

Language of advertising and cultural setting

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ABSTRAKT

Cílem této bakalářské práce je zkoumání reklamy, která využívá rozdílného kulturního prostředí k zaujetí a přesvědčení potenciálních zákazníků. Tato práce se skládá ze dvou částí, teoretické a praktické. Teoretická část popisuje vše, co se týká tohoto typu reklamy a připravuje základ pro analýzu korpusu konkrétních reklam, které jsou rozebrány v praktické části.

Klíčová slova: reklama, kulturní prostředí, tištěná média, jazyk reklamy

ABSTRACT

The aim of this work is advertising that is using different cultural setting as means of persuasion and attraction for potential customers. This thesis consists of the theoretical part and the practical part. The theoretical part deals with information that consider culture related advertising and it gives theoretical basis for the advertisement corpus analysis executed in the practical part.

Keywords: advertising, cultural setting, print media, language of advertising

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INTRODUCTION

The world of advertising has made huge progress recently. The style of advertising has become more informative than persuasive, as it used to be in the past. There are new technologies and media that facilitate promotion of new products and help with subsequent distribution to customers. It is not easy to make an advertisement that would hold people's interest. Advertisers have to come up with new ideas and sometimes even that is not enough. Successful advertisement needs to include inspirational thought, audience that will notice it and the right means of promotion. The achievement does not have to come even after complying with all these conditions. One of the reasons can be misunderstanding of this particular ad by majority of potential readers or listeners. Possible explanation is that misinterpretation could be caused by different cultural setting of people who perceive such advertising. The message does not have to be understandable for everyone.

First of all it is necessary to explain which kind of advertising will be this thesis focused on. It is the kind of propagation that contains message related to a certain culture. Such advertisements may include stereotypical and other features of certain cultures. I will try to investigate how different cultural setting affects the perception of advertising.

This kind of advertising is created for both local and international markets. Advertising slogans which are made for international market usually imitate the values of original country. These values characterize the culture and present the attributes it is known for. Advertising used for local market has to be appealing for local customers and that is why it exploits other means of propagation. There are various approaches that will be demonstrated in the practical part of this thesis.

Advertising as such will be examined in the first chapter of theoretical part. I will describe briefly the development of printed advertising, its dimension and function. The question considering importance of advertising will be brought into play.

No advertising would be successful without certain means of communication used as a connection between advertisement and customers. Since this thesis is dealing with printed advertising, second chapter will focus mainly on this kind of propagation.

The next part studies the discourse of advertising and all its elements. Advertising language does not only deal with the actual words, there are many other aspects that have to be considered, such as participants or context.

The fourth chapter examines the language of advertising and its specifics. This language has achieved a great progress from informative to persuasive nature during the history. Ironically, the trend of informative style comes back in some cases these days. Some typical features of advertising language will be mentioned in this part.

The last chapter examines culture, the differences between them and specific characteristics for some of them. Major part of this chapter deals with stereotyping which is commonly used element of advertisements containing cultural reference.

The analytical part of this thesis contains a corpus of advertisement collected mainly from magazines distributed for international market. The connection between language of advertising slogan and visual side of individual advertisements will be analysed here as well the advertisement contents and its relation to cultural setting.

I. THEORY

1 ADVERTISING

It seems impossible these days to avoid advertising. You do not even have to read newspapers and magazines or watch television anymore. The internet is full of advertising and practically every one of us has to use internet. It became part of our live just as food or clothes.

Some people reckon advertising and marketing to be some kind of modern art. This opinion is not entirely wrong if we consider the fact that in most cases the study of marketing is pretty much the same as musical, film or art studies. Advertising happens to be inseparable part of mass media world and without it a large amount of media would not even exist. That makes advertising one of the most important instruments of worldwide economy. (Tungate 2007, 1)

It is definitely right to think about advertising as an art because it has the ability to connect the skill of many different branches and create an impressive result. For a good advertisement it is necessary to have a good idea, be able to make it real and finally introduce this work to people. It requires a great effort and it can be compared with painting or composing music.

1.1 What is advertising?

Everyone has at least some kind of experience with advertising. People encounter advertising very often. If we are supposed to describe the word “advertising”, the definition would be “a means of commercial propagation” in most cases. But when we examine the word advertising closely, we find that there are many more meanings than this one.

One of the basic purposes of advertising is introducing a product to a customer. It was the primary function. Over the years the advertising has developed. It has become means of manipulation. Advertising makers want to persuade us, change our attitudes and believe that their product is the best in it is worth the purchase. There are many ways how to persuade people and using culture related advertising can be one of them.

There appeared new markets and new possibilities for producers to sell their goods. But if advertising makers want to be successful in foreign markets, they have to be aware of the fact, that there are different rules. People react in a different way than one could assume. That is why producers were forced to apply another language. This language has to attract the attention of particular group of people and make them buy the product. (Tungate 2007, 2)

This is the radical change, during which studies of advertising turned out to be a real science. The thing is that diversity among cultures is huge and the cross-cultural studies are really important part of every company's department of advertising. Especially these days, when scientists refer to world as a global village, place connected through informational technologies. The opportunities of advertising are endless and they only depend on the way of delivery.

1.2 Is advertising necessary?

It is difficult to imagine the world without advertising. On the contrary, everyone from time to time dwells on the thought: is it really necessary to live in a world overfilled with advertising? Most definitely it would be easier to live in a world without annoying billboards and banners or jingles on television. The advertising as such would have only informative character and not persuasive. Unfortunately, it does not work this way. The appearance of advertising depends on situation in society and the stage of cultural development.

However, some basic principles still remain the same. The market is full of products and producers try to convince people to buy their manufactured goods. The major distinction is in the scope of products and more advertising media which are available.

Why cannot be advertising more informative than persuasive? Consumers desire to be convinced by advertising makers even though they do not know about it. It is simple psychology. Advertising recommends consumer to satisfy his material needs through buying the product. It is difficult to imagine advertisement for car based only on informational nature. Nevertheless, advertising is necessary because it helps us make the right decision. And it depends only on us how much we let it influence our mind. (Vestergaard and Schrøder 1985, 3)

Advertising style has changed within last decades. Modern advertising builds up more on established name of a company. Occasional advertisements in television or radio are sufficient enough for companies with such position. They do not necessarily need to convince people about a product. The advertisements with relation to cultural setting use this strategy. They just inform about some typical features of particular culture or use the cultural background as propagation of a product.

1.3 The real function of advertising

Time between product leaving a factory and customer buying this product must be as short as possible. That means they have to make their products beneficial and eye-catching for possible customers. Showing the appearance of a product is by far the most important function of advertising. The visual part plays the important part in culture related advertisements. People connect the image of a product with the slogan and it makes the advertisement more appealing.

As mentioned before, producers had to change the nature of advertising from informative to persuasive in order to maximize the profit. It is interesting that the trend of informative advertising is coming back. Not considering brand new trademarks, people know most producers from modern electronic media which spread information very quickly these days. Culture related advertisements usually do not persuade customers to buy a particular product. They just use cultural setting as a means of propagation.

