

AN ANALYSIS OF LINGUISTIC FEATURES AND LANGUAGE TACTICS USED  
IN BODY COPIES OF ONLINE DIET PROGRAM ADVERTISEMENTS

A MASTER'S PROJECT  
BY  
PASSARAWEE KHANKHRUA

Presented in Partial Fulfillment of the Requirements for the  
Master of Arts Degree in Business English for International Communication  
at Srinakharinwirot University  
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AN ABSTRACT

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This study investigated the linguistic features and language tactics used in the body copies of online diet program advertisements. The sample consisted of 36 diet program advertisements selected from the eBay Web site from December 1 to December 31, 2004. Systematic random sampling was applied by selecting every fifth advertisement from the eBay's item list pages. The 36 advertisements were then analyzed to find out their linguistic features and language tactics, and their frequency of occurrence was calculated in percentage.

Results indicated that to communicate their product information to the readers the advertisers of the 36 online diet program advertisements tended to use declarative simple sentences in their body copies. Verbs were mostly action verbs, their voice of choice was the active voice, and their most popular tense was the present simple. Nouns were found more often than the other parts of speech. Among all pronouns, the personal pronoun *you* appeared in a large number and in almost all its related forms. Aside from this, repetitions were most frequently used compared to other language tactics.

It can be concluded from the findings that the advertisers attempted to keep their online diet program advertising messages simple, clear, and easy to understand. In addition, they worked on their advertisements to make them sound conversational, familiar, and friendly in tone, trying also to involve the readers in the communication. It is then crucial for copy writers to create advertisements that readily call the readers' attention and to make such advertisements highly interesting and readable.

การวิเคราะห์ลักษณะภาษาและกลวิธีการใช้ภาษาในข้อความโฆษณาโปรแกรมลดน้ำหนักออนไลน์

บทคัดย่อ

ของ

ภัสรวี ชันธุ์เครือ

เสนอต่อบัณฑิตวิทยาลัย มหาวิทยาลัยศรีนครินทรวิโรฒ เพื่อเป็นส่วนหนึ่งของการศึกษาตามหลักสูตร  
ปริญญาศิลปศาสตรมหาบัณฑิต สาขาวิชาภาษาอังกฤษธุรกิจเพื่อการสื่อสารนานาชาติ

เมษายน 2550

ภัสรวี ชันธุ์เครือ. (2550). การวิเคราะห์ลักษณะภาษาและกลวิธีการใช้ภาษาในข้อความโฆษณาโปรแกรมลดน้ำหนักออนไลน์. สารนิพนธ์ ศศ.ม. (ภาษาอังกฤษธุรกิจเพื่อการสื่อสารนานาชาติ). กรุงเทพฯ: บัณฑิตวิทยาลัย มหาวิทยาลัยศรีนครินทรวิโรฒ. อาจารย์ที่ปรึกษาสารนิพนธ์: อาจารย์ศิรินันท์ ศรีเนาวรัตน์.

งานวิจัยนี้มีจุดประสงค์เพื่อวิเคราะห์ลักษณะภาษาและกลวิธีการใช้ภาษาในข้อความโฆษณาโปรแกรมลดน้ำหนักออนไลน์ โฆษณาที่คัดเลือกมาใช้ในการวิจัยครั้งนี้มาจากเว็บไซต์อียะในชวงเดือนธันวาคม พ.ศ. 2547 (ตั้งแต่วันที่ 1 ถึงวันที่ 31) รวมทั้งสิ้น 36 ชิ้น โดยใช้วิธีการสุ่มอย่างง่ายสุ่มเลือกโฆษณาชิ้นที่ 5, 10, 15, 20,... ตามลำดับ จากหน้าโฆษณาที่มีการเรียงลำดับรายการสินค้าจากรายการแรกถึงรายการสุดท้าย หลังจากสุ่มจนครบทั้ง 36 ชิ้น นำโฆษณาทั้งหมดมาวิเคราะห์และนับความถี่ของลักษณะภาษาและกลวิธีการใช้ภาษาที่ใช้ จากนั้นนำความถี่ที่ได้มาคำนวณเป็นเปอร์เซ็นต์

ผลการวิจัยพบว่า ในข้อความโฆษณาผู้โฆษณามักจะใช้ประโยคความเดียวหรือเอกัตถประโยค (Simple sentences) ที่อยู่ในรูปประโยคบอกเล่า (Declarative sentences) นอกจากนั้นคำกริยาที่ใช้มักเป็นคำกริยาที่มีการแสดงออกและเห็นการกระทำได้ (Action verbs) ที่มักอยู่ในรูปกัตตุวาจก (Active voices) และคำกริยาดังกล่าวมักอยู่ในรูปปัจจุบันกาล (The present tenses) เมื่อวิเคราะห์ประเภทของคำ (Parts of speech) พบว่า มีการใช้คำนาม (Nouns) มากที่สุดเมื่อเทียบกับประเภทของคำชนิดอื่นๆ ด้านคำสรรพนาม (Pronouns) พบว่า ในข้อความโฆษณามีการใช้บุรุษสรรพนาม "คุณ" หรือ "ท่าน" (You) รวมทั้งเกือบทุกรูปสรรพนามอื่นๆ ที่เกี่ยวข้องกับบุรุษสรรพนาม "คุณ" หรือ "ท่าน" (You) เป็นจำนวนมาก ส่วนกลวิธีการใช้ภาษาที่พบมากที่สุด คือ กลวิธีการกล่าวซ้ำ (Repetitions)

จากผลการวิจัยที่พบสามารถสรุปได้ว่าผู้โฆษณาพยายามทำให้ข้อความโฆษณาโปรแกรมลดน้ำหนักออนไลน์ของตนมีความชัดเจน เข้าใจง่าย ฟังดูเป็นกันเองเหมือนบทสนทนาที่ใช้ในชีวิตประจำวัน และยังทำให้ผู้อ่านรู้สึกมีส่วนร่วมในโฆษณานั้นๆ นอกจากนั้นผู้โฆษณายังต้องการให้ข้อความโฆษณาของตนน่าสนใจและน่าอ่านเพื่อดึงดูดความสนใจจากผู้อ่านอีกด้วย

The master's project Advisor, Chair of Business English for International Communication, and Oral Defense Committee have approved this master's project as partial fulfillment of the requirements of the Master of Arts degree in Business English for International Communication of Srinakharinwirot University.

Master's Project Advisor

.....  
(Dr. Sirinan Srinaowaratt)

Chair of Business English for International Communication

.....  
(Assistant Professor Dr. Tipa Thep-Ackrapong)

Oral Defense Committee

..... Chair  
(Dr. Sirinan Srinaowaratt)

..... Committee  
(Dr. Wanlapa Thaijinda)

..... Committee  
(Dr. Saiwaroon Chumpavan)

The Master's Project has been approved as partial fulfillment of the requirements of the Master of Arts degree in Business English for International Communication of Srinakharinwirot University.

..... Dean of the Faculty of Humanities  
(Associate Professor Chaleosri Pibulchol)

April 2007

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# CHAPTER 1

## INTRODUCTION

### Rationale

In this world of communication, a plethora of information is provided to a great number of people via mass media, informing them through several means of distribution: books, films, television, radio, magazines, computer programs and games, and other forms of visual and printed communication (Wood, 2000). In every kind of media, advertising always takes part. Arens (1996) defined advertising as “the nonpersonal communication of information, usually paid for and usually persuasive in nature, about products (goods and services) or ideas by identified sponsors through various media” (p. 5). Advertising is so pervasive in society that it may be difficult to imagine life without it. It has been estimated that the typical adult views about 400-600 advertisements per day (“Body Image and Advertising,” 2004). Advertising can be found, among other places, in newspapers and magazines, on television, on truck sides, as a logo on a T-shirt, or on the Internet.

