

## 5. Discussions and Conclusion

The results from the quantitative analysis are interpreted in this chapter for each research question. The functions of the use of English in advertisements are discussed, and later ten significant correlations between the variables and the functions found in the descriptive crosstab analysis are discussed.

### 5.1 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?* Ease of Expression (Lu, 1991), Direct Quotation and Reiteration (Gumperz, 1982), and Referential (Appel & Muysken, 1987) Functions are four most frequently applied functions of the use of English in Taiwanese Advertising. Like many previous researchers have done in qualitative analysis (e.g. Huang, 1986; Bhatia, 1992; Chang, 2001; Chen, 2006), bilingual advertising can also be studied in quantitative analysis from conversational code-mixing functional approach. Poetic (Appel & Muysken, 1987) and Euphemism (Li, 2000) Functions are rather rare, but are still recognized as applicable methods of linguistic communication in advertising. Although not very often used, these two functions allow the Taiwanese advertisers to produce creative communications (Poetic Function) and also avoid culturally sensitive matters (Euphemism).

#### *Ease of Expression Function*

The results showed the most frequently used function is Ease of Expression

Function, which serves when English expressions are chosen over Chinese because they are shorter, more convenient and common, or appropriate in the given situation (Lu, 1991; Li, 2000). This means one half of English that appear in Taiwanese print advertising are general terms without translations being provided, and they are used even though the same expressions can be written in Chinese language (See Figure 7). Significantly more examples of this function were found in *ViVi* magazines. This is because ads in *ViVi* have more tendencies to have English words as attention-getting devices than those in *Business Weekly*, which include Vestergaard and Schrøder's examples like *now, new, best* (cited in Martin, 2007).

The definition of Ease of Expression by Lu (1991), and Li's *Principle of Economy* (2000), are as not as specific as other mixing functions such as those proposed by Gumperz, Appel and Muysken, and Poplack, which may have been the reason why this function turned out to be most frequent function in the analysis. For instance, *e-mail* is more commonly used in daily conversation than 電子郵件, 全球定位系統 and 衛星導航系統 are also often heard and seen but *GPS* is much shorter, and in many cases English prepositions makes the sentence shorter than it ought to be fully in Chinese thus they are used as convenient solutions. Since the definition of Ease of Expression is rather broad, and use of the functions is highly frequent in Taiwanese advertising, more detailed analysis shall be necessary in the future research.

### *Direct Quotation Function*

The results show that significantly many cases of the English that appear in Taiwanese advertising are expressions originally in English, and have not been translated into Chinese. This supports De Mooij (1994) claiming that advertisers “believe that everybody understands English” (cited in Gerritsen *et al.*, 2000). This tendency is especially evident in *Business Weekly*. As reported in the previous chapter, significantly many cases of Ease of Expression Function were found in *ViVi* and those examples were simple, single words, and easy to understand. On the other hand, most of the examples of Direct Quotation Function found in *Business Weekly* are relatively longer and written in English grammar. The advertisers assume that the target readers of *Business Weekly*, who are more educated and aged than the readers of *ViVi*, can understand grammatical structure of English.

### *Reiteration Function*

Gumperz (1982) discusses that Reiteration Function serves to clarify, amplify, or emphasize the message. In Taiwanese advertising, messages are often provided in two languages; in the original languages (English) and the language that is native to the audience (Chinese). Many examples were found in body copy, which are considered to be unfamiliar to the audience appear. Those examples clarify the information as Gumperz discusses, so this function is used when the advertiser strongly wishes that the audience understands the given information. Other examples are slogans and headlines repeated in two languages, and they amplify or emphasize the message as Gumperz argues. Those

examples might simultaneously have other functions like Attention-Getting or Impression-Giving functions.