1.4 Classification of advertising

Analytical part of this thesis deals with the type of advertising described in this chapter. The source for this chapter may seem little outdated, yet this classification has not really changed since the beginnings of printed advertising. The purpose of individual types of advertising remains the same. The terminology may have been modified over the years but the meaning outlasts. The changes in this area are not as crucial as those concerning other types of media, especially electronic. It will also serve as a good source for comparing changes in development of printed media.

1.4.1 Commercial consumer advertising

First of all, we have to distinguish **commercial** and **non-commercial advertising**. Non-commercial advertising could be designated as for instance political propaganda of parties during the election or simply any communication between politicians and citizens. (Vestergaard and Schrøder 1985, 1) Word “advertising” is used mostly in a different way these days. More often it symbolizes the effort of companies or entrepreneurs promote their services or products. This is the kind of propagation that serves strictly for profit-making purposes.

The most common type, which affects us every day, is so called **commercial consumer advertising**. It is a kind of commercial advertising which requires most of professional

skill and high costs. This commercial consumer advertising focuses on mass population therefore it has to be visible to people. (Vestergaard and Schrøder 1985, 1)

This kind of advertising is a communication where participants are not equal. It means that a firm or an entrepreneur tries to convince a potential customer to buy his product. This situation and a language used in printed advertising will be the main interest of this thesis. The theoretical part will examine how the use of language in this kind of advertising changes according to the situation and purpose it has to serve.

Commercial advertising appeals to diverse groups of people from different cultures. The reason is to address as many people as possible. That is why commercial advertising takes aim at global market where the concentration of potential customers is higher. Some cultural references are principally used in commercial advertising. Nevertheless, there will be some examples of non-commercial advertising in the practical part of this thesis as well.

2 THE MEDIA

“Twenty-five years ago, you did not find commercial messages at supermarkets, schools, doctors’ offices, or ski slopes. Today, advertisers can reach people in all of those places.”

(Katz 2007, 3) This statement symbolizes the speed of extension of advertising. The more forms of media were introduced; the more advertising appeared in the world. This connection between advertising and media is very tight. Huge number of innovative media caused the need of targeting advertising on specific groups of people. It is not just about radio and television anymore. The arrival of the internet brought so many new opportunities and advertisers did not hesitate to exploit them. Media have an enormous power in convincing people. We frequently criticize commercial messages in television or radio broadcasting but advertisers spend even more money on them. It is because they realize the importance of propagation of their products in media.

Print media are possible channel of culture related advertisements. That is why they will be examined in more details.

2.1 Types of media

These days are electronic media more and more common and it is matter of time when print media completely disappear. Quick development of media world is slowly transforming traditional print media into electronic. We are able to read newspaper online on the internet and some magazines are available only in electronic form.

Nevertheless, there are still two major types of media: **print** and **electronic**. We can consider newspapers and magazines as print media which are most common and used. Billboards are regarded as print advertising as well but they are definitely not as traditional as newspapers and magazines. On the other hand, television, radio and the Internet belong to electronic media. (Katz 2007, 2) Advertisements with cultural reference can be found in both electronic and printed media. But there is a higher chance to come across this kind of advertising when listing through magazines of various orientations. Advertisements used in practical part are derived mostly from magazines.

2.1.1 Electronic media

As far as electronic media are concerned, television has been long time considered the most influential medium, even though it was not as widespread as print. The reason is that television has unique ability to convince people than print advertising. When people hear

and see something at the same time, there is a high degree of probability that they remember it.

Electronic media are also more suitable from the point of view of international advertising. The internet is a worldwide medium and influences people from all cultures. This is the main reason why online advertising is slowly replacing print advertising. Internet is able to have effect on so many people literally within few minutes. It is generally believed that growth of internet advertising will continue for next years. There is no doubt about that because the easiest and cheapest way of propagation.

2.1.2 Print media

It is possible that there will be no print advertising in the future at all. Despite this fact, print media still have great influence on people. National and local newspaper along with magazines and other types of print media have almost one-third share of all media in Britain and similar situation is in the rest of the world. (Fletcher 2010, 48)

Considering cultural setting, print media are more suitable for this kind of advertisements. When we find some interesting advertising in magazine or newspapers, we have as much time to explore it as we need. Especially commercials with more profound thought cannot be perceived during a few seconds in television or radio broadcasting. That is the reason why cultural related advertising appears usually in magazines of all kinds.

Since most of ads used in practical part of this thesis are originally from magazines, attributes of printed advertising will be examined in the next part of this chapter.

2.2 The advantages and disadvantages of print media

There are some pros and cons of this kind of promotion. The main advantage of printed advertising is the amount of people that can be influenced by it. Newspaper and magazines are still very popular and almost everyone reads from time to time some print media.

The printed advertising has one significant disadvantage: it cannot utilize powerful means of radio or television advertising, such as tone and sound of voice or music. It is easier to create the right impression per voice than per words. The creators of such “spoken” advertising try to hold audience interest by using persuasive voice or music that emphasize the words and makes them more convincing. The printed advertising can compensate this shortcoming with using rhymes and rhythm or the right choice of words that create necessary atmosphere. (Dyer 1990, 141)

Considering consumer magazines, they are suitable for advertising makers for several reasons. They can put there an advertising which is read by their target group of customers. There are magazines for women where specific female products can be displayed. On the other hand, advertising for motor oils will probably take place in some magazines about cars.

Magazines can also offer more persuasive instruments. There is mostly more space for large advertisements and more colourful ones. Especially those full-page advertising can be really convincing.

The enormous advantage of magazines is their longevity. They are stored in our houses for ages therefore the impact of advertising is bigger. Sometimes we can find issue of our favourite magazine which was released several years ago. This also means that one issue of this magazine has more than one reader. (Fletcher 2010, 54) For instance, fashion magazines have around six readers on average and some specialized sport magazines even more than ten readers per one issue.

Newspapers do not have as many opportunities for placing advertisements as magazines but there are other advantages. They appeal to more people from different social groups which can increase success of that advertising. The difference between magazines and newspaper is in regional orientation. Local newspaper can provide advertising for specific region. The price of newspaper is also very low unlike magazines. Along with the fact that advertisements can be connected with current issues, this is the most vital advantage.

3 ADVERTISING AS DISCOURSE

Discourse deals with parts of communication like relation between people, medium which transfers the message or situation in society. Although the main part of discourse analysis is language, it is not just about language as such. Discourse analysis investigates combination of language and other means of communication like music or pictures. (Cook 2001, 3) It consists of many elements that have great influence on particular advertisement and they make it understandable. This chapter considers discourse of advertising as a whole. Discourse is a part of advertising language and it affects the culture related commercials that are the main interest of this theses.

3.1 Parts of advertising discourse

Discourse analysis examines language in context; otherwise message would be lacking meaning. Discourse consists of two most important parts: text and context. These parts are influencing each other and they are crucial elements of communication. Context includes all the components that language does not: participants, situation, function, paralanguage and many others. (Cook 2001, 4) Discourse analysis studies all these parts of context and observes the relation between the text and context. But it is not only about participants. According to Cook, *“it needs to pay close attention not only to human cognitive processes in general, but also to features specific to a given culture.”* (Cook 2001, 4) Approaches to advertising can be different are they are affected by social or cultural position. Discourse of advertising takes this into account.