The Internet is one of the most popular media that has an increasing number of users. Indeed, the world’s Internet users have risen expeditiously from less than 2% in 1998 to 25% at the beginning of the twenty-first century (Turban, Rainer, & Potter, 2001). The Internet can serve people’s needs for various purposes such as work, entertainment, business, and, of course, advertising. Many advertisers are interested in promoting their products on the Internet because of the following five distinctive advantages. Firstly, they can know the exact number of people who viewed their

advertisements as well as their background information by using either specific software or the services of companies, such as I/PRO, NetCount, AOL, or Netscape, to obtain such information. The software or the companies' services are very convenient for advertisers since they can help identify how often the viewers visit the sites and even their Internet Protocol (IP) addresses, which provide advertisers with information about the countries where their Web sites are surfed. Secondly, since the advertisers' servers are active 24 hours a day, advertisements can be viewed all day and all night through the 365 days of the year. Thirdly, advertisers can save a great deal of money by advertising on the Internet, for they pay only 30,000-50,000 baht per advertisement per year. Fourthly, because of the Internet's conveniences, viewers from all over the world can contact advertisers and order products or services whenever they want via e-mail at the same rate as local phoning. Lastly, information in advertisements can be as long as advertisers want it to be within the space of 10 megabytes (10 MB), providing more than 100 pages, and can easily be changed (as cited in "Past Now Future Advertising," 1998).

In advertisements, there usually are two parts: the copy and the illustrations. The copy refers to the words given in the sales message. The illustrations are the pictures, photographs, or other visuals (Ediger & Pavlik, 1999). In a print advertisement, copy elements include the headline, subhead, body copy, slogan, logotype, and brand name (Stanley, 1977). The body copy is considered the most important component of advertisements. Arens (1996) defined body copy as the textual part of an advertisement which tells the complete sales story—the features, the benefits, and the utility—of the product or service and develops the ideas presented in the headline. Stovall (1994) stated:

Body copy is the heart of the advertisement. If the art and headline get the attention of the reader, the body copy is where the reader should be rewarded for taking the time to read the ad. That reward should come in the form of information about the product being advertised and answers to questions raised explicitly and implicitly in the headline. (p.184)

As a result, copywriters try to use a large number of techniques to attract the readers' attention either to the illustrations, the headlines, or both. Since there are a great number of advertisements in various kinds of mass media, copywriters have to strive to attract the readers' interest at their first glance at advertisements, particularly on the Internet. The purpose of doing that, in fact, is for the readers to continue reading the details about the products such as their performances, qualities, deliveries, as well as their prices. All the pertinent product information is written in the body and provided through persuasive language in order to instill in the readers the desire to buy the goods or services. The language used in body copies is considered the most influential factor in convincing the readers to make decisions to buy the products or services being advertised. Lee Clow, creative director of the advertising agency Chiat/Day/Mojo, (as cited in Batra, Myers, & Aaker, 1996) mentioned that good advertising is a dialog with people that lets them bring something to the communication process. The message can influence its audiences to learn, perceive, or feel. In other words, copywriters not only present the specifications and characteristics of the products and services but also have the duty to persuade the readers to perform some kind of action.

Many people have been interested in studying the language of advertising. For example, Leech (1966) studied the language used in the television advertising copies in Great Britain and found that the characteristics of advertising language could be categorized into four respective headings: attention value, readability, memorability, and selling power. Another example is the study conducted by Warasittichai (2002). She reported that in online food, cosmetics, technology, and toy advertisements, a number of language features and writing techniques—such as adjectives, contractions, questions, simile, proofs of the claims, and provocative statements—were used. She also found that each of the four kinds of products used different language features and writing techniques.

Although much work about advertising language has been done to date, more studies need to be conducted to ascertain the language used in advertising. As Warasittichai has already examined the language features and writing techniques used in the online product advertisements of food, cosmetics, technology, and toys, the researcher of this project, therefore, is interested in conducting a similar study of advertising language, but in different kinds of product.

Nowadays, a large number of people have a growing fascination with a healthy lifestyle. They manage their health by trying to develop a balanced lifestyle, avoiding unhealthy food and beverages, such as junk food or alcohol, as well as putting more emphasis on nutrition, exercise, and staying active (Clow & Baack, 2002). Weight is an important health concern for both men and women. It seems that many people are not satisfied with their weight. In the United States, in the early 1970s about 75% of women and 85% of men reported that they were satisfied with their overall body, but by the late

1990s only 44% of women and 57% of men were satisfied. A steady decline in the number of people satisfied with their weight has continued to the present, and in 2002 only about 34% of women and 48% of men were satisfied with their weight (“Why Weight Can Become,” 2004).

The media are considered to be among the most influential promoters of the *thin* standard. Mass media’s producers bombard people with the constant messages ‘fat is bad’ and ‘lose weight now.’ These messages can be seen everywhere, for example in magazines or newspapers, on television or radio, or in shops at shopping malls (Kater, 2004; “Media and Eating Disorders,” 2004). Additionally, ‘I need to lose weight’ is one of the most repeated phrases, and it is one of the first things teenagers learn. Today, people have been obsessed with dieting (“Why Weight Can Become,” 2004). Therefore, people who are overweight, medium-weight or even underweight all want to be thinner and lose weight. According to a 1996 survey of 107,000 people by the Centers for Disease Control and Prevention (CDC) in the USA, nearly 29 % of men and 44 % of women are trying either to lose weight or to avoid weight gain (Federal Trade Commission, 2002).

As a large number of people are interested in losing weight, sellers of weight-loss products or services try to meet their needs. Consequently, there is no question why weight-loss or weight-control industries are flourishing. US consumers spent an estimated \$34.7 billion in 2000 on weight-loss products and programs, according to the Atlanta Business Chronicle (Federal Trade Commission, 2002).

Diet programs geared towards busy people with little time are particularly popular. These programs are designed to include everything needed to help these people

reduce unwanted weight in a short time so that they do not need to turn to other options. Because of its convenience, this kind of service is growing rapidly. For example, Herbalife, a thriving weight-management, nutrition and personal-care company and leader in the wellness industry, has served millions of satisfied customers around the world with hundreds of scientifically advanced products. Its monthly sales soared from \$21 million in 1996 to an impressive \$1.8 billion in 2003 (“Our Company,” 2004).

In regard to the boom in the weight-loss business, there are numerous diet program advertisements on Web sites. Therefore, copywriters have to use whatever writing strategies to make consumers pay attention to the advertisements they create. They not only want to catch consumers’ attention but also to influence them to buy the products or services advertised.

As more and more people have been interested in taking care of their health, especially their weight, and as there is intense competition of diet program advertising as mentioned above, the researcher is interested in analyzing the language used in body copies of online diet program advertisements to find out what linguistic features and language tactics advertisers employ to draw reader’s attention. The results of this study would be essential for a better understanding of advertising language, and the information found from this study may also serve as supplementary materials to the course Language of Advertising (BEN 623).

#### Statement of the Problem

From the researcher’s review, in Thailand many studies have been performed on the language used in either magazine or television advertisements. However, the researcher found that few studies have been conducted to analyze the language of

advertising used in online advertisements. Therefore, because of the boom of the use of the Internet mentioned above, it will be beneficial to explore how online advertising language is used. In addition, the researcher could not find any studies about diet program advertisements; therefore, in this study, this kind of advertisements was analyzed to find out the linguistic features and language tactics used in the body copies.

### Research Questions

This study aimed to answer the following questions:

1. What are the linguistic features used in the body copies of online diet program advertisements?
2. What are the language tactics used in the body copies of online diet program advertisements?

### Significance of the Study

Analyzing the linguistic features and language tactics applied in the body copies of online diet program advertisements will be beneficial to teachers, students, and readers who are interested in studying the language of advertising and enhancing their knowledge of how to use persuasive language. They can refer to this study to acquire a better understanding of how copywriters work with the language in real advertising situations. In addition, copywriters themselves, especially those involved with diet program advertising, can study this analysis as supplementary information for their copywriting in the future because they can see the language used in today's online advertisements. Therefore, they will have more idea of how to create effective copies to draw the readers' attention. Furthermore, this study itself can be a reference for further studies.