This function has never been discussed in the previous studies of the use of English in advertising, probably because only the English parts but the messages in the host language have been analyzed, and the relation between the host and foreign language has never been focused. That being said, it is a significant finding that Reiteration Functions has correlation with all four variables (country-of-origin, parts of an ad, product categories, and advertising appeals). Each correlation between the variables and this function is discussed later.

Reiteration Function is significantly more present in *Business Weekly*. Table 18 and Table 19 help us understand why the analysis showed such a result. As shown in Table 18, Reiteration Functions is more often present in the ads with a Utilitarian appeal ( $\pi^2 = 11.18$ ,  $df = 1$ ,  $p < .001$ ), meanwhile, *Business Weekly* shows high frequency of the Utilitarian appeal as shown in Table 19 ( $\pi^2 = 34.358$ ,  $df = 1$ ,  $p < .001$ ). Ads with a Utilitarian appeal stress the functional benefit that the product provides to the consumers and their advertising messages tend to be more informative than those with a Value-Expressive Appeal (Snyder & DeBono, 1985), thus Reiteration Functions, that is repetition in English and Chinese, is a useful tool for a Utilitarian appeal with English phrase that is potentially unfamiliar to the audience.

Therefore, ads in *Business Weekly* show significantly more presence of Reiteration Function because of frequent use of the Utilitarian appeal.

Table 19. Crosstab Analysis between Magazines and Advertising Appeal

Magazine			Appeal		Total
			Valute-Expressive	Utilitarian	
ViVi	Count		130	133	263
	% within Magazine		49.4%	50.6%	100.0%
Business Weekly	Count		61	189	250
	% within Magazine		24.4%	75.6%	100.0%
Total	Count		191	322	513
	% within Magazine		37.2%	62.8%	100.0%

\*Note:  $\pi^2 = 34.358$ ,  $df = 1$ ,  $p < .001$

### *Referential Function*

In Chen's study (2006), the noun word *Spa* was the most frequent English word that appeared in Taiwanese advertising, and the current study shows the same result as Chen's. This function is significantly more present in *ViVi* than in *Business Weekly*. Examples found in *ViVi* are short terms like *Spa*, *Look*, *Bling Bling*, *featuring*, and *dress code*. The target readers of this magazine are young females. It is suggested that in this particular community, their verbal communications are not limited to Chinese language, but short English expressions (made of no more the two words) are often used to enrich expressions by young Taiwanese females.

### *Poetic Function*

The seven examples of Poetic Function shown in Table 7 can be categorized into

three groups which include: 1) Name of the product, 2) Product category, and 3) Bilingual pun.

First group is examples from htc, Goodyear, and LG, in which the original meanings of the words remain in the name of the products or services. For example, car tire dealer Goodyear introduces a tire called “Assurance” with a headline “Drive with Assurance” which reminds the drivers of safe drives. In the second group, the English word means the general meanings and they simultaneously describe the product categories, such as computers and suitcases. In the first and second groups, these headlines allow the readers to associate the products with their benefits and memorize the information more easily, since the one phrase gives two pieces of information at the same time.

And finally, there were two bilingual puns found in the study. One of them was exactly the same example as Li’s (2000) study in Cantonese speaking community in Hong Kong; Vidal Sassoon’s hair styling wax and spray ad has a phrase “酷玩 Fun 電貴公子” (Cool, Fun, and Attractive Gentle Man). *Fun 電* implies a Chinese word 放電 (pronounced as *fang dian* in Hanyu Pinyin), which means to be attractive (to the opposite gender). The other case was the headline “我 white 透” in NIVEA’s whiting sun lotion ad (See Figure 4). Other than *white* skin, 透 suggests transparent skin, and *white 透* could also mean totally white. On top of that, what makes it a bilingual pun is that the

pronunciation of *white* 透 is similar to a Chinese word 壞透 (*huai tou*), meaning bad (i.e. a bad girl), which gets the attention of the readers (note that this is in the headline).