Participants are considered as the most important part of context. These elements are crucial for advertising discourse because their attitude, opinions, beliefs or feelings affect the whole message. Each of them becomes observer and a part of the situation at the same time. Typical participants of advertising context are a sender and a receiver. Sender does not really have to be an addresser. An actor who has part in television advertising just interprets the message and the real sender is a company which made this advertising spot. The same situation can come with the receiver. It happens that receiver is not always the addressee of that particular message. (Cook 2001, 4)

The latter situation occurs often when advertisers create an international advertising. The intended receiver does not understand an advertising message and therefore it does not make sense to him. The cultural differentiation is sometimes huge and the advertising

language needs to take this into account. It is also one of the reasons why some international campaigns were not successful.

“The study of language must take context into account, because language is always in context, there are no acts of communication without participants, intertexts, situations, paralanguage and substance.” (Cook 2001, 5) It is not always easy to analyze context as a part of discourse, especially advertising discourse, which is very complex and consists of many objects. Some of these analyses are more focused on the actual language of advertising; some of them pay more attention to other parts of context, such as pictures or music.

It might seem unlikely but even contemporary advertising is based on traditional approaches. New advertisements are often somehow related with the earlier released ones. That is another reason why we cannot analyze individual advertisings without the context. The cultural setting is an important part of advertising discourse that has influence on final version of particular commercials. Participants are one of the parts of advertising discourse and they come from different places and various cultural setting. It means that culture has impact on advertisements and their message.

4 THE LANGUAGE OF ADVERTISING

Language of advertising is very important part of marketing world even though some people consider the visual aspect more necessary. Both these attitudes are right to some extent. In fact, words are still crucial for advertising makers and most of them apply various plays on word just to be original and innovative. It is difficult nowadays when modern technologies can create “visual miracles”. But some people definitely appreciate a good verbal idea.

This chapter examines advertising language that is used in printed advertising and some actual means that make this language appealing to people who read newspapers, magazines and other types of printed media. This language uses the features described below and their combination is typical for culture related advertisements.

4.1 AIDA model

Some models describe using certain techniques in order to fulfil the goals of advertising. One of them is called AIDA model. It does not only deal with language but also with visual part of advertisements. Both these components are important for culture related propagation.

Initial letters stand for **attention, interest, desire** and **action**. Advertisers are trying to accomplish the goals of advertising by these means of communication. These main goals are: inform, persuade, and remind. (Behm 2006, 3-4)

The first step is to achieve attention from a customer. It is also the most important one because a product is useless without being noticed. The next step requires convincing a customer that is necessary for him to own the product. Then advertiser shows unique and exceptional qualities of his goods to arouse desire of having this product. It causes that customer goes and buys the product. (Behm 2006, 3-4)

AIDA model is traditional method used for more than hundred years. In spite of that, it is still widely used way for successful communication between advertisers and customers. Advertising language has employed these rules till nowadays.

4.2 Attention-seeking devices

Not only culture related advertising, but advertisements in general are full of words that are supposed to stimulate certain emotions. It is the main approach that advertising makers bring into play. They use many adjectives and adverbs that define the product and maintain

customer's interest in this product. These words are able to stimulate the imagination. (Dyer 1990, 149) For instance, the words typical for food advertising are "delicious", "fresh" or "delightful". It has certainly more effect than some vapid statement. The most frequent word of such nature is most definitely "new". This word can be used with almost every description and characteristic of a product. Word "new" can be used in connection with colour, size, design, production procedure, flavour etc.

There are many ways how to claim one's attention. You can either use unusual and peculiar approach or you can communicate with people through clean-cut and understandable language. They often use the first choice and that is why the advertising language differs so much from ordinary speech. Advertisers use made up words, modified phrases, nonsense words or sentences seemingly without context.

However, the simple and plain language has still its place and in some cases it can be more productive than all play on words or puns. Imperative is very simple and effective way of using advertising language. Phrases like: "You must have..." or "Don't forget to buy..." work reliably in most cases. (Dyer 1990, 144)

All these methods and techniques mentioned above are mixed in culture related advertisements. These ads, using features typical for some culture, are attractive from more points of view. They contain typical attributes for advertising language in combination with intertextuality or stereotyping, for instance. This makes them appealing to more people.

4.3 Features of advertising language

When we talk about advertising language in general, it is most of the time simple, colloquial and perspicuous. There are various techniques that are often used and they are typical for most of advertising slogans.

The main goal of printed advertising is to attract the attention of possible client as fast as possible. That is why imperatives are frequently used. The advertising language has tendency to abbreviate words and the grammar happens to be disjointed. Television commercials have even bigger predispositions to such a language because they are short and there is no time to use long and complex sentences.

Another typical feature of advertising is using some other types of discourse. In fact, this is widely used technique because the connection with anything common brings more attention to your advertising. The use of legal, medical, scientific or sport language makes the advertising interesting and it become successful when people recognize the original

thought. The scientific language may seem a little bit boring but many ads contain phrases like: “The scientists get on with the idea...” or “It is scientifically verified...” It makes the advertising more persuasive and reliable. (Dyer 1990, 144-146)

Techniques like alliteration, repetition or use of catch-phrases and intertextuality are brought into play because it makes the advertising interesting. From time to time we can encounter slogans that are written in foreign language on purpose, so that people should create connotations with the product. (Dyer 1990, 140) As example can serve the advertising on random French vine which makes us visualize the beauty of France even though we don't understand the slogan at all. This situation may turn up in advertisements containing cultural reference. Some idiomatic expressions or colloquial words can help to imagine certain cultural connection.

4.3.1 Key words

The creation of advertising and especially advertising slogan is complex process that requires careful choice of words. It is not just about describing a person or a product; we also convey emotions expressed through these words. And it is important because the language we use has impact on a lot of people. Advertising makers are aware of this fact and that is why they use words that are as attractive as possible for potential customers.

The word cannot be just the simple information, it has to have a hidden meaning that forces people to think about it and it sticks in the memory. These ambiguous meanings are often used when the products, such as lipsticks or make-up, come in many similar colours. In such competitive environment is an advertising slogan matter of great magnitude.

We can often encounter logos or slogans intentionally misspelled. The most famous one is probably “Beanz Meanz Heinz”. The usage of such words have rather emotional than accurate purpose. The grammar is not as important as the original thought and the effort is to hold reader's interest. We can compare this effort to painters, for instance. They are also not eager to create perfect picture. They just want to arouse great interest in their work. (Dyer 1990, 149-150)

Admittedly, usage of unusual and extraordinary words can be beneficial for some markets, but considering cultural diversity, there are also cultures, which prefer simple and understandable advertising language. The selection of words must correspondent to the cultural needs.

4.3.2 Intertextuality

“The term intertextuality refers to the way one text can point to or base itself on another.”