### Scope of the Study

Because of time constraint, this study cannot cover all pieces of diet program advertisements presented on the Internet. In addition, the number of those advertisements has increased every day due to the boom in weight-loss businesses. As a result, the researcher chose to analyze the advertisements presented on only one Web site, set the number of the advertisements which she was able to handle effectively, and set the time limit to gain the most updated information. Therefore, this study focused on the analysis of the linguistic features and language tactics used in the body copies of 36 online diet program advertisements selected from the eBay Web site from December 1 to December 31, 2004.

## CHAPTER 2

### REVIEW OF RELATED LITERATURE

In this chapter, the researcher divides the review of the related literature into four parts: advertising and advertising on the Internet, copywriting, characteristics of effective body copies, and previous studies. The first part presents diverse definitions of advertising, its functions, the elements of advertisements, the definition of the Internet, the description of online advertising, and the types of online advertising. The second part focuses on the definition and purpose of copywriting, the results of an effective and ineffective choice of words in copywriting, the A-I-D-A formula, and the TARGET formula. Following this, the third part illustrates the characteristics of effective body copies, which are the linguistic features and language tactics used in those body copies. Lastly, the fourth part presents studies related to the language of advertising.

#### Advertising and Advertising on the Internet

##### *Advertising*

###### *Definitions of advertising.*

According to Weilbacher (1979), people from different careers give distinct definitions of advertising because of their different viewpoints. The following are some examples of definitions of advertising offered by people from different occupations.

The businessman defines advertising as a marketing tool which helps companies and institutions promote their brands in order to sell products by communicating correct and compelling information about the brand, company, or institution to consumers.

From the viewpoint of the manager of a nonprofit institution or entity, advertising is a social tool which encourages public support from a large number of governmental and other nonprofit institutions by conveying to them its accurate and compelling information about its needs and aims.

The historian says that advertising is a tool that adapts itself, through available media, to suit the changing needs of society, especially its business needs.

From the consumer's point of view, advertising is a communication that provides useful and appropriate general information to the consumer in order to convince him or her to either buy products immediately or store such information for later reference.

The advertising practitioner defines advertising as a professional activity which produces compelling advertisements and places them in effective media to convince target consumers as well as possible to buy the products or services advertised.

All in all, although it can be defined in different ways, it can be concluded that advertising is the communication between an advertiser and his or her target audience about a product, a service, an idea, or an organization through a variety of mass media.

#### *Functions of advertising.*

Many people may think that advertising has only one function, which is to sell the products or services being advertised; however, in fact, advertising has several functions, which, according to Bovee and Arens (1986), can be divided into five:

1. Marketing function. Marketing mix, which consists of the four Ps—product, price, place, and promotion—is a well-known marketing strategy which companies use to increase their sales or profits. Advertising is part of

promotion, and its function is to sell and make the target audience accept the companies' products, services, or ideas.

2. Communication function. Every advertisement communicates some information about a product, its features, and its location of sale to a group of people.
3. Education function. People learn about products from advertising. They learn how those products can improve their lives. However, the purpose of advertisers in educating people is to move them to buy their products or services.
4. Economic function. Advertising can give a great deal of information about available products or services to many people at once. This can save costs of distribution and reduce the task of personal selling. Instead, companies can make greater profits to be invested into more capital equipment and jobs.
5. Social function. Advertising helps improve the standards of living of people around the world. In addition, advertising has the power to convince people to give continuous financial support and volunteer assistance to many noncommercial organizations.

In short, advertising has the main function to communicate information oriented towards selling products or services. However, this is not its only function. It also disseminates information in a manner of education that promotes social development to a lot of people and at low cost.

*Elements of advertisements.*

The elements of advertisements can be classified in different ways. However, based on Bovee and Arens (1986) and O' Guinn, Allen, and Semenik (1998), it can be concluded that there are five key elements that an advertisement should contain:

1. **Headlines.** A headline is the words in the leading position of an advertisement that serve to immediately attract the most attention of the readers, to communicate a key selling point about the product or service being sold, and to arouse the readers to read the rest of the advertisement. Headlines are considered the most important part of advertisements; therefore, they usually appear in the largest font size.
2. **Subheads.** A subhead is the essential information about the product or service that is not included in the headline. The purpose of subheads is to quickly give the key selling points about the products or services and to stimulate the readers to continue reading the body copies and also the other parts of advertisements. Normally, subheads appear above or below the headlines, but sometimes they may appear in the body copies of advertisements. The font size of subheads is smaller than that of the headlines but larger than that of the body copies.
3. **Body copies.** According to Burton (1978) and O' Guinn et al. (1998), many people consider body copies the heart of advertisements. A body copy, or body text, is the textual element of an advertisement which gives the complete sales story of the product or service. In other words, everything about the brand the readers should know is being told in this part. Bovee and Arens (1986) noted

that body copies are a logical continuation of the headlines and subheads, set in smaller font size.

4. Slogans. A slogan, or tag line, is a short, repeatable, and memorable positioning phrase which comes from a key theme or idea relating to the product or service, or to the selling company. In addition, slogans provide continuity to a series of advertisements in a campaign. Usually, in advertisement, the slogan appears below the brand or company name.

5. Seals, logos, and signatures. Arens (1996) and Stovall (1994) noted that a seal is the mark given to a product which meets the standards established by a particular organization such as Good Housekeeping Institute and Parents Institute. Seals provide an independent and valued endorsement for the advertiser's product. A logo is a design that represents a company or product name, and a signature is the name and address of a company. Both logos and signatures add uniqueness to the products or services and provide recognition of such products and services at the point of purchase.

As this study focuses on the analysis of body copies, it is very beneficial to learn more information on body copies in order to have a better understanding about them. As a result, the types and elements of body copies will now be discussed.

#### *Types of body copies.*

Arens (1996) and Bovee and Arens (1986) noted that body copies can be divided into six types:

1. Straight-line copy. A straight-line, or factual, copy is the body copy that immediately starts to sell the product by explaining and developing the headline

and illustration. It also emphasizes the benefits the readers will receive after using the product. In addition, this kind of copy is suitable for direct-mail advertising, industrial or high-tech situations, and products that are difficult to use.

2. Institutional copy. An institutional copy promotes an idea, a philosophy, or the merit of an organization instead of selling its product or service. Banks, insurance companies, public utilities, and large manufacturing concerns commonly use institutional copies to add credibility to their image.
3. Narrative copy. According to Bovee and Arens (1986), copywriters use a narrative copy to tell a story. They set up a problem and then tell the readers that if they use this product or service, they will be able to easily solve this problem.
4. Dialogue or monologue copy. Bovee and Arens (1986) stated that in dialogue or monologue copies, advertisers sell their products or services through a character or characters portrayed in the advertisements. This kind of copy can be presented either in testimonials, quasi-testimonials, comic strips, or continuity panels to add credibility and believability to the products or services being advertised.
5. Picture-caption copy. A picture-caption copy is one that tells a story through a series of illustrations and captions. It is effective for products that are used in various ways and have different styles or designs (Bovee & Arens, 1986).

6. Gimmick copy. According to Arens (1996), a gimmick copy uses figures of speech (such as puns, alliterations, assonances, and rhymes), humor, and exaggeration to add attention, interest, and memorability to a product or service.

*Elements of body copies.*

Arens (1996) and Bovee and Arens (1986) stated that there are four main elements in the body copy.

1. Lead-in paragraph. The lead-in paragraph connects the headline and the subhead with the sales ideas in the text. It makes the readers interested in the products or services advertised.
2. Interior paragraphs. Interior paragraphs use proofs of claims and promises to add credibility. Copywriters can exploit research, testing, usage (such as product rank, case history, or testimonials), and guarantee to support product promises. In addition, interior paragraphs induce the readers to buy the products or services advertised by using language that stimulates their imagination.
3. Trial close. The trial close suggests the readers to order the products or services now. In mail-order advertisements, advertisers ask for the order several times. This part of body copies provides opportunities for the readers to make the buying decision early.
4. Close. The close asks the readers to do something and tells them how to do it. In the close, everything the readers need for action is presented. The close can be direct or indirect, ranging from subtle suggestion to direct command.