Besides the linguistic code-mixing functions, one may say that these examples of Poetic Function, especially those in headline, simultaneously have Attention-Getting function (Martin, 2000). Even though the frequency is not as high as other functions, the current content analysis shows that Poetic Function is certainly one of communication tools by advertisers, and supports other researchers (Tanaka, 1994; Lee, 1998; Li, 2000)

#### *Euphemism Function*

The only case of Euphemism Function found in the analysis was *MC*, which stands for Menstrual Cycle. This case was found in a Clarins' body care product ad in *ViVi* magazine, and appeared in a descriptive body copy in Chinese language. Li (2000) discusses that Euphemism function allows people to avoid mentioning potentially embarrassing words; and his example was *bra* because the equivalent expression in Chinese cannot be without containing words of female body parts like *breast*. In Taiwan, the Chinese word for menstrual cycle is often replaced with other indirect expressions in Chinese, like 那個 (that one), 大姨媽 (big aunt), 小紅 (little red), or even in English, like *MC*. The frequency analysis suggests that Euphemism is not frequently present in advertising; however it serves in specific situations.

### *Other Mixing Functions*

There were a total of 51 units that were coded as none of the six functions in the dependent variables. These examples were found most frequently in the headlines or subheadlines, which are long phrases and sentences composed with several words. One out of four headlines showed none of six functions, thus they are very likely to have Attention-Getting or Impression-Giving functions, but no linguistic mixing functions. Some single words like “Japan,” “imagine,” and “luxury” were found in the analysis as well, however the use of English in these examples cannot be explained by the functions proposed by Gumperz (1982), Appel and Muysken (1987), Poplack (1980) or any other linguistic studies. Not only were they without any translations provided (Reiteration), but they do not solve any linguistic constraint (Referential, Ease of Expression, Euphemism), nor make the advertising message more creative or reliable (Poetic, Direct Quotation). Again, no mixing functions but Attention-Getting or Impression-Giving Function would explain such choice of English in advertising.

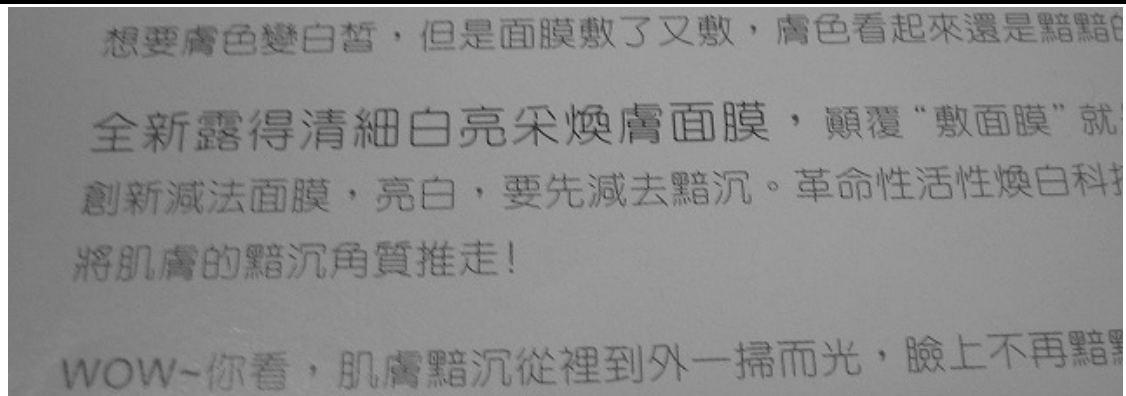
Advertisements with a Value-Expressive appeal showed higher frequency of the use of English without code-mixing functions than those with a Utilitarian appeal. This can also be explained that ads with a Value-Expressive appeal aim to gain attentions of the readers with words in English, or to give certain emotional values and benefits that people can more easily associate with English than with Chinese. Advertisers from English-speaking foreign



countries showed especially low frequency of the use of English without mixing functions. This suggests that they have specific sociolinguistic motivations when they use English in advertising, and that more local Taiwanese advertisers and those from non-English-speaking foreign countries tend to have headlines in English without translations. None of the parts of the ad seems to have particularly strong correlation with the use of English without mixing functions.