(Goddard 2002, 51) Most of the time the original message is notorious and well-known, otherwise the meaning would not have necessary impact. The advertising makers take for granted that reader is aware of the original text. Purpose of using intertextuality in advertisements is to help people connect new slogan with anything they already know and or perhaps bring back the connotations of primary idea. (Goddard 2002, 51)

The advantage of intertextuality is that you are not completely required to know the original meaning. Sometimes it makes the slogan more interesting and people are eager to find out the meaning of the advertising. It is definitely better than to be ignored.

When we talk about intertextuality considering culture relations, it is more difficult to create meaningful advertising that would be understandable for people across cultures. Some people have only nodding acquaintance with aspects of other's cultures. That is why advertising specialists use intertextuality that will be comprehensible for as much people as possible. It heightens the chance of understanding the connection.

This chapter described possible features that could be found in advertisements with relation to cultural setting. These ads frequently combine intertextuality, colloquial language and other aspects typical for advertising language.

5 CULTURE

Considering advertising, cultural background has a huge influence on the whole process of creating an advertisement. *“People of different countries have different value orientations that cause variation in preferences of products and brands.”* (De Mooij 2004, 287) It is fundamental for advertising makers and marketing workers to be aware of these differences. The language of advertising has to be accommodated to people with various preferences. Studies of advertising that compare cultures are often based on the examination of individuals, but if the result to be complex, the cultural level must be involved.

This chapter deals mainly with the definitions of words “culture” and “stereotyping”. The latter word describes a technique often used in culture related advertisements.

5.1 Values and culture

We perceive impulses according to our own value system. This cultural determination becomes evident in different perception of advertisements. Some of them are more appealing for certain cultures because they can identify with its principles. Advertisers have to take this aspect into account when creating an advertisement which notice cultural setting.

Culture could be defined as a set of shared values, attitudes and beliefs characteristic for a certain group of people. It is not possible to separate culture from the individual; it is the individuals who create the whole culture. Culture is important part of us which influences language, values or thinking patterns. (De Mooij 2010, 45)

Advertising has a unique ability to reflect all these demonstrations of cultural differentiation. We can find out how people live, what they like or how they behave just according to advertising. Only some basic knowledge of cultural differences is needed and to be able to examine what cultural elements are influencing the language of advertising. These factors and their impact will be analysed in the practical part.

5.2 Stereotyping

Stereotyping as such is considered to be one of many perception strategies that people use to deal with the information around them. There is so much new data to be perceived that we have to put them in some categories. Stereotyping helps with that. It is a popular belief

that makes a statement about some group of people. These beliefs are widely-used in marketing as an instrument of advertising language.

Stereotyping is just another aspect that has influence on advertising and its understanding. This technique is used for advertising purposes relatively frequently. And not only to distinguish social class, gender or age but it has also impact on cultural and ethnicity diversity. (Goddard 2002, 47)

Stereotyping is widely used feature of culture related advertisements. It can be used in commercials which are based on cultural differences. Both positive and negative stereotypes appear sometimes in this kind of propagation.

Stereotypes are often culturally determined. It means that the environment we grew up is more influential than the actual biological predispositions. This theory explains why people from various parts of the world perceive others differently. This difference of opinions can be found even within one country.

The situation in the Czech Republic can serve as an excellent example. Inhabitants of Prague are perceived in a different way by Moravians and by other Czechs. Even though these people are within one country, their opinions vary significantly.

5.2.1 Positive stereotyping

There are two main types of stereotyping. The first one simply describes the differences between certain groups of people. Sometimes these differences are fundamental. For instance, different perception of time can cause a lot of trouble. People of cultures which are considered to be punctual and precise, such as the Germans, have totally unlike concept of time than the Spanish. When Germans arrange a meeting or invite someone for dinner, it is expected to begin on time. Whereas Spanish people usually do not keep the agreed hour. (De Mooij 2010, 51) These stereotypes are rather constructive and there is no problem to use them in advertising slogan. They are used very often unlike the negative stereotyping.

5.2.2 Negative stereotyping

Stereotypes are able to arouse many emotions and the perception could be different than they have expected. Advertising makers should be aware of that fact and avoid using offensive stereotypes in language of advertising.

Our mind and perception is limited due to stereotypes and it is often associated with negative opinions of certain group of people. Judgment on these people may lead to

ignoring positive information and frequently is followed by generalization. (Goddard 2002, 47)

This negative assessment can be designated as “dysfunctional stereotyping”. The example of dysfunctional stereotyping is the never ending conflict between the French and the British. The French think that the British are too formal and hypocritical. French are in the eyes of the British dirty and obsessed by their culture and history. These judgments don’t work because they just consider individual as a part of group and no group or society consists of more identical persons. Everyone is different and it should be taken into account.

5.3 Language and culture

There are different theories that describe relation between culture and language. Some of them claim that language has important effect on perception of culture but I agree with opposite concept. It is an opinion that culture influences the language. Environment and culture that people grew up in reflects the use of particular language.

It is the language which carries all these manifestations of culture, such as words or values. These expressions based on cultural development are easily recognizable in using metaphors and other semantic figures of speech. (De Mooij 2010, 59) Idiom “get to first base” provides an excellent example. We can immediately identify this phrase as derivation from American baseball.

The attitude that language illustrates culture is in relation with using language for advertising purposes. Very often advertising slogans contain such phrases or idioms that are traditional and well-known. This concept is called intertextuality and it is mentioned above. These expressions and phrases have mostly some connection to a certain culture.

5.3.1 English language

Language has always been significant device for advertising purposes. These days, when English is used in more or less all international advertisings, is sometimes difficult to translate the advertising message from original language. Monolingual people are having problems with understanding the meaning. But these messages including cultural messages are very often untranslatable. That is why translating is used only in specific situations, such as advertising researches, where at least question has to be comprehended.

Not only in advertising world is English most widely used second language. Nevertheless, its fluency and knowledge differs across the world. Colloquial and slang expressions can be

found in advertising slogans even though people do not have to understand them because their language skills are only superficial. (De Mooij 2010, 61) English is practically the only language used when creating international advertising. In regard of increasing number of English speaking people advertisers focus more on global campaigns. They take advantage of this fact for their own benefit. The more people are addressed the more successful the effort will probably be. All advertisements analysed in practical part are in English language because they are mostly intended for international market.

II. ANALYSIS

6 CULTURAL SETTING IN ADVERTISEMENTS

Most of the following advertisements are gathered from magazines, the rest of them come from internet advertising database. I tried to look for such commercials that would demonstrate the presence of cultural setting in printed advertising. I also tried to classify them into groups according to the way they use the culture related content. There are three main categories and one that combines these approaches. I would like to describe acquired knowledge from theoretical part and demonstrate it on actual advertisements.

6.1 Cultural difference as an advertising claim

This category of advertisements exploits the diversity of cultures as means of propagation. Some of them are based on realization of these differences, some use other culture related strategies, such as stereotyping.

6.1.1 HSBC

HSBC Group, global financial service company launched this advertising campaign in 2002. Unlike other advertisements mentioned in the analysis, this propagation explores the differences directly. It is a series of advertisements devoted to the importance of local knowledge. HSBC was one of a few financial companies operating in numerous local markets.