To conclude, not every advertisement has all five key elements as mentioned.

Normally, headlines and body copies are elements in almost every advertisement piece.

Headlines are the devices that attract the readers' attention, and then body copies supply all the information on the products or services that the readers need to know. There are many types of body copies, as has already been mentioned; however, advertisers need to choose appropriate types to suit their purposes. For example, if they need to advertise products which are difficult to use, they should employ straight-line copies to present them to consumers. In addition, if advertisers would like consumers to pay attention to their advertisements and easily remember them, they should advertise their products or services by using gimmick copies.

### *Advertising on the Internet*

#### *Definition of the Internet.*

Wikipedia (2006) defined the Internet as:

The publicly available worldwide system of interconnected computer networks that transmit data by packet switching using a standardized Internet Protocol (IP) and many other protocols. It is made up of thousands of smaller commercial, academic, domestic and government networks. It carries various information and services, such as electronic mail, online chat and the interlinked web pages and other documents of the World Wide Web. (¶ 1)

As the Internet provides us with those advantages, it has become part of many people's lives as well as the hottest medium in the present day. Economists also agree that the Internet has grown the most when compared with other communication media or electronic technologies (Belch & Belch, 1998). As a result, now, the Internet is one of

the most popular ways for advertisers to communicate their messages to people from all walks of life.

*Online advertising.*

Online advertising, like all advertising, tries to promote information to persuade a buyer-seller transaction, allowing the readers to interact with the advertisement either by clicking on the advertisement for more information, taking the next step, or purchasing the product from the Web site (Zeff & Aronson, 1999).

Turban et al. (2001) pointed out that online advertising has several advantages. Firstly, the major advantages are selective targeting and direct marketing potentials. Advertisers can send advertisements that are suitable to each user's particular interests and tastes. Secondly, information posted in online advertisements can be updated anytime advertisers need it and at low cost. Thirdly, online advertising can reach a large number of potential buyers around the world. Finally, compared with print, radio and television advertising, online advertising is cheaper.

*Types of online advertising.*

There are many ways to advertise on the Internet. However, advertisers commonly use three essential means to post advertisements online.

1. Web sites. According to O' Guinn et al. (1998), advertising on Web sites or home pages is considered the primary method of online advertising. On a Web site, information can range from a presentation of specific benefits of a product or service to special interests or lifestyle topics, which do not directly promote the product or service. There are a great number of Web sites on the Internet; therefore, advertisers need to compete among themselves to attract viewers'

attention and keep them looking at their Web sites. Apart from the information of a product or service, interesting entertainment and special features, such as attractive graphics and downloadable audio and visual materials, are crucial keys for a successful Web site.

2. Banners. Banner advertising is another common form of advertising on the Internet. A banner is an electronic billboard containing a short text or graphical message to promote a product or service. Banner advertisements are paid placements on Web sites, on which viewers can click and then link to the advertiser's own Web site or home page. The major advantage of banner advertising is that advertisers can focus on their target audience. This is because only viewers who are interested in the product or service advertised on banners would click on them to take a trip at the advertisers' Web sites in order to find more information. The challenge of advertisers for using banners is that they have not only to draw viewers' attention with short messages but also to post banners at the right places on a Web page (O' Guinn et al., 1998; Turban et al., 2001).
3. E-mails. Turban et al. (2001) mentioned that using e-mails is another way for online advertising, with lower costs and better and quicker responses than other kinds of advertising, such as print advertising. By this way, advertisers can target a group of people or even individuals by developing or purchasing a list of their e-mail addresses and then sending them advertisements via e-mail. Consumers receive a great deal of e-mails each day. Therefore, if advertisers

want to be successful, they have to find some ways to persuade consumers to open and read their e-mails.

In conclusion, people around the world use the Internet to communicate and exchange information with each other. Advertisers also use the Internet as a medium to convey advertising messages to their audience and convince them to buy the products or services advertised. In online advertising, advertisers can focus on their target audiences, information can be updated whenever they want and sent to the audiences all over the world via Web sites, banners or e-mails, and when they advertise on the Internet, they pay for it at lower prices than advertising in other media.

As advertising on the Internet has a lot of advantages, there are increasing numbers of online advertisements with intense competition. Accordingly, advertisers need to find many different ways to attract their audiences to their advertisements and then persuade them to buy their products or services. The language used in each piece of advertisement is considered the most important factor to give the audiences information and also convince them to buy those products or services.

### Copywriting

Copywriting is the written or verbal description of values and benefits of a product or service that copywriters need to communicate to the readers or listeners (O'Guinn et al., 1998). Usually, the purpose of copywriting is to persuade or remind the readers to take some action in order to satisfy a need or want (Bovee & Arens, 1986). To be successful in writing advertisements which cover all the purposes mentioned, copywriters must choose the most appropriate words and language techniques to convey their ideas to the readers. It can be said that words well chosen are the most important

element in writing advertisements. The better the words copywriters use, the more chance the readers will buy their products or services. Doremus (as cited in Warasittichai, 2002), for example, mentioned that “the success of advertising rests on the effectiveness of the copies, whose tasks are to interpret, inform, and persuade” (p.16).

Possibly, some copywriters use ineffective words, such as ambiguous words, which cause misunderstanding between them and their readers. Scipione (as cited in Warasittichai, 2002) studied the differences of the word-value perception of advertisements between writers and readers and found that they both perceived words or phrases in different ways. The writers were more sensitive to the words they selected than the readers, while the readers could not catch the meanings the writers intended to convey, causing miscommunication. Scipione also stated that when the readers got different meanings, they tended to be not interested in the products or services, then had a negative attitude concerning the advertisements, and finally did not make the purchase decisions. Thus, it is clear that words have a collective impact on the readers to shape their decision making.

To avoid such miscommunication, Bovee and Arens (1986) and Stovall (1994) suggested one of the oldest, most successful copywriting formulas for copywriters to adapt as their guidelines, a formula called A-I-D-A: attention, interest, desire, and action.

1. Attention. The first purpose of copywriting is to gain attention. Usually, the headline is a device that copywriters can use to draw the most attention to their advertisements. Moreover, the subhead, visual, layout, color, size of the advertisement, or unusual sounds can also work as attention-getting devices.

However, these devices should relate to the product or service being advertised, to the rest of the advertisement, and to the target audience.

2. Interest. After getting the readers' attention, the advertisement must build and keep their interest. Therefore, copywriters should talk to the readers about their problems or needs. The word *you* should be frequently used to create a conversational sense. The subhead, the first paragraph of the body copy, cartoon characters, interior illustrations, or charts and tables can be employed to build and maintain interest.
3. Desire. The advertisement must create a desire for the product or service advertised in the body copy by informing about its benefits. It is very important to make the readers believe in such benefits and make them see a clear picture, in their mind, of how to adapt the product or service to their everyday life.
4. Action. Finally, the advertisement must motivate the readers to take some kind of actions, normally to go out and buy the product or service. The request can be direct or indirect in the body copy. If it is possible, copywriters should clearly explain to the readers how to take the action step by step since this is easier for them to follow.

Vitale (1997) proposed that this formula can be used as the principle of copywriting for every kind of mass media, and copywriters can adapt this formula to suit the advertising channels they prefer. However, for advertising on the Internet, Vitale stated that the online world requires a new formula for effective copywriting; therefore, he suggested a formula for online advertising called TARGET: target the prospects, get

appropriate attention, rouse the audience's emotions, guarantee what to sell, offer evidence, and tell the audience what to do.

1. Target the prospects. Many advertisements are posted where they are not wanted. Therefore, advertisers need to find out where their potential clients are and post their advertisements where they can see them.
2. Get appropriate attention. The most important part of advertisements that can capture the readers' attention is the headline. Copywriters should focus on a problem the readers have, then create a headline they will connect with, and finally hint them at a solution. Another way to draw the readers' attention is to make the headline sound more informative like a news item, convincing more people to read.
3. Rouse the readers' emotions. Copywriters need to write advertisements in a way that helps the readers see the clear and vivid picture of how wonderful their lives will be when they have the product or service advertised. The more copywriters can help the targeted audience see, hear, touch, and taste or feel their product or service, the more chance these potential customers will buy them. People buy for emotional reasons, not logical ones. Using emotional appeal can make the advertisements sound more exciting.
4. Guarantee what to sell. The readers do not want to be deceived; therefore, copywriters need to make them feel confident of their products or services by guaranteeing them. The use of guarantees can transfer to the sellers all the risk customers have to take when they buy the products or services.