The mixing functions that were excluded from variables are; *Discourse markers* (Hasselmo, 1970), *Emblematic function* (Poplack, 1980), *Interjection*, *Message Qualification*, and *Personalization versus Objectivization* functions (Gumperz, 1982) *Direction*, *Phatic*, and *Metalinguistic* functions (Appel & Muysken, 1987). These functions were excluded because it was considered to be rare cases in advertising message. There was, however, one example that showed one of those functions. The body copy in the ad by Neutrogena was written fully in Chinese, except for one English word “WOW” at the beginning of the last sentence (See Figure 9). This case could be an example of Gumperz’s Interjection. Gumperz introduces Interjection as one of the cases of code-switching, however, does not explain why bilingual speakers show such behavior. Nevertheless, even though Interjection function has never been discussed in bilingual advertising communications, it could be one of functions of the use of English in advertising in Taiwan.

Figure 9. Example of Interjection Function – *WOW*



\*Note: Neutrogena, August, 2008, *ViVi*.

## 5.2 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. In the previous studies, some researchers concluded that the frequency of the use of foreign language and the products' country-of-origin has no correlations, whereas other researchers claimed otherwise. This result supports the first group of researchers (Neelankavil *et al.*, 1995; Wang & Yang, 2006), and suggests that most of the functions are used by all kinds of advertisers in Taiwan, regardless of where they are originally from.

Only the Reiteration Function was found to be significantly correlated with the country-of-origin. The results show that advertisers from English-speaking foreign countries are more likely to repeat the same word or phrase in English and Chinese than local

Taiwanese and Non-English-speaking advertisers are. Those cases of English-speaking advertisers appear most frequently in body copy of an ad, and in ads with a Utilitarian appeal. This suggests that English-speaking advertisers chose to include both the expressions common to the advertisers themselves as well as the expressions common to the consumer society when describing the functional benefits of the products in the body copy, so that it causes the least confusions and misunderstandings.

### **5.3 RQ3: The Parts of an Ad and the Functions**

*RQ3: Are there any correlations between the parts of an ad and the functions?* The content analysis showed that there are correlations between the parts of an ad (slogan, headline and subheadline, and body copy) and the functions of the use of English in advertising. This means that the advertisers in Taiwan apply different functions of the use of English according to the part where they include English words and phrases.

*Ease of Expression Function.* The results showed there is correlation between the parts of an ad and Ease of Expression Function; more precisely, this function is present in headlines and body copy, but never in slogans. Corporation slogans are commonly one sentence in one language, or sometimes followed by another sentence in a different language, and code-mixing (intrasentence mixing of two or more languages) is rare in slogans because slogans are to be short, easy to remember, and to represent the corporation's concept and identity. Examples of Ease of Expression Function are commonly

one word or short phrase appearing in the middle of Chinese language that replaces the equivalent Chinese expressions. Thus Ease of Expression was never to be seen in slogan part of an ad.

*Direct Quotation Function.* The result showed the parts of the ads and Direct Quotation Function show significant correlation. This function appears in slogan part of an ad ( $N= 68$ , 94.4% of 72 units) significantly more frequently than in headline or in body copy. This suggests that the most common way of quoting English expression in ad is the corporation slogan.

*Reiteration Function.* Some of the slogans and headlines were repeated in English and Chinese, but body copy significantly more frequently has this function ( $N= 44$ , 15.2% of 289 units). As Gumperz (1982) discusses, bilingual speakers repeat one thing in two languages in order to clarify the message. Body copy describes benefits of the product or service in detail, whether emotional or function benefit, and it is important for the advertisers to make sure that the audience receives the correct information. It is for this reason that the advertisers apply the Reiteration function more frequently in body copy.

