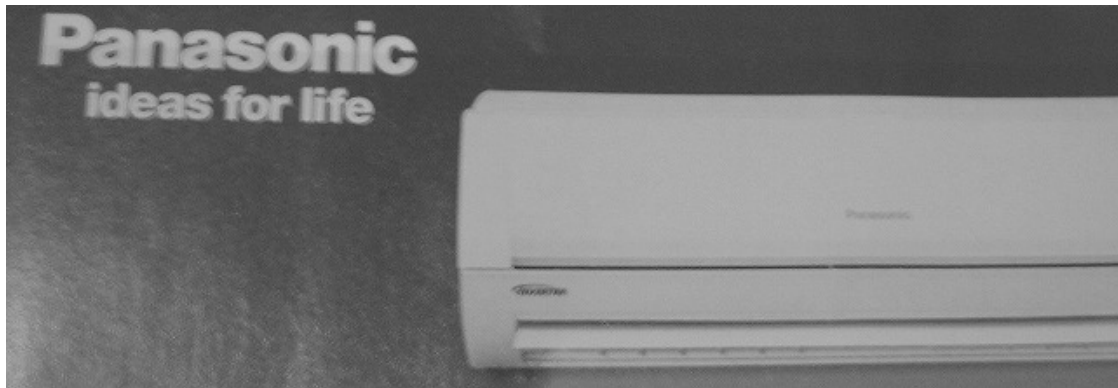
*Note: Panasonic, April, 2007, *Business Weekly.*

4.1.3 Reiteration Function

The results showed significantly many cases of the Reiteration Function (N= 58, 11.31% of 513 units). In most cases, technical terms in body copy that are considered to be unfamiliar to the audience appear with Chinese translations, like *Baroque* (巴洛克式的) in Mia Jewelry's ad, *Licorice Extract* (甘草精華) in NIVEA's sun lotion ad, and *Hybrid Ecology System* (雙水流環保科技) in TOTO's toilet ad. This function is significantly more present in *Business Weekly* than in *ViVi* (π^2= 14.68, *df*= 1, *p*< .001) as shown in Table 5. In addition, Reiteration Function showed correlation with all four variables unlike other functions; country-of-origin (π^2= 6.14, *df*= 2, *p*< .05), the parts of an ad (π^2= 10.60, *df*= 2, *p*< .01), product category (π^2= 17.30, *df*= 3, *p*< .001), and the advertising appeals (π^2= 11.18, *df*= 1, *p*< .001).

Table 5. Crosstab Analysis between Magazines and Reiteration Function

			Reiteration		Total
			no	yes	
Magazine	*ViVi*	Count	247	16	263
		% within Magazine	93.9%	6.1%	100.0%
	Business Weekly	Count	208	42	250
		% within Magazine	83.2%	16.8%	100.0%
Total		Count	455	58	513
		% within Magazine	88.7%	11.3%	100.0%

*Note: π^2= 14.68, *df*= 1, *p*< .001

Figure 5. Example of Reiteration Function –*Hybrid Ecology System*
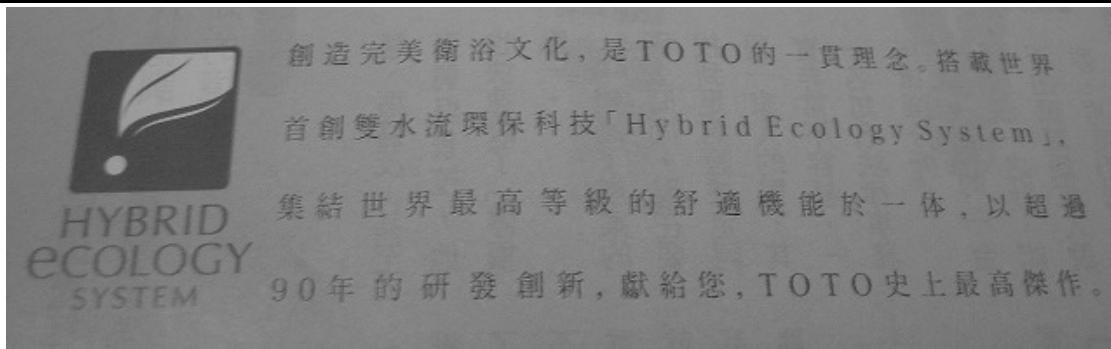
*Note: TOTO, October, 2008, *Business Weekly.*