5. Offer evidence. Copywriters should prove their claims by giving testimonials from satisfied customers in their advertisements. Nothing is more powerful than giving short quotes from other people about the business. In addition, facts and statistics related to the products or services can be very persuasive.
6. Tell the readers what to do. Copywriters should end their advertisements with a call to action, telling the readers what to do to buy the products or services and making it easy to do so. “Call me at ... for more details,” “Reply by e-mail and we’ll send you the full report,” or “Just pick up your fax and...” are some examples of calls to action that should be used.

To sum up, if copywriters want to be successful in advertising, they need to choose appropriate words to communicate the information about their products or services to the readers and to stimulate and convince them to finally buy those products or services being advertised. Copywriters can follow the A-I-D-A formula as their copywriting guidelines, keeping in mind that each medium needs its own set of guidelines for effective copywriting. For online advertising, a formula called TARGET is suggested for use.

#### Characteristics of Effective Body Copies

No rules have been set down in writing the body copies of advertisements. However, several writers and/or copywriters, such as Brierley (1995), Burton (1978), Dyer (1982), Felton (1994), Jenkins (1976), McQuarrie and Mick (1996), Myers (1994), O’Guinn et al. (1998), and Stovall (1994), suggest some common guidelines for writing effective body copies. From the researcher’s observation of those guidelines, effective

body copies should present certain characteristics, which she divided into two main categories: linguistic features and language tactics.

### *Linguistic Features*

#### *Verbs.*

Verbs are the most essential part of the language because they show the actions in sentences. Good body copies are ones that are full of verbs, rather than adjectives, to describe the products. Copywriters can associate verbs with how the products look, what they do, and how they make users feel. However, it is better to avoid too many forms of the verb to be (is, are, was, were, etc.) since they sound “odorless, colorless, and actionless” (Felton, 1994, p. 146). Instead, using action verbs is livelier and more interesting.

In addition, Stovall (1994) suggested another rule about verbs in advertising copies: if copywriters want to stimulate excitement or interest in the readers’ mind and to make them feel close to their advertisements, they should use the verbs in the present tense and in the active voice.

#### *Fragments.*

A fragment is a group of words that lacks a subject or a verb or does not express a complete thought (Butte College, 2004), as in:

So you need shoes and apparel that don’t give up either. *A shoe like the Air Cross Trainer Low from Nike, with the cushioning you need for running. The flexibility you need for aerobics. The stability required for court sports. And the fit and comfort your feet beg for regardless of where you tell them to go.* (Felton, 1994, p. 151)

Copies should sound intimate and conversational as personal letters do. Using fragments can serve this point because they help the readers get close to what copywriters communicate in advertisements. Furthermore, fragments can simplify the product information so that the readers can easily understand it. However, Felton (1994) suggested that overuse of fragments makes advertisements unclear.

*Personal pronouns.*

The use of personal pronouns, especially *you*, is an effective way to make the readers know the advertiser is talking directly to them. Moreover, when copywriters use the word *you*, the readers also feel they are involved in the communication.

*Adverbs and adjectives.*

Adverbs and adjectives are crucial parts of advertising copies. They stimulate the readers' feelings, such as envy, dreams, and desires, by evoking looks, touch, taste, smell, and sounds. Copywriters need to choose appropriate adverbs and adjectives to help the readers imagine clearer pictures in connection with the products. Both adverbs and adjectives can be used to describe any products' features: size, shape, color, and so on.

*Simple English.*

Using clear and simple English is very common in advertising because it is easy for the readers to read and understand. Consequently, if a sentence is very long, it needs to be cut into two or more sentences. Copywriters should avoid using complex sentences which consist of many modifiers since these can cause trouble to the readers.

*Present tense.*

When communicating to the readers, copywriters should use the present tense. The past and future tenses reduce the advertisements' credibility and timeliness.

### *Questions.*

A common technique that can arouse curiosity about advertisements is the use of questions. They rouse the readers to find out the answers, which normally are found inside the advertising texts. Psychologically, the use of questions is a way to make the readers get a point by presenting it in two separate stages: a problem, then its solution. Linguistically, it is a way to reduce grammatical complexity in expressing an idea by separating it into two sentences; for example, “What’s in *Woman’s Realm* this week? A wonderful beauty offer for you.” (Leech, 1966, p. 112), instead of presenting it in one, more complex sentence; for example, “There’s a wonderful beauty offer for you in *Woman’s Realm* this week.” (Leech, p. 113).

### *Exclamations.*

Exclamations create intonation and expressions of emotion in writing. In addition, they also suggest personal tone, face-to-face contact, and expressions of surprise.

### *Imperatives.*

A common type of sentence in advertisements is the imperative or command because all advertisements strive to stimulate the readers to take some action. Furthermore, imperative sentences create personalized effects, the feeling that a person is talking to another person.

### *Language Tactics*

#### *Testimonials.*

A testimonial is a device to make customers accept a product’s qualities based on short descriptions or statements by famous or ordinary people who have used the product and loved it (Arens, 1996). The use of celebrities continues to be a popular method of

advertising because advertisers believe that messages delivered by well-known people achieve a high degree of attention and recall from some consumers. A study by Sternthal, Phillips, and Dholika (as cited in Ohanian, 1991) showed that highly credible sources were more effective than less credible ones. Another study by Ohanian found that well-known personalities could create initial interest and attention for advertisements.

Celebrities can grab the readers' attention, but they must be believable and they must not distract attention from the product advertised. However, it is not necessary to use celebrities to present testimonials; people from all walks of life, from known personalities to unknowns and nonprofessionals, can endorse products.

*Comparative references.*

Comparative reference is the technique by which an ad compares a product or service to that of a competitor (Clow & Baack, 2002). The major advantage of this device is that it often captures the readers' attention. In addition, it can help the readers remember the information given in the advertisement more easily than when it is presented in noncomparative advertisements. In other words, comparative reference can increase both brand awareness and message awareness. According to the study of Grewal, Kavanoor, Fern, Costley, and Barnes (1997), comparative advertisements are more effective than noncomparative ones in gaining attention, producing message and brand awareness, increasing information processing and favorable brand attitudes, and enhancing purchase intentions as well as purchase behaviors. Comparative reference works well when there are actual differences to compare without unfairly attacking the competitor and when the competitor's brand name is not mentioned.

*Adjectival compounds.*

One way in which copywriters can adapt language to their own advantage is to use compound words as adjectives. Adjectival compounds, occurred as hyphenated words, can add emotions and feelings to words and thus to the products being advertised. Moreover, these adjectival compounds suggest to the readers that the products have special features or uniqueness. Dyer (1982, p. 150) gave some examples of adjectival compounds: *Stay-put* color, *new-face* hygiene, the *so-many-ways* cheese, and the *go-anywhere* blouse.

*Neologisms.*

A neologism is a newly made-up word or phrase (English Online, 1998). Neologisms bring strong memories as well as strong feelings of the products into the readers' mind. In advertisements, they can be found in the copies where the products' names are combined with other words. Some examples of neologisms are *Schweppervescence*, *Scholliday*, *Afiordable*, and *Goudanight* (Dyer, 1982, p. 150).

*Contractions.*

The body copies of advertisements should sound informal and conversational. Contractions are commonly used when we talk to others in our everyday life. Therefore, if copywriters want to make the readers feel like they are talking to the readers, they need to use *won't*, *don't*, and the likes.