*Referential Function.* Referential function is applied significantly more often in body copy than other parts of an ad. Most of corporation slogans and headlines are composed with one sentence or phrase with several words, and they must be easily and

quickly understood by the audience. Meanwhile Referential functions are for short terms, usually one or two words, which do not have equivalent expression in the other language. Therefore those words often need to be comprehended through their own concepts, which require more linguistic knowledge or information processing than Chinese words (native to Taiwanese audience). For this reason, Referential function is a more appropriate choice for body copy than other parts because the audience is sufficiently interested in and focused on the advertising message.

*Poetic Function.* The parts of the ads and Poetic Function show significant correlation, where headlines and subheadlines have this function more frequently ( $N= 6$ , 3.9% of 152 units) than other parts of an ad. Headlines and subheadlines are also called attention-getters (Bhatia, 1992). The results from the current study support the past literature like Martin (2000), who discusses linguistic puns in advertisement work as attention-getting device (p. 379).

#### **5.4 RQ4: Product Category and the Functions**

*RQ4: Are there any correlations between product categories and the functions?* The result did not show clear answer to this research question, as only three out of six functions were found to be correlated with product categories: Direct Quotation, Reiteration, and Ease of Expression.

*Ease of Expression Function.* The result showed that there is significant correlation between product category and Ease of Expression Function. Ads for non-durable products have significantly more Ease of Expression function than other kinds of products or services. In order to understand this result, one must see the correlations between the magazines and Ease of Expression (See Table 3), and correlations between magazines and product category (See Table 20). Table 7 shows that Ease of Expression function is significantly more often appeared in *ViVi* than in *Business Weekly*, then Table 20 shows that ads for non durable products appear significantly more on *ViVi* than in *Business Weekly*. According to these results, most of examples of Ease of expression, such as *OK, new, free, play, yes/no, top, new open, happy, check, e-mail, spring/summer/autumn/winter collection*, are found in *ViVi* magazine, whose sponsor ads are mostly for non durable products like clothes and body care products, thus showing significant correlation between product category and Ease of Expression Function.

Table 20. Crosstab Analysis between Magazines and Product Categories

Magazine			Product Category				Total
			Durable Product	Non Durable Product	Services	Others	
<i>ViVi</i>	Count		22	217	21	3	263
	% within Magazine		8.4%	82.5%	8.0%	1.1%	100.0%
<i>Business Weekly</i>	Count		174	28	33	15	250
	% within Magazine		69.6%	11.2%	13.2%	6.0%	100.0%
Total	Count		196	245	54	18	513
	% within Magazine		38.2%	47.8%	10.5%	3.5%	100.0%

\*Note:  $\pi^2 = 274.19$ ,  $df = 3$ ,  $p < .001$

*Direct Quotation Function.* The results showed that the presence of Direct Quotation Function depends on product category. Advertising messages for Non-Durable Products such as body care products, food, and alcohol, do not quote its corporation slogans or any other commonly known phrases as frequently as other product categories. This is probably because the ads for Non-Durable Products stress the messages about their own products, but not so much the messages about the company or messages by others.

*Reiteration Function.* Product Category is also found to be correlated with the use of English with Reiteration Function. Ads for university showed higher tendency to have this function than other product categories. All of these cases were found in ads for a Taiwanese school with a Utilitarian Appeal, and mostly in body copy part of ads. Those ads introduce their international programs with foreign professors and courses taught in English to prospective students of local and international, thus it is natural to provide the information in both languages. Thus this tendency is significantly more frequent than any other product categories.

## **5.5 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. All, except one, functions are used by the advertisers

regardless of the advertising appeals.