4.1.4 Referential Function

Many cases of Referential Function were found in the analysis (*N*= 36, 7.01% of 513 units). The examples of this function were, in descending order: *Spa* (*N*= 7), *Look* (*N*= 6), *Bling Bling* (*N*= 4), *MP3*, *high*, *featuring*, *dress code* (*N*= 2), and several others. This function is significantly more present in *Vivi* than in *Business Weekly* (π^2= 5.12, *df*= 1, *p*< .05) as shown in Table 6.

Table 6. Crosstab Analysis between Magazines and Referential Function

			Referential		
			no	yes	Total
Magazine	*ViVi*	Count	238	25	263
		% within Magazine	90.5%	9.5%	100.0%
	Business Weekly	Count	239	11	250
		% within Magazine	95.6%	4.4%	100.0%
Total		Count	477	36	513
		% within Magazine	93.0%	7.0%	100.0%

*Note: $\pi^2 = 5.12$, $df = 1$, $p < .05$

Figure 6. Example of Referential Function - *Spa*
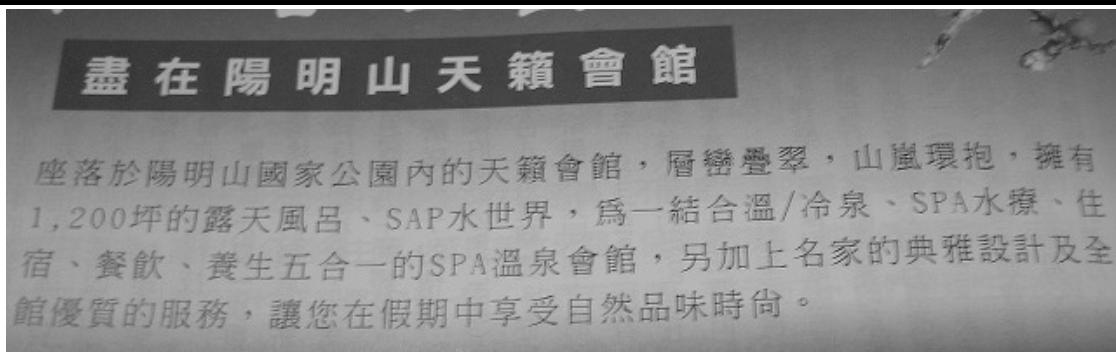
*Note: Tien Lai, January, 2008, *Business Weekly*. "SAP" is a result of misspelling.

4.1.5 Poetic Function

Only seven cases (See Table 7) were found to be the Poetic Function ($N = 7$, 1.36% of 513 units). No significant correlation between the magazines and this function was found ($p =$ n.s.).

Table 7. Content-Analyzed Cases of Poetic Function

| Cases of Poetic Function (Translation)	Product Type, "Name"	Company
"Find your way with just one TOUCH"	Cell phone, "TOUCH"	htc
"Drive with Assurance"	Tire, "Assurance"	Goodyear
"發現 SECRET 探索永恆"	Cell phone, "SECRET"	LG
(Find secret, explorer the eternity)		
"The computer is personal again,"	Computers	HP
"Every case has a story."	Suitcases	Remowa
"酷玩 Fun 電貴公子"	Hair styling wax & spray	Vidal Sassoon
(Cool, Fun, and Attractive Gentle Man)		
"我 white 透"	Whitening sun lotion	NIVEA
(Bad girl with totally white skin)		