*Scientific language.*

Dyer (1982) pointed out that scientific language includes scientific-sounding terms, the word *science* itself and related terms, and scientific or survey evidence. Scientific language can enhance the products' distinctive features since in people's mind,

science is associated with objectivity and unbiased opinion. Therefore, this kind of language increases products' reliability. In advertisements, especially in ones involving health products, the proof presented by recognized authorities adds greater credibility. Some examples of scientific language given by Dyer (1982, p. 182) are "laboratory tests show...", "scientifically clean," and "science tells us..."

*Repetitions.*

Repetition is something you say again and again without changing its meaning (Bryceland, 2004). Within advertising copies, there are at least two forms of repetitions to remind people about the products. Firstly, the same beginning word of sentences or paragraphs is repeated, as in:

Our commitment: *to* make your buying experience a pleasant one. *To* describe every item as accurately as possible. *To* make quick shipping the norm, not the exception. *To* give the fullest effort to resolving any problems. Our business is your satisfaction. ("A Year of Atkins 2005 Day-at-a-Time Calendar," 2004, ¶ 5)

Secondly, a word, phrase, or sentence can be repeated again and again throughout the copy, as in:

Get in the best shape of your life! The 'Ultimate Weight Loss and Cross-Training System' Diet & Exercise...and More! *All in One Package*. This Weight Loss Package includes a Great Fat Flush Plan, 2-Complete Diet Plans, 3-Cross-Training Exercise Routines, 5-Electronic Tracking Programs, The 'Successful Weight Loss' E-book, and Direct Access to the Fitness Trainer—*All in One Package!* ...with lots more

Extras Included! (“Ultimate System – Weight Loss Diet & Exercise Program,” 2004, ¶ 1)

The advantages of using repetition are that it aids memorability and helps gain higher product identification.

#### *Alliterations.*

An alliteration is a “repetition of sounds, whether letters of the alphabet, prefixes, suffixes, syllables, or initial letters, [which] helps readability and memorability” (Jefkins, 1976, p. 162). This device can amuse the readers.

#### *Similes.*

A simile is a comparison of one thing with another by using *like*, *as*, or *as if* (Kopp, 1998). Similes catch the readers’ eyes. An example of simile is “Cool as a mountain stream...cool fresh Consulate” (Dyer, 1982, p. 153). In this phrase, a characteristic of streams is directly compared to Consulate, a brand of cigarettes.

#### *Metaphors.*

A metaphor states that one thing is something else. It is a comparison without *like*, *as*, or *as if* (Kopp, 1998). This device makes writing more vivid. “Say hello to your child’s new bodyguards” is an example of a metaphor from Johnson & Johnson’s band-aid advertisement in which the band-aid is compared to bodyguards (McQuarrie & Mick, 1996, ¶ 10).

In conclusion, to write effective body copies, copywriters should use in their advertisements words that create familiarity, clearness, simplicity, interest, vividness, uniqueness, and reliability. In addition, using these kinds of words stimulates and convinces the readers to buy the products or services being advertised.

### Previous Studies Related to the Language of Advertising

The researcher divided the studies related to the language of advertising into two groups: international studies and Thai studies. The researchers of these studies focused on the language employed in different kinds of advertisements.

#### *International Studies*

Leech (1966) studied the language used in the television advertising copies in Great Britain by examining a sample of 617 advertisements first broadcast between December 1960 and May 1961 and quantitatively analyzing their grammar and vocabulary. He found that to be successful in advertising on television, advertisements should have four underlying characteristics: they must draw the readers' attention, they must be easy to read and understand, they must be easy to remember, and they must stimulate the readers' desire to buy the products advertised. For attention value, unorthodox use of language such as wrong spellings, grammatical solecisms, neologisms, metaphors, and paradoxes could effectively provoke the readers' attention. The basic requirements for a message to be easy to understand were a simple, colloquial style and a familiar vocabulary. Repetition, alliteration, metrical rhythm, and rhyme obviously played key roles in memorability. For a selling power point, imperative clauses and emphasis on the uniqueness of the products were considered effective methods to convince the readers to have a strong desire to buy the advertised products.

Rannu (1998) studied the advertising language in mass media. The purpose of this study was to investigate the syntactic and lexical features of advertising language in English business and consumer advertising by looking at the slogans and body copies of the advertisements. For the syntactic features, compound and simple sentences were

more common than interrogative and negative sentences. For the lexical features, the copywriters tended to use expressions similar to spoken language, which was evident by the choice of short verb forms. On many occasions, specific vocabulary was frequently used to emphasize the specific features of the products. Furthermore, comparatives and superlatives occurred in almost every advertisement, often combined with adjectives giving positive information about the advertised items.

### *Thai Studies*

Limkulakomn (1991) studied strategies of word use in Thai in television and magazine advertising as well as the differences between their strategies. One hundred and twenty television commercials and 120 magazine advertisements from January 1, 1987, to December 31, 1989, were analyzed. Limkulakomn found that copywriters used a great number of strategies in their choice of word: rhyming, repetition, slang, foreign words, and incongruity of collocative meaning. In comparing the strategies in television and magazine advertising, it was found that only the use of foreign words occurred more in magazine advertising than in television advertising. For the other strategies, no statistical differences appeared among their frequency. Furthermore, in television advertising, the language did not vary with the kinds of products advertised. However, in magazine advertising, rhyming, repetition, and foreign words varied with the products advertised.

Suthimaskul (2000) conducted a study about banner advertising messages on the Internet. She focused on the typical features and writing styles of 100 banner advertisements concerning products and services from American Web sites. The findings of this study showed that ellipsis, the omission of words in sentences; parallelism, the

repetition of similar linguistic patterns or structures; commands and questions; alliteration, the repetition of initial consonants in two or more nearby words; rhyme, the repetition of the same sound at the end of words; and the pronoun *you* were typical features mostly found in the selected banner advertisements. In this study, Suthimaskul found that the preferred writing style was colloquial or informal, using mainly the vocabulary and patterns of spoken language.

Warasittichai (2002) studied the similarities and differences of the language features and writing techniques present in 300 online advertisements of four kinds of products: food, cosmetics, technology, and toys. She found that the language features in the four kinds of advertisements were action verbs, adjectives, contractions, fragments in body copies and in headlines, questions, clichés, words to get the readers' attention, pronouns, possessive adjectives, exclamations, voices, sentence types, and tenses. For the writing techniques, Warasittichai divided the analysis into two areas: headlines and body copies. Easy and low payment plans or savings; incentive offers; story telling; deadlines or time limits, which are the body copies that threaten the readers with product or service sales deadlines; similes; proofs of the claims; benefits; 'you' attitude; information of value, which is information about the product that can assist consumers in making a rational choice among alternative products; provocative statements; and noncomparative advertising formats were the writing techniques found in this study. In addition, the types of products introduced had an effect on most of the language features and the writing techniques. This may be because each type of products has different characteristics to be presented in an advertisement; therefore, the copywriters need to use

different advertising language structures which can perfectly convey to the readers the outstanding points of the products.

In short, several studies about the language of advertising were conducted. However, the researcher could not find any studies about advertising language in online diet program advertisements. As a result, she is interested in studying this specific kind of language to find out what linguistic features and language tactics are favored in such advertisements.

## **CHAPTER 3**

### **METHODOLOGY**

This chapter describes the data collection and data analysis employed in this study. The first part explains the manner in which the data was collected, the rationale behind the selection of the Web site from which the advertisements to be analyzed were gathered, the rationale for the number of advertisements sampled, and the method for selecting the advertisements on the chosen Web site. The second part explains how the collected data was analyzed and consists of three sections: linguistic features, language tactics, and calculation of percentage.

#### **Data Collection**

In this study, the data was collected from a shopping Web site named eBay. This website is one of the world's online centers of a diverse community of individuals and businesses who converge for the sales of millions of goods and services. Today, the eBay community includes tens of millions of registered members from around the world ("Company Overview," 2004). In this highly competitive cyber space, advertisers have to use a great number of advertising language techniques to grab the readers' attention from other competitors' advertisements. Therefore, because of its sheer size, eBay should have a larger number of these techniques than other smaller Web sites. As a result, eBay was selected as the source for this study.