As far as the slogan “Never underestimate the importance of local knowledge” is concerned, it represents the global existence and considerable strength. In view of HSBC’s agency appealing people from different countries and cultures, the knowledge of local market had to be implemented into corporate culture. Local branch offices are filled with people, who understand behaviour of local people and their habits. It is by far the most important thing about doing business in various parts of the world. This fact is reflected in HSBC’s campaign.

The advertisements deal with the differences caused by diverse cultural setting. They concern gifts to a newborn, tradition surrounding milk teeth, festive treats and marriage customs. For instance, the milk teeth customs are different in the United Kingdom, Japan and Mexico. While in the UK it is said to be collected by the tooth fairy, Japanese throw it on the roof and Mexicans believe that it is taken by the tooth mouse. Such distinctions are showed in this series of commercials. These traditions are very dissimilar for every country and it makes the advertising interesting. Each advertisement is accompanied by text

emphasizing local aiming of HSBC Group. The article also contains the information about places of HSBC's branch offices and a claim that it would be impossible to provide financial opportunities without local knowledge.

Tagline "The world's local bank" lays emphasize on a fact that HSBC tries to be local financial institution in order to fill every need of customers who would not expect such services from global bank. It uses opposite words "world" and "global" to support previous statements.

6.1.2 Mc Donald's

Even though Mc Donald's is the world's largest chain of fast food restaurants, it still has to fight against accusations of making fatty and unhealthy products. Fast foods such as Mc Donald's are regarded as the major cause of increasing obesity and health problems connected with it. Mc Donald's Corporation has tried to improve on this image and get rid of this stereotype for more than twenty years.

British branch office came up with the idea of propagating quality domestic products. British and Irish farmers are recognised as producers of top quality products. Great part of both countries' land is covered with pastries. They export agricultural product to several parts of Europe. Especially Ireland's economy is dependent on agricultural industry. Farming has had a huge importance in the development of these cultures till nowadays. Mc Donald's tried to use this positive reputation about quality domestic products in their campaign.

6.1.3 Rice

This kind of advertising serves as means of propagation of quality domestic products. Such effort is usually paid by government in order to support sales of certain goods in the domestic market.

This public service created by Rice Council of America clearly refers to serious problem of obesity. During the past twenty years there has been a dramatic increase in obesity in the United States. Obesity is considered a global problem but the situation in the U.S. is alarming. The government spends dozens of billion dollars on medical treatment caused by obesity. The tendency of politicians is to cut down the expenditures as much as possible. It is the reason why American government in cooperation with Rice Council of America released this advertisement.

The slogan “Did you ever see a fat Chinese?” uses a stereotype about Chinese people that they eat only rice. Of course, China’s consumption of rice is significantly higher than other’s countries but it is not true that Chinese people are not fat at all. The assumption about Chinese people is results of positive stereotyping. The same as people think that Asians are good at math. These stereotypes are often culturally determined and the opinion of Chinese can be totally different for other cultures. Seeing Chinese as skinny and thin people is a stereotype of western cultures.

6.2 Cultural setting used as a background

These advertisements use the image of a certain country to support the message they want to deliver. It is easier for people to connect the company with an actual culture. They are able to recognize the values and ambitions of this corporation according to the cultural background.

6.2.1 Degussa

German industrial corporation Degussa chose the Oktoberfest, the world’s biggest public fair, as means of propagation of their company on global market. This festival of beer is famous feast not only in Germany, but also all over the world. Oktoberfest is important part of German culture and represents one of the typical German characteristics.

The slogan “This round is on us!” paraphrases one common catchphrase used frequently when drinking beer or any other alcohol. It is very suitable way of propagation, because Germans are well-known for their positive relation to beer. The advertisement was released in times when consumption of beer in Germany reached the top. The picture is full of other typical features of the beer festival. There is a man in Bavarian costume or a waitress with hair in a bun delivering beer in litre mugs. All these features create the atmosphere of characteristic German beer festival.

Under the main slogan is a paragraph which adverts to Oktoberfest as a place where people meet not only because of spending their leisure time drinking and having fun, but also because of business. We can see Japanese businessman in suit drinking beer immediately next to Germans in national costumes. Festival like this is a place where people from different branches a spheres encounter. They can establish business contacts through a specific culture related event. Degussa is number one among companies specializing in chemicals on German market and their production has effect on all these people who attend

such a festival. That is the reason why Degussa Company decided to have Oktoberfest as a motive of this campaign.

6.2.2 Camel

The idea in next advertisement is similar as the first one. This one comes from Greece. By means of slogan “Slow down, pleasure up” it should create the idea of the traditional afternoon relaxation typical for many countries, especially those with warm climate. This concept originates from Spain and it has spread through Spanish influence to many Latin American countries. It is also ordinary practise in Greece, Croatia or Cyprus. It is believed that the need of afternoon break is based on high temperatures and massive ingestion of midday meal. The afternoon heat also reduces work efficiency. The afternoon break tradition is common in these countries and belongs to their culture.

The advertisers are trying to attract people on nice sunny weather, clear water and some time to rest. Camel company realized that it would be convenient to combine composure during afternoon with the break for a cigarette. For most smokers is this imagination very appealing. When they enjoy relaxing, it should be with a cigarette. It is an ideal moment to have a smoke.

Moreover, the slogan “Slow down, pleasure up” fits to perfectly to this whole concept. This idiomatic expression is difficult to translate and that is why the original slogan remained in English even for local markets. This situation happened also in a campaign for the Czech Republic.

6.2.3 Milk

This advertisement is very similar to the one propagating rice. It is based on the same principal. This advertisement is using both verbal and visual intertextuality. It is not a type of advertising made for commercial purpose. This campaign is part of advertising program designed to expand new markets and support drinking fluid milk products produced in the United States. The visual intertextuality is represented by the character of The Phantom. This character is a comic book superhero also known from a film released in the nineties. Comic books have become inseparable part of American culture since the first publishing of the major superhero character Superman in 1938. Superhero comic books have risen to fame since this time and have found many loyal readers in the whole world. When most of the superhero comics we transformed into films, the popularity increased even more and

characters like Superman, Batman or Spiderman are representative symbols of American mainstream culture.

As mentioned above this advertisement contains also verbal intertextuality. The text at the bottom of this advertisement says: “After a gruelling day of defending the earth from piracy, greed and cruelty, I just can’t wait to get home, kick back, and pour myself a drink. Of milk, that is. With nine essential nutrients that help make me strong, like protein, calcium and vitamin D, it’s the beverage of choice for most superheroes.” This text describes every day activity of a superhero as known from comic books and films. These characters became some kind of role models and are extremely popular in Western cultures.

It is questionable if this kind of propagation of milk was efficient because the connection of superhero and glass of milk seems more funny and strange than persuasive, but maybe it was the purpose. Another fact is that The Phantom is not really a well-known comic book person and connotations with this comic character are rather negative than positive.

6.3 Message as a part of the national cultural setup

The meaning of these advertisements is connected with the history of certain countries. These opinions have been created through decades. They are associated with the development of the whole culture. It is usually a matter of prestige for these companies to be linked with national values of a specific country.