Figure 7. Example of Poetic Function - *white*
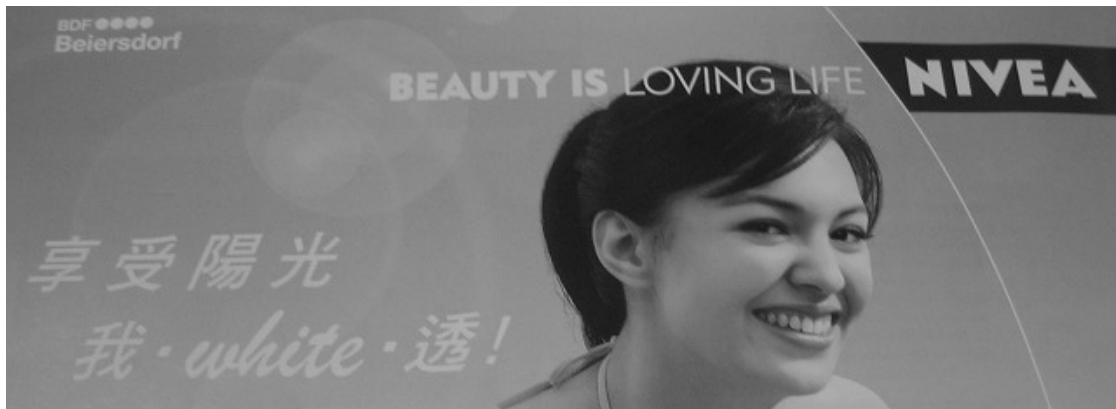
*Note: NIVEA, August, 2008, *ViVi.*

4.1.6 Euphemism Function

The only case of Euphemism Function found in the analysis was *MC*, which stands for Menstrual Cycle (*N*= 1, 0.19% of 513 units). This case was found in a Clarins' body care product ad in *ViVi* magazine, and appeared in the middle of a descriptive body copy in Chinese language.

Figure 8. Example of Euphemism Function – *MC*

多餘水分OUT，V臉出線　水分平衡不良
超V型緊容面膜，含有薏仁、銀杏葉等高效緊緻配方
將多餘水分、廢物打包帶走。將面膜冰起來再敷，緊
MC期間、熬夜後、跑趴前、婚前保養，密集敷臉，
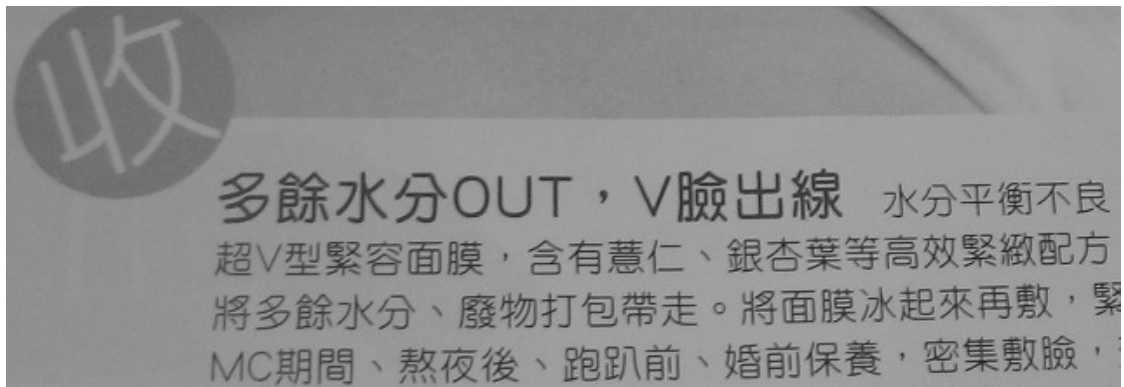
*Note: Clarins, October, 2008, *ViVi*.

4.1.7 None of the Above Functions

A total of 51 units (9.9% of 513 units) found coded "no" for the above functions. Table 8 shows the results of descriptive frequency test, which shows, for example: 1) Ads of products from foreign English-speaking countries showed especially low frequency of the use of English that serves none of the six code-mixing functions (*N*= 1, 1.2% of 84 units), 2) One out of four headlines (*N*= 38, 25.0% of 152 units) has none of the six functions, and 3) Advertisements with a Value-Expressive appeal showed higher frequency of the use of English without any of the six code-mixing functions (*N*= 27, 14.1% of 191 units) than those with a Utilitarian appeal.