From the researcher's estimate, about 1,800 diet programs are advertised on eBay each month. As it was impossible for the researcher to analyze every one of them, she, therefore, decided to select 2% of this monthly estimate, for a total sampling of 36 diet

program advertisements. Moreover, on average, the body copy of an advertisement on eBay is about six pages long. Therefore, the total number of advertising pages to be analyzed in this study amounted to approximately 216 pages.

Systematic random sampling was applied by selecting every fifth advertisement from the eBay's item list pages. The month of December 2004 was chosen in order to collect the most updated data.

### Data Analysis

The body copies of the 36 online diet program advertisements were analyzed according to the following research questions:

1. What are the linguistic features used in the body copies of online diet program advertisements?
2. What are the language tactics used in the body copies of online diet program advertisements?

In this study, firstly the researcher analyzed the data by looking at the linguistic features and language tactics used in writing effective advertising copies as suggested by various writers and/or copywriters, such as Brierley (1995), Burton (1978), Dyer (1982), Felton (1994), Jefkins (1976), McQuarrie and Mick (1996), Myers (1994), O'Guinn et al. (1998), and Stovall (1994). Then, the frequency of each linguistic feature and language tactic was counted and then calculated into percentages.

#### *Linguistic Features*

To study the linguistic features as they present themselves in diet program advertisements, the researcher analyzed their sentence structures, types of sentences and types of fragments, parts of speech, verb tenses, and voices.

*Sentence structures.*

1. Simple sentences

Example: "I HAVE BEEN AN EBAY SELLER FOR 5 PLUS YEARS WITH NEAR PERFECT FEEDBACK." (see Appendix: Advertisement 1)

2. Compound sentences

Example: "Le Patch is the ORIGINAL diet patch *and* public-direct is the ORIGINAL Ebay seller of diet patches since 2002." (see Appendix: Advertisement 2)

3. Complex sentences

Example: "*If* you have any question, you can go to their website to review products: [www.releaseprogram.com](http://www.releaseprogram.com)." (see Appendix: Advertisement 3)

4. Compound-complex sentences

Example: "*IF* THIS IS A "BUY IT NOW" AUCTION, PLEASE DO NOT CLICK MORE THAN ONCE *OR* YOU WILL PLACE ANOTHER ORDER!!!" (see Appendix: Advertisement 2)

5. Fragments

Example: "TERRIFIC ITEM IN VERY GOOD CONDITION." (see Appendix: Advertisement 1)

*Types of sentences and types of fragments.*

1. Declarative sentences

Example: “Education is the key to successful weight loss.” (see Appendix: Advertisement 4)

2. Interrogative sentences

Example: “Did you know?” (see Appendix: Advertisement 4)

3. Imperative sentences

Example: “So contact me now...” (see Appendix: Advertisement 6)

4. Exclamatory sentences

Example: “I am so excited!” (see Appendix: Advertisement 2)

5. Declarative fragments

Example: “Treadmill, Track or Trail Walking and Running Program (\$19.95 Value)” (see Appendix: Advertisement 4)

6. Interrogative fragments

Example: “PSYCHOACOUSTIC?” (see Appendix: Advertisement 6)

7. Exclamatory fragments

Example: “Hello!” (see Appendix: Advertisement 7)

Imperative fragments were not listed in this section because in English it is the verb that gives a sentence its imperative mode. Since by definition a fragment does not include any verb, it is thus not possible to find fragments—that is, parts of sentences without verbs—that are at the same time imperative.

*Parts of speech.*

1. Nouns

Example: “Eliminate unwanted *fat* from your *stomach, hips, thighs, and arms.*” (see Appendix: Advertisement 3)

2. Pronouns

Pronouns found in the 36 online diet program advertisements were analyzed in two ways. Firstly, in order to compare the number of pronouns with the number of other parts of speech, all personal, demonstrative, reflexive, interrogative, relative, and indefinite pronouns were counted.

Secondly, to learn about the personal pronoun *you*, as several writers and copywriters suggest the use of this pronoun in effective body copies, all forms of *you* (i.e. subject, object, reflexive pronoun, possessive pronoun, and possessive adjective) and those of the other personal pronouns were counted to compare their frequency. Possessive adjectives were included in this list although they are not pronouns because *your* is one form of the personal pronoun *you* which can also help the audience feel as if speakers are talking to them, the same as *you* (both subject and object pronouns), *yourself* or *yourselves*, and *yours* do.

Example of subject pronoun: “There is nothing that *you* will need that this program doesn’t have for you to lose weight.” (see Appendix: Attachment 8)

Example of object pronoun: “I am not selling anything in this auction [sic] instead I am giving people an opportunity to contact *me* and learn about this program.” (see Appendix: Attachment 5)

Example of reflexive pronoun: “The president *himself* turns down his living room thermostat” (Langan, 1998, p. 185).

Example of possessive pronoun: “That coat is *hers*” (Langan, 1998, p. 183).

Example of possessive adjective: “Tracking *your* workouts will keep you motivated to succeed.” (see Appendix: Attachment 4)

### 3. Adjectives

Example: “It is *amazing* everyone around me is losing weight and looking so incredibly *happy*.” (see Appendix: Advertisement 9)

### 4. Adverbs

Example: “For best results, listen to CD [sic] *regularly especially* for the first month.” (see Appendix: Advertisement 6)

### 5. Verbs

To analyze the verbs used in the 36 advertisements, two techniques were devised. First, the total number of verbs was counted to compare their frequency with those of the other parts of speech.

Secondly, as several writers and copywriters, such as Felton (1994) and Stovall (1994), mentioned that, in successful body copy writing, action verbs should be used instead of the verb *to be*, which makes a sentence sound flat and lifeless, all verbs were divided into two categories—action verbs on the one hand and on the other hand the verb *to be*—to see how many action verbs were found and how many times the verb *to be* was employed in the 36 advertisements.

Example of action verb: “*Use* this plan consistently for dramatic weight loss results in just 6 months.” (see Appendix: Attachment 4)

Example of verb *to be*: “Amplify *is* 100% Cold-Filtered Hydrolyzed Whey Protein with just the right amount of each essential amino acid.” (see Appendix: Attachment 3)

#### 6. Conjunctions

Example: “The only true way to a toned, healthy body is thru improved diet and exercise *and* this package includes it all *so* you can cross-train your way to the best body ever!” (see Appendix: Advertisement 4)

#### 7. Prepositions

Example: “The Successful Weight Loss e-book is revised periodically *with* the most current weight loss findings and health information—no worries *about* outdated information!” (see Appendix: Advertisement 4)

#### 8. Interjections

Example: “*My goodness!*” (Brown, Nilson, Shaw, and Weldon, 1986, p. 35).

#### 9. Others

Words that cannot be classified into the above eight parts of speech were grouped in this category. Those words include determiners, transitional signals, and fillers.

Example of determiner: “*The* only true way to *a* toned, healthy body is thru improved diet and exercise and *this* package includes it all so you can cross-train your way to *the* best body ever!” (see Appendix: Advertisement 4)

Example of transitional signal: “*IN FACT*, YOU HAVE ME HOOKED FOR MONTHLY PURCHASES!!” (see Appendix: Advertisement 2)

Example of filler: “*YOU KNOW*, I WOULD LIKE TO FIND ONE STEADY SOURCE FOR GETTING MY PATCH KITS.” (see Appendix: Advertisement 2)

*Verb tenses.*

1. Present simple tense

Example: “This program *includes* a 30 minute fat burning workout, with toning exercises for a firmer tummy, thighs and buttocks.” (see Appendix: Advertisement 10)

2. Present continuous tense

Example: “I *am not selling* anything in this auction instead I *am giving* people an opportunity to contact me and learn about this program.” (see Appendix: Advertisement 5)

3. Present perfect simple tense

Example: “I *have* just recently *started* with this new way of life and I *have* already *lost* so much weight and I keep loosing!!” (see Appendix: Advertisement 9)

## 4. Present perfect continuous tense

Example: “I *have been noticing* an increase in energy.” (see Appendix: Advertisement 2)

## 5. Past simple tense

Example: “The first time I *tried* them after a week with no results I *gave up*.” (see Appendix: Advertisement 2)

## 6. Past continuous tense

Example: “She *was working* outside” (Langan, 1998, p. 159).