6.3.1 Volvo

Car advertising has always been a type of propagation that reflected the setting of individual cultures. The interest in safety and protection of family members is typical for some cultures. There is no need for big and powerful cars or state-of-the-art design. This strategy is followed by Swedish car maker Volvo. They adopted safety as their top-priority in advertising and it somehow became inseparable part of Swedish culture. That is why Volvo advertisings are most of the time demonstrating safety.

These days, when number of car accidents in Europe is very high, car builders focus on safety more than they have ever before. Volvo, Swedish company known for its high safety standards, has always based advertising campaigns on safety as top priority. They set the pace in safety aspects of driving cars. More and more crash investigations, new airbags and other safety mechanisms are brought in every year applied in product development. It lasts

for more than seventy years. A focus on safety has become an integral part of company's strategy.

The sense of security is significant for the whole Swedish society. For instance, Sweden introduced a revolutionary idea in the late nineties. No traffic fatalities would be acceptable and this principle would guide the country's transportation decisions. This approach has been called "Vision Zero". Volvo became one of the major propagators of this scheme. Many people were sceptical but in the beginning but now have Sweden the lowest traffic fatalities number in the world. Another reason of careful and safety driving in Sweden are severe fines for speeding.

The safety culture is characteristic feature of all North European Countries. This approach is based on historical development. This is relevant especially to Sweden, country which has always been neutral considering armed conflicts. Swedes did not want to give their lives at stake. That is the reason why Swedish people take of each other on the roads. Safety became vital part of their cultural heritage.

All these aspects mentioned above appear in very simple slogan "Safety is the priority". It is almost unbelievable that a few simple words are able to express tradition based on many decades of producing cars. Volvo Company prefers safety to everything. Even the saleability of their cars is less important than stay faithful to the tradition.

6.3.2 Marlboro

Tobacco advertising has always been controversial. These days it is one the most highly regulated forms of advertising. These advertisements have often had connection with lifestyle typical for certain country. Following examples exactly correspond to this pattern. Thanks to metaphors we can imagine places or things. The typical advertising using metaphor is Marlboro ad: "Come to where the flavour is...Marlboro Country". It symbolizes imaginary place which you can visit if you smoke cigarettes. But literally, there is not such place. This kind of advertising is very sufficient because people enjoy dreaming and fantasizing. And the product will fulfil their dreams.

The protagonist of this advertising is so called Marlboro Man, a cowboy representing freedom and independence of the real world. Cowboy is typical character for North American history. Some American movies, especially westerns, popularized the cowboy lifestyle and formed lasting stereotypes which are used in Marlboro advertising. Marlboro Man is placed in wide-open space where he can be his own boss. Cowboy is leading his

herds through dusty canyons of "Marlboro Country". He is totally independent of any duties that ordinary men have. He is actually direct opposite of them. The environment he lives in is pressure free. Unlike the real men who have to go to work, pay bills and take care of kids.

The main idea of this advertising is that every man should find a place where he can smoke a cigarette and have a rest for a while. The advertising is aimed at masculine audience because cowboys are supposed to be role models for men. This ad has also taken advantage of increasing popularity of American westerns, such as *The Magnificent Seven*. This movie, made in 1960, had enormous influence on this Marlboro advertising. It showed this "Marlboro Country" where every man wants to spend his leisure time.

6.3.3 Rolex

Rolex, Swiss manufacturer of luxury watches, united with Wimbledon, one of the most coveted titles not only in tennis but generally in sport. Both these established brands have rich history which has been illustrated in the slogan "Game, Set, History." This campaign was also presented along with picture of Roger Federer, Swiss tennis player who considers Wimbledon his favourite tennis championship.

The word "History" used in the slogan could be synonymy for Wimbledon. It is the oldest tennis tournament in the world accompanied by many traditions so typical for British culture. Players have to be very strict when dressing, no more than ten percent of an outfit can be of black colour. People are used to eat strawberries and cream. The grass requires the exact length. The queen is expected to visit at least one match every year. These are some examples of traditions connected with Wimbledon. It represents British mentality and characteristic features of their culture which has developed within history.

Rolex, a renowned watchmaker, has become synonymous with precision and highly accurate watches. There is no wonder that they used relationship with a competition where the best sports compete for the most precious title in the world. The word "History" symbolizes very powerful and successful connection of these trademarks.

The slogan "Game, Set, History" s also makes use of intertextuality. It is based on familiar tennis expression "Game, Set, Match" which is brought into play after the last ball of the match. It has emphasized the whole tennis theme of this advertisement.

The second Rolex advertisement concerns the maxi yacht competition which is set between Sardinia and Corsica. The Swiss watch manufacture Rolex puts his name together with famous sport events and the connection of Rolex and yachting dates back to the 1950's. It combines the values common for both yachting and Rolex Company, such as precision, accuracy and team spirit. Yachting as such is considered to be a lifestyle of upper-class people in Britain where it is a very popular and fashionable sport. The association of sport activity and style has been used in many Rolex campaigns.

In the slogan are mentioned Mediterranean winds Mistral, Sirocco and Tramontana. These winds have a huge influence on the performance of competitors, who need to be precise and skilful in order to finish this race. The text in small letters describes difficulties that go along with such a tough competition. It corresponds with the tendency of people to move limits of human possibilities so characteristic for humanity. The words "intimidate them" are highlighted because it is challenging for participants of this contest.

6.4 Combination of different approaches

The methods and concepts that were used and described in previous advertisements can be combined in a single commercial. The last group contains these ads. They could not be classified according to one aspect. Mixture of these approaches is another way of exploiting culture related advertising.

6.4.1 Volkswagen

This advertisement represents national cultural setup in combination with the cultural background of another country. This commercial of German company Volkswagen was created for Italian Market. It tries to hold interest of people who are fast drivers and like new technologies. They are not afraid of risk and fast driving is the instrument of releasing stress. Well-designed and technologically advanced cars are the most popular. Characteristic products of this group are represented by German brand Volkswagen emphasizing up to date design and manufacturing excellence.

German cars are regarded as reliable and technologically ahead of the competitors. German automobile industry employed the skills and positive attributes of German nature, such as hard-working, precision orderliness. Above all, Germans have always had the reputation of industrious country with respect to historical development.

The slogan "Not every city slicker is as confident on the snow." compares the German multivan to the other ones. The expression "city slicker" is idiomatic term for people who

have a common sense and natural wisdom of the place they come from. Nevertheless, when they are outside the city, they are not as confident. This metaphor is used to the comparison of the Volkswagen car and the rest of similar multivans produced by other manufacturers. The message is that Volkswagen is able to create more capable car for extreme conditions than the other companies.

The visual side shows these “city slicker” as skiers that are not able to handle such conditions and they should represent the other vans apart from Volkswagen. The mountain environment and atmosphere was chosen because it is more appealing for Italians. The picture of mountains and ski resorts belong to them and many people connect such environment with Italy. The German car factory wanted to be successful in the Italian market that is why they had to employ this winter motif.