Table 8. The Units Not Coded for Any of the Six Mixing Functions.

		Units not coded for any of the functions	Total units content-analyzed	% of Total
County-of-Origin	Taiwan	27	192	14.1%
	Foreign, English-speaking	1	84	1.2%
	Foreign, Non-English-speaking	23	237	9.7%
Parts	Slogans	2	72	2.8%
	Headlines and Subheadlines	38	152	25.0%
	Body copy	11	289	3.8%
Product Category	Durable Products	24	196	12.2%
	Nondurable Products	21	245	8.6%
	Services	4	54	7.4%
	Others	2	18	11.1%
Advertising Appeal	Value-Expressive	27	191	14.1%
	Utilitarian	24	322	7.5%
Total		51	513	9.9%

4.2 RQ2: Country-of-Origin and the Functions

RQ2: Are there any correlations between country-of-origin and the functions? There are no correlations found between country-of-origin (Taiwanese, foreign English-speaking, foreign non-English-speaking) and the functions of the use of English in advertising, except the Reiteration Function ($\pi^2= 6.14$, *df*= 2, *p*< .05), as shown in Table 9. Country-of-origin does not have correlations with other functions: Referential (*p*= n.s.), Poetic (*p*= n.s.), Direct Quotation (*p*= n.s.), Ease of Expression (*p*= n.s.), Euphemism Function (*p*= n.s.).

4.2.1 Country-of-Origin and Reiteration Function

The country-of-origin of the product or service has significant influence on the use of English with Reiteration Function ($\pi^2= 6.14$, *df*= 2, *p*< .05). The results show that advertisers from English-speaking foreign countries (*N*= 16, 19.0% of 84 units) apply

Reiteration Function more often than other advertisers.

Table 9. Crosstab Analysis between Country-of-origin and Reiteration Function

| | | | Reiteration | | |
			no	yes	Total
Country-of-origin	Taiwan	Count	172	20	192
		% within Country-of-origin	89.6%	10.4%	100.0%
	Foreign	Count	68	16	84
	English-speaking	% within Country-of-origin	81.0%	19.0%	100.0%
	Foreign Non-	Count	215	22	237
	English-speaking	% within Country-of-origin	90.7%	9.3%	100.0%
Total		Count	455	58	513
		% within Country-of-origin	88.7%	11.3%	100.0%

*Note: π^2= 6.14, *df*= 2, *p*< .05

4.3 RQ3: The Parts of an Ad and the Functions

RQ3: Are there any correlations between the parts of an ad and the functions? Five

out of six functions have correlations with the parts of an ad (slogan, headline and

subheadline, and body copy), except for one function. The five functions found to be

correlated with the parts of an ad are: Referential (π^2= 7.34, *df*= 2, *p*< .05), Poetic (π^2=

10.76, *df*= 2, *p*< .01), Direct Quotation (π^2= 275.47, *df*= 2, *p*< .001), Reiteration (π^2= 10.60,

df= 2, *p*< .01), and Ease of Expression (π^2= 91.69, *df*= 2, *p*< .001). The only exception was

the Euphemism function (*p*= n.s.).

4.3.1 The Parts of an Ad and Referential Function

Referential function is present significantly more often in body copy (π^2= 7.34, *df*= 2,

p< .05) than in slogan or in body copy parts of an ad.

Table 10. Crosstab Analysis between Parts of an Ad and Referential Function

			Referential		
			no	yes	Total
Parts	Slogans	Count	70	2	72
		% within Parts	97.2%	2.8%	100.0%
	Headlines	Count	146	6	152
		% within Parts	96.1%	3.9%	100.0%
	Body Copy	Count	261	28	289
		% within Parts	90.3%	9.7%	100.0%
Total		Count	477	36	513
		% within Parts	93.0%	7.0%	100.0%

*Note: π^2= 7.34, *df*= 2, *p*< .05

4.3.2 The Parts of an Ad and Poetic Function

The parts of the ads and Poetic Function show significant correlation (π^2= 10.76, *df*= 2, *p*< .01), where headlines and subheadlines have this function more frequently (*N*= 6, 3.9% of 152 units) than other parts of an ad.