The analysis showed that correlation between the Advertising Appeals and Reiteration Function is evident. Ads with a Utilitarian Appeal have significantly more tendency to have this function than those with a Value-Expressive Appeal. According to Petty and Cacioppo (1983), consumers' attitudes change through diligent consideration of information when they are highly motivated and able to understand the language (central route of persuasion). Ads with a Utilitarian appeal stress the functional benefit that the product provides to the consumers and their advertising messages are more informative than those with a Value-Expressive Appeal (Snyder & DeBono, 1985). Therefore, the audiences are more likely to process the textual information repeated in the body copy of an ad with a Utilitarian appeal.

In further examination of ELM, Chebat *et al.* (2003) found that the consumers' linguistic ability affects their attitudes towards advertising more than the level of motivation. So perhaps by including both host and foreign languages in body copy, Reiteration Function assures that the audiences can better understand the English words (note that Reiteration function shows significantly more presence in body copy). Thus, Utilitarian appeals use more Reiteration Functions maybe because this helps provide audiences with more information in the body copy and bilingual messages improve their understanding of the



information.

## 5.6 Conclusion and Future Research

The current study summarized the past literature and tested the presence of six code-mixing functions in linguistic aspect. The quantitative analysis was conducted because there were too few quantitative analyses in this line of research previously. The content analysis showed that the code-mixing functions proposed by previous researchers like Ease of Expression, Direct Quotation, Reiteration, and Referential Functions are present in Taiwanese Advertising. Poetic and Euphemism Functions have been discussed by previous researchers; however on the contrary, they are rather rare to be found in Taiwanese Advertising. In conclusion, the present study has proven that code-mixing functional approach with linguistic aspects is an applicable research method for a study of the use of English in advertising.

The results from the chi-square cross-tab analysis showed that there are correlations between the parts of an ad (slogan, headlines and subheadlines, and body copy) and the functions. The advertisers in Taiwan choose English over Chinese for different situational reasons and pragmatic functions depending on which part of the ad they insert English language. Gerritsen *et al.* (2007) introduces Bhatia's (2001) theory of *Structural Domain Dependency*; the occurrence hierarchy of English in the parts of advertising is, in a descending order, *product name, headline, slogan, and body*, indicating that the frequency

of the use of English vary from part of an ad to part of an ad. In addition to Bhatia's previous theory, the current study has shown that the functional use of English also vary from part to part. Other than that, the functional uses of English are present in any print ads regardless of the country-of-origin or advertising appeals.

The current study has some limitations that should be addressed in researches in the future, thus tentative research directions are suggested here. The results showed that more than one half of English in advertising were with Ease of Expression Function, and this may be due to its broad definition (Lu, 1991; Kang, 1999; Li 2000). More precise definition, or further categorizing if necessary, of Ease of Expression is recommended for the future research in order to more thoroughly understand the situational reasons for the use of English in advertising; for example, with aspects like whether or not the equivalent Chinese expressions are considered to be long and inconvenient, and whether or not they are commonly used in conversation.

The study did not clearly show any correlations between product categories and the functions. Four product categories by Cutler and Javalgi (1993) were applied for this study, and as a result, no correlations between the product categories and the functions were found except Reiteration (which was found to be correlated to all other variables). Garritsen *et al.* (2007), for example, coded with 15 product categories in their study. Such a detailed

classification may provide better results regarding this research question, thus many other research designs must be tested in the future.

The coders in the current study were master degree students in Taiwan; the researcher is from Japan and the other coder is Taiwanese. It is worth mentioning that there is a potential cultural bias in this type of study. Corporation slogans, for example, may require the coders' prior knowledge of the corporation; otherwise the distinction between the slogans and the headlines may vary from coder to coder. As for the Poetic Function, the recognition of the poetic use of English, namely bilingual puns and joke, may greatly depend on the receivers.

The present study conducted content analysis on print advertising in magazines. Television commercials, however, contain both written words and oral messages, thus more mixing functions of the use of English may be present in television commercials than in print advertising. Lastly, functions of the use of English language may vary depending on the host language. The research methodology can be applied to a cross-cultural study of the functional use of English in advertising.