6.4.2 Siemens

This advertisement combines both national cultural setup and cultural difference. Siemens is a German company specializing in three main sectors: Industry, Energy, and Healthcare. This advertisement propagates the latter one. Healthcare products of Siemens synchronize workflows and improve collaboration across the hospitals all over the world. Hospital is a place where literally every second counts and both people and machines have to be precise and faultless. The slogan “Every second counts. Piece of vital information spread everywhere.” symbolizes German characteristics. They are considered to be efficient, hardworking and well organised. Many German producers focus on high quality of their products. They have strong work ethic and are known for their precision. It might seem like a stereotype but resultant quality speak for itself. That is also a reason why is Siemens the largest engineering conglomerate and of its kind in Europe. All these features of German character are reflected in this advertising slogan.

We can describe this slogan in more general point of view. The value of human life in Western world is significantly different than in Africa or in some parts of Asia. The perception of human life depends directly on cultural level of an individual society. It is difficult to imagine that this kind of advertising would make an appeal to members of society where human life is not appreciated as much as it is in developed western countries.

6.4.3 Kit Kat

These advertisements demonstrate both cultural difference and typical characteristics of certain culture. European campaign for Kit Kat candy bar was based on the concept of the

“break”: “Have a break have a Kit Kat.” The break was an English institution: the 11 o’clock morning tea break, when working people had their morning tea, and brought a Kit Kat as a snack. Because of this, Kit Kat in the UK was called “Elevenes”. This type of break does not exist in any other country in Europe, so the break concept had to be translated in a different way for the other countries. Continental Europeans do not have the same “break” memory as do British.

Advertisers had an excellent idea how to connect visual and verbal impact of advertising slogan “Have a break, have a Kit Kat”. They made the best account of visual similarity of their chocolate bar and benches that can be found in almost every park. Places designed for relaxation, entertainment and leisure time, such as parks, became inseparable part of western culture. These places are very popular and frequented. Such locations are places of pleasure and relaxation whether we want to go jogging, have a rest or simply stroll around. Therefore, it would not be place for relaxation if you had not a place to sit for a while. There is a tendency to use parts of these relaxation zones, such as benches, for advertising purposes. Not only benches, but also bus stops or litter baskets are suitable areas for advertisements. It is next stage in development of advertising and creativity of advertisers. Such elements are not just lively influence of empty space but also excellent chance for begging advertising authors or students to introduce their work. Kit Kat advertising has been one of first of this kind.

Kit Kat advertisement can be examined from more points of view. The word does not only represent synonym for pause, but the slogan “Have a break, have a Kit Kat” is complemented by image of chocolate bar broken into two pieces. The slogan has used homonymy of word break and the whole campaign combines both semantic and visual aspects. It is evidence that word “break” is very ambiguous and can be understood in many ways.

CONCLUSION

The theoretical part of my thesis describes the important elements for comprehension of culture related advertisements in printed media. It is crucial to know the beginnings of advertising, its classification and the actual purpose of advertising. I attempted to describe language of advertising and its features. Many of them are used when creating advertisements containing cultural setting. There are also various media that help with distribution of such advertisements. I focused my analysis on printed media, principally on magazines. One chapter dealt with discourse of advertising. Participants are the important part of advertising discourse. They also happen to be influenced by different cultural setting. The last chapter of theoretical part is devoted to description of culture as such and it examines the values that make the distinction between them. Other culture related aspects such as stereotyping are mentioned. Stereotyping is frequently culturally determined and it is typical feature of commercials containing cultural setting.

The practical part examined the presence of culture related advertisements in printed advertising. The first question considered the frequency of appearance of such commercials in printed media. The analysis showed that this kind of advertising emerges relatively often. Advertisers employ ads containing mention of some culture as popular means of propagation. Other goal of my examination was discovering the methods and techniques that are used in such commercials. I found out that this kind of advertising regularly combines more advertising features together. Advertisement examples described in practical part of my thesis showed usage of stereotyping, intertextuality (both visual and verbal), puns, unusual words or homonymy. All these elements are brought together with culture related references in order to create advertisement containing cultural setting. The language was in some cases influenced by colloquial expressions.

It was also important to find out whether the usage of this concept can somehow affect the perception of people. Some commercials containing culture related message may have positive impact on consumers. It depends on the associations people make with a culture related to this advertisement. These connotations can be either positive or negative.

After that I tried to classify these commercials according to the way of using cultural setting. I created four groups and each of them represents different approach applied in these advertisements. There are ads that use cultural difference as an advertising claim, those that have cultural setting just as a background and finally advertisements employing

national cultural setup for propagation of a certain product. The last group always combines at least two of these approaches.

I suppose that most appealing advertisements are those using cultural difference as an advertising claim. There is a huge diversity among cultures sometimes and it can be beneficial for advertisers. It makes the advertisement interesting if they point out that this difference exists. The contrast of two or more cultures involved in advertising is attractive for more potential readers.

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APPENDIX: PICTURES OF ADVERTISEMENTS

HSBC

UK
Gift to a newborn

CHINA
Gift to a newborn

TURKEY
Gift to a newborn

Never underestimate the importance of local knowledge.

Knowing the traditional gift for a new arrival is something that comes from being a local. At HSBC, we have banks in more countries than anyone else. And each one is staffed by local people. We have offices in 79 countries and territories: Europe, Asia-Pacific, the Americas, the Middle East, and Africa. Being local enables them to offer insights into financial opportunities and create service initiatives that would never occur to an outsider. It means our customers get the kind of local knowledge and personal service that you'd expect of a local bank. And a level of global knowledge and widely sourced expertise that you wouldn't.

HSBC The world's local bank

Created by HSBC Holdings plc.

MEXICO
Taken by the Tooth Mouse

UK
Collected by the Tooth Fairy

JAPAN
Thrown onto a roof

Never underestimate the importance of local knowledge.

The tradition surrounding milk teeth is just something you grow up knowing when you're a local. At HSBC, we have banks in more countries than anyone else. And each one is staffed by local people. We have offices in 79 countries and territories: Europe, Asia-Pacific, the Americas, the Middle East, and Africa. Being local enables them to offer insights into financial opportunities and create service initiatives that would never occur to an outsider. It means our customers get the kind of local knowledge and personal service that you'd expect of a local bank. And a level of global knowledge and widely sourced expertise that you wouldn't.

HSBC The world's local bank

Created by HSBC Holdings plc.

BELGIUM
Festival treat

UK
Festival treat

SWEDEN
Festival treat

Never underestimate the importance of local knowledge.

Mince pies or rice pudding at Christmas? It's just something you know when you're a local. At HSBC, we have banks in more countries than anyone else. And each one is staffed by local people. We have offices in 79 countries and territories: Europe, Asia-Pacific, the Americas, the Middle East, and Africa. Being local enables them to offer insights into financial opportunities and create service initiatives that would never occur to an outsider. It means our customers get the kind of local knowledge and personal service that you'd expect of a local bank. And a level of global knowledge and widely sourced expertise that you wouldn't.

HSBC The world's local bank

Created by HSBC Holdings plc.

INDIA
Married

USA
Married

Never underestimate the importance of local knowledge.