Table 11. Crosstab Analysis between Parts of an Ad and Poetic Function

			Poetic		
			no	yes	Total
Parts	Slogans	Count	72	0	72
		% within Parts	100.0%	.0%	100.0%
	Headlines	Count	146	6	152
		% within Parts	96.1%	3.9%	100.0%
	Body Copy	Count	288	1	289
		% within Parts	99.7%	.3%	100.0%
Total		Count	506	7	513
		% within Parts	98.6%	1.4%	100.0%

*Note: π^2= 10.76, *df*= 2, *p*< .01

4.3.3 The Parts of an Ad and Direct Quotation Function

The result showed the parts of the ads and Direct Quotation Function show

significant correlation (π^2= 275.47, *df*= 2, *p*< .001); as this function is often present in slogan part of an ad (*N*= 68, 94.4%% of 72 units).

Table 12. Crosstab Analysis between Parts of an Ad and Direct Quotation Function

			Direct Quotation		
			No	yes	Total
Parts	Slogans	Count	4	68	72
		% within Components	5.6%	94.4%	100.0%
	Headlines	Count	142	10	152
		% within Components	93.4%	6.6%	100.0%
	Body Copy	Count	260	29	289
		% within Components	90.0%	10.0%	100.0%
Total		Count	406	107	513
		% within Components	79.1%	20.9%	100.0%

*Note: π^2= 275.47, *df*= 2, *p*< .001

4.3.4 The Parts of an Ad and Reiteration Function

The correlation between the parts of an ad and Reiteration Function is significant (π^2= 10.60, *df*= 2, *p*< .01), where body copy significantly more frequently has this function (*N*= 44, 15.2% of 289 units).

Table 13. Crosstab Analysis between Parts of an Ad and Reiteration Function

			Reiteration		
			no	yes	Total
Parts	Slogans	Count	69	3	72
		% within Parts	95.8%	4.2%	100.0%
	Headlines	Count	141	11	152
		% within Parts	92.8%	7.2%	100.0%
	Body Copy	Count	245	44	289
		% within Parts	84.8%	15.2%	100.0%
Total		Count	455	58	513
		% within Parts	88.7%	11.3%	100.0%

*Note: π^2= 10.60, *df*= 2, *p*< .01

4.3.5 The Parts of an Ad and Ease of Expression Function

The results showed there is correlation between the parts of an ad and Ease of Expression Function (π^2= 91.69, *df*= 2, *p*< .001), more precisely, this function is present in headlines and body copy, but never in slogans.

Table 14. Crosstab Analysis between Parts of an Ad and Ease of Expression Function

			Ease of Expression		Total
			no	yes	
Parts	Slogans	Count	72	0	72
		% within Components	100.0%	.0%	100.0%
	Headlines	Count	72	80	152
		% within Components	47.4%	52.6%	100.0%
	Body Copy	Count	107	182	289
		% within Components	37.0%	63.0%	100.0%
Total		Count	251	262	513
		% within Components	48.9%	51.1%	100.0%

*Note: π^2= 91.69, *df*= 2, *p*< .001

4.4 RQ4: Product Category and the Functions

RQ4: Are there any correlations between product categories and the functions?

There were four coding categories: durable products, non-durable products, services, and others. The result did not show clear answer to this research question, as three functions out of six showed correlations with product categories: Direct Quotation (π^2= 9.60, *df*= 3, *p*< .05), Reiteration (π^2= 17.30, *df*= 3, *p*< .001) Ease of Expression (π^2= 22.44, *df*= 3, *p*< .001). Other three functions were not found to be correlated with product categories: Referential (*p*= n.s.), Poetic (*p*= n.s.), and Euphemism (*p*= n.s.).

4.4.1 Product Category and Direct Quotation Function

The results showed that the Direct Quotation Function depends on product category (9.60, *df*= 3, *p*< .05). Ads for Non-Durable products do not have this function as often as other types of products or services (*N*= 37, 15.1% of 245 units).

Table 15. Crosstab Analysis between Product Category and Direct Quotation Function

			Direct Quotation		
			no	yes	Total
Product Category	Durable Product	Count	144	52	196
		% within Product Category	73.5%	26.5%	100.0%
	Non Durable Product	Count	208	37	245
		% within Product Category	84.9%	15.1%	100.0%
	Services	Count	40	14	54
		% within Product Category	74.1%	25.9%	100.0%
	Others	Count	14	4	18
		% within Product Category	77.8%	22.2%	100.0%
Total		Count	406	107	513
		% within Product Category	79.1%	20.9%	100.0%

*Note: π^2= 9.60, *df*= 3, *p*< .01

4.4.2 Product Category and Reiteration Function

Product category also influences the use of English with Reiteration Function (π^2= 17.30, *df*= 3, *p*< .001). Advertising for university showed more tendency to have this function (*N*= 7, 38.9% of 18 units) than other product categories.

Table 16. Crosstab Analysis between Product Category and Reiteration Function

			Reiteration		Total
			no	yes	
Product Category	Durable Product	Count	171	25	196
		% within Product Category	87.2%	12.8%	100.0%
	Non Durable Product	Count	226	19	245
		% within Product Category	92.2%	7.8%	100.0%
	Services	Count	47	7	54
		% within Product Category	87.0%	13.0%	100.0%
	Others	Count	11	7	18
		% within Product Category	61.1%	38.9%	100.0%
Total		Count	455	58	513
		% within Product Category	88.7%	11.3%	100.0%

*Note: π^2= 17.30, *df*= 3, *p*< .001

4.4.3 Product Category and Ease of Expression Function

The result showed that there is significant correlation between product category and Ease of Expression Function (π^2= 22.44, *df*= 3, *p*< .001). Ads for non-durable products have significantly more Ease of Expression function than other kinds of products or services.

Table 17. Crosstab Analysis between Product Category and Ease of Expression Function

			Ease of Expression		Total
			no	yes	
Product Category	Durable Product	Count	112	84	196
		% within Product Category	57.1%	42.9%	100.0%
	Non Durable Product	Count	94	151	245
		% within Product Category	38.4%	61.6%	100.0%
	Services	Count	32	22	54
		% within Product Category	59.3%	40.7%	100.0%
	Others	Count	13	5	18
		% within Product Category	72.2%	27.8%	100.0%
Total		Count	251	262	513
		% within Product Category	48.9%	51.1%	100.0%

*Note: π^2= 22.44, *df*= 3, *p*< .001

4.5 RQ5: Advertising Appeals and the Functions

RQ5: Are there any correlations between advertising appeals and the functions?

The analysis did not show significant correlations between advertising appeals and the functions of the use of English: Referential (*p*= n.s.), Poetic (*p*= n.s.), Direct Quotation (*p*= n.s.), Ease of Expression (*p*= n.s.), Euphemism (*p*= n.s.). There is only one function correlated to advertising appeals: Reiteration Function (π^2= 11.18, *df*= 1, *p*< .001).

4.5.1 Advertising Appeal and Reiteration Function

The analysis showed that correlation between the Advertising Appeal and Reiteration Function is evident (π^2= 11.18, *df*= 1, *p*< .001). Advertisements with a Utilitarian Appeal have significantly more tendency to have this function than those with a Value-Expressive Appeal.

Table 18. Crosstab Analysis between Advertising Appeal and Reiteration Function

			Reiteration		
			no	yes	Total
Appeal	Value-Expressive	Count	181	10	191
		% within Appeal	94.8%	5.2%	100.0%
	Utilitarian	Count	274	48	322
		% within Appeal	85.1%	14.9%	100.0%
Total		Count	455	58	513
		% within Appeal	88.7%	11.3%	100.0%

*Note: π^2= 11.18, *df*= 1, *p*< .001