Where a wedding ring goes is just something you grow up knowing when you're a local. At HSBC, we have banks in more countries than anyone else. And each one is staffed by local people. We have offices in 79 countries and territories: Europe, Asia-Pacific, the Americas, the Middle East, and Africa. Being local enables them to offer insights into financial opportunities and create service initiatives that would never occur to an outsider. It means our customers get the kind of local knowledge and personal service that you'd expect of a local bank. And a level of global knowledge and widely sourced expertise that you wouldn't.

HSBC The world's local bank

Created by HSBC Holdings plc.

Mc Donald's

All the eggs we serve are free range, from British and Irish farms. And it doesn't stop there.

We use British bacon across our menu, British pork in our Sausage McMuffins, and whole cuts of British and Irish beef in all our burgers. We have been providing nutritional information about our food since 1984, and have a website, makeupyourmind.co.uk, where we answer any questions.

That's what makes McDonald's.™

www.mcdonalds.co.uk © 2010 McDonald's

Rice

did you ever see a fat Chinese?



This message is brought to you as a public service by the Rice Council of America. Switch from routine to rice!

Smith's, Sept. 1968 Rice Council of America, 1967

Cracker Barrel Cheese, 1960 Campbell's Soup, 1968

Degussa

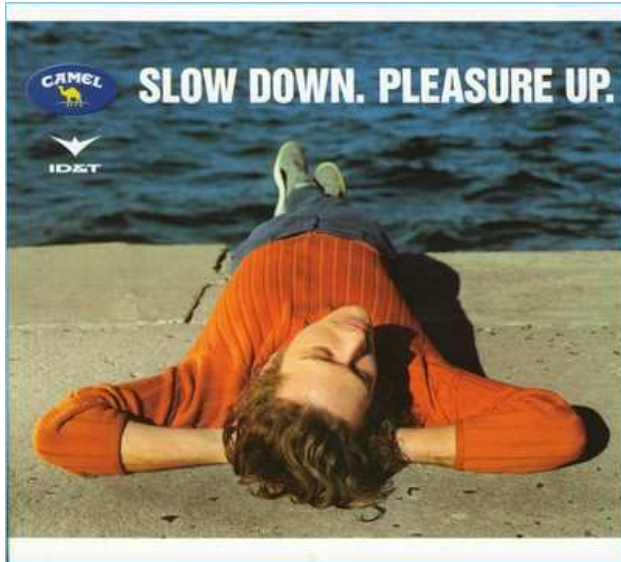
This round is on us!

Welcome to the Oktoberfest, the world's biggest public festival, attended by beer lovers from all over the globe. If you look closely you will see that the revelers have more in common than their appreciation of a good German beer. Because as the number one specialty chemicals company, essentially we're working for everybody. In Germany, and everywhere else too. www.degussa.com

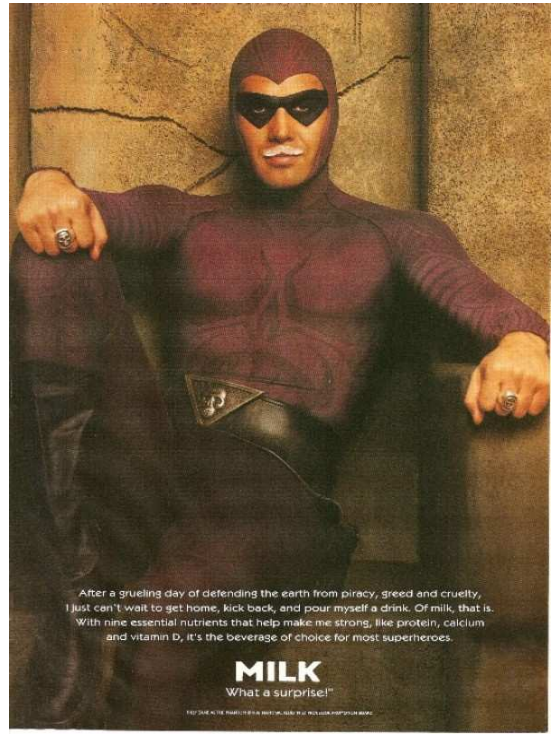
A natural beauty straight from Bavaria, much like the frothy beer she's serving, as Germany only allows pure lupine, malt and water into its brews. As a result, rice fruits is the same as good beer in any products, such as high-gloss lacquers are better off with it. And thanks to Degussa's foam inhibitors, those lacquers are foam free.

Beer is liver music, Bavarian Oktoberfest bands playing in the background and Lederhosen! Pharmaceutical entrepreneur, Toshio K. is far from home. But at least he's in the same time zone as the Degussa customer service center. Not that it makes a difference as Degussa is available worldwide 24/7.

Camel



Milk



Volvo

Safety is the priority.

One of the world's safest and most normally driven, and a driving experience in a class of its own. With space for family and friends, work and leisure packages, everyday trips and adventures. Come and get to know the car of a lifetime.

It is the whole set of individual parts that determines how safe a car is. In a Volvo V70 safety is built in from the very start. Many of the safety solutions are available only in a Volvo. For example, Volvo's protection systems for side and rear collisions. This strongly highlights the fact that the Volvo V70 is one of the safest cars that you and your passengers can ride in.

VOLVO

MASON'S VOLVO
125 Wells Rd, Frankston
Ph: 9783 9783

Marlboro


Come to where the flavor is.


Marlboro Country.

Warning: The Surgeon General Has Determined That Cigarette Smoking Causes Lung Cancer, Complicated Pregnancy and May Complicate Pregnancy Outcomes.

Rolex

GAME, SET,
HISTORY.


 Wimbledon turns champions into legends. Since 1877, it has grown into the most coveted title in tennis, perhaps in all of sport. Its traditions, from the all-white dress code to the exact length requirement of the grass, are sacred. To play on Centre Court is the chance of a lifetime. To win, the chance to become a part of history. **THE WIMBLEDON CHAMPIONSHIPS** - JUNE 2011 TO JULY 30, 2011.




ROLEX

OYSTER PERPETUAL DATEJUST • WWW.ROLEX.COM

MISTRAL. SIROCCO. TRAMONTANA. THESE AREN'T NAMES OF MAXI YACHTS, BUT WINDS KNOWN TO INTIMIDATE THEM.

 If you're going to race a Maxi Yacht, the emerald waters between Sardinia and Corsica are the ideal setting. With fierce winds, jagged rocks and an unforgiving coastline, the slightest error of judgment by anyone on any boat can jeopardise the entire effort. Difficulty can be expected in a race considered the Grand Prix of sailing. Four short races followed by a long, open dash. Titanium, carbon fibre, moulded nylon and the human spirit are pushed to their limits. **THE MAXI YACHT ROLEX CUP, ORGANISED BY YACHT CLUB COSTA SMERALDA, PORTO CERVO - SEPTEMBER 4TH TO 11TH, 2011.**



ROLEX

OYSTER PERPETUAL SUBMARINER DATE • WWW.ROLEX.COM

Volkswagen



Not every city slicker is as confident on the snow.
The New Volkswagen Multivan. 7 seats, 4-wheel drive 4Motion.



Siemens



KitKat