## 7. Past perfect simple tense

Example: “So I used the remaining 3 weeks worth and by the end of the second week I *’d lost* 8 pounds.” (see Appendix: Advertisement 2)

## 8. Past perfect continuous tense

Example: “I *had been working* overtime until recently” (Langan, 1998, p. 159).

## 9. Future simple tense

Example: “We *will* send you a price list and put up an auction specifically for you.” (see Appendix: Advertisement 2)

## 10. Future continuous tense

Example: “The sound system *will be working* by tonight” (Langan, 1998, p. 159).

### 11. Future perfect simple tense

Example: “The volunteers *will have worked* many unpaid hours”

(Langan, 1998, p. 159).

### 12. Future perfect continuous tense

Example: “My sister *will have been working* at that store for eleven straight months by the time she takes a vacation next week”

(Langan, 1998, p. 159).

### *Voices.*

#### 1. Active voice

Example: “You *get* 3 different plans with this easy to begin activity.” (see Appendix: Advertisement 4)

#### 2. Passive voice

Example: “All emails *will be answered* Monday though [sic] Friday 7 am to 4/6 pm pst and sometimes Sunday afternoon.” (see Appendix: Advertisement 2)

### *Language Tactics*

The ten language tactics analyzed in this study are the following:

#### 1. Testimonials

Example: “Thank you, thank you! I have more relatives that want to get these patches. One of my relatives have [sic] lost almost 20 pounds using the patches. Thanks again...-Mindy.” (see Appendix: Advertisement 2)

## 2. Comparative references

Example: “Actually, Glade 20 works on surface but it doesn’t kill bacteria in the air. Only Glade Clean & Pure eliminates odor-causing bacteria in the air” (Australian Marketing Institute, 2005).

## 3. Adjectival compounds

Example: “The ‘Ultimate System’ is a series of websites *jam-packed* with fitness and diet programs with *full-color* photos of exercise routines, complete diet plans, electronic tracking programs and the latest *weight-loss* information.” (see Appendix: Advertisement 4)

## 4. Neologisms

Example: “Give your feet a Scholliday” (Dyer, 1982, p. 150).

## 5. Contractions

Example: “Almost everyone wants to be in shape but *doesn’t* always know how to get there.” (see Appendix: Advertisement 4)

## 6. Scientific language

Example: “Studies: ...In weight loss studies testing the ingredient focus vesiculosus (Sea Kelp), participants lost an average of 13.02% of their weight. For a 150lb. [sic] person that would be an average of 19.5 pounds of weight loss!” (see Appendix: Advertisement 2)

## 7. Repetition

Example of Form 1: “Let’s Get Started

Let’s Get Moving

Let’s Tone Up” (see Appendix: Advertisement 11)

Example of Form 2: “Calorie Burn Activity Table *Great Extra!*

Electronic Tracking Pages for Diet and Exercise

*Great Extra! A Great Fat Flush Plan – Great Extra!*”

(see Appendix: Advertisement 4)

## 8. Alliteration

Example: “AND THE WORLD *FAMOUS FLOWER FIELDS* TOO ;)”

(see Appendix: Advertisement 1)

## 9. Simile

Example: “Cool as a mountain stream...cool fresh Consulate” (Dyer, 1982, p. 153).

## 10. Metaphor

Example: “Say hello to your child’s new bodyguards” (McQuarrie & Mick, 1996, ¶ 10).

### *Calculation of Percentage*

The frequency of each linguistic feature and language tactic was computed, and then turned into a percentage based on the total number of all counting bases. The following tables show the terms for the counting bases used to calculate the frequency of each linguistic feature (Table 1) and language tactic (Table 2).

Table 1

*Counting Bases of Linguistic Features*

Linguistic features	Counting bases
Sentence structures	
Simple sentence	
Compound sentence	Idea unit
Complex sentence	
Compound-complex sentence	
Fragment	
Types of sentences and types of fragments	
Declarative sentence	
Interrogative sentence	
Imperative sentence	
Exclamatory sentence	Idea unit
Fragment	
Declarative	
Interrogative	
Exclamatory	

---

Linguistic features	Counting bases
Parts of speech	
Noun	Item
Pronoun	Item
Subject pronoun	Pronoun
Object pronoun	Pronoun
Possessive pronoun	Pronoun
Reflexive pronoun	Pronoun
Adjective	Item
Adverb	Item
Verb	Item
Action verb	Verb
Verb <i>to be</i>	Verb
Conjunction	Item
Preposition	Item
Interjection	Item
Others	Item

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Linguistic features

Counting bases

---

Verb tenses

Present simple

Present continuous

Present perfect simple

Present perfect continuous

Past simple

Present perfect continuous

Verb

Past simple

Past continuous

Past perfect simple

Past perfect continuous

Future simple

Future continuous

Future perfect simple

Future perfect continuous

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Linguistic features	Counting bases
Voices	
Active	Verb
Passive	Verb

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*Note.* Idea unit: for example, if six simple sentences, two compound sentences, and two fragments are found in one online diet program advertisement, a total of 10 idea units will be counted in such an advertisement. The frequency of occurrence of simple sentences will amount to 60%, of compound sentences to 20%, and of fragments also to 20%.

Table 2

*Counting Bases of Language Tactics*

Language tactics	Counting bases
Testimonial	
Comparative reference	
Adjectival compound	
Neologism	
Contraction	Advertisement
Scientific language	
Repetition	
Alliteration	
Simile	
Metaphor	

The following is an example of calculation to determine the percentage: if the total number of words in the 36 diet program advertisements adds up to 3,000 and if the number of nouns amounts to 1,250 words, then the percentage of nouns featured in all advertisements is 41.67%, or put differently, 41.67% of all the words in all the samples are nouns.

In the case of the linguistic features with sub-categories, the percentage of the sub-categories was calculated over the total number of their linguistic features. Again, for example, if the 36 advertisements total 3,000 words and if there is a total of 1,800

verbs which can be divided into 1,650 action verbs and 150 occurrences of the verb *to be*, the percentage of those verbs would be calculated as shown in Table 3.

Table 3

*Example of Calculation of Percentage of Verbs*

Linguistic features	Frequency	Percentage
Verb	1,800	100.00
Action verb	1,650	91.67
Verb <i>to be</i>	150	8.33

## CHAPTER 4

### FINDINGS

This chapter presents the findings according to the following research questions:

1. What are the linguistic features used in the body copies of online diet program advertisements?
2. What are the language tactics used in the body copies of online diet program advertisements?

#### Research Question 1

#### *What Are the Linguistic Features Used in the Body Copies of Online Diet Program Advertisements?*

To answer Research Question 1, the linguistic features—sentence structures, types of sentences and types of fragments, parts of speech, verb tenses, and voices—found in the 36 online diet program advertisements were analyzed. The findings are detailed in Tables 4-10.

Table 4

*Frequency of Occurrence of Sentence Structures*

Sentence structure	Frequency	Percentage
Simple sentence	629	50.00
Compound sentence	57	4.53
Complex sentence	211	16.77
Compound-complex sentence	34	2.70
Fragment	327	25.99

Table 4 clearly reveals that exactly half of all the sentence structures was made of simple sentences. This indicates that the advertisers used simple sentences more often than other sentence structures in writing online diet program advertisements. In addition, a large number of fragments and complex sentences was used; however, they both appeared at a much lower frequency (25.99% and 16.77%, respectively) than that of the simple sentences. Contrary to fragments and complex sentences, compound and compound-complex sentences appeared in just a very small number (4.53% and 2.70% respectively), indicating that the advertisers rarely used these kinds of structures to convey information on online diet program products or services.

Table 5

*Frequency of Occurrence of Types of Sentences and Types of Fragments*

Type of sentence and fragment	Frequency	Percentage
Sentences		
Declarative sentence	1111	67.01
Interrogative sentence	11	0.66
Imperative sentence	201	12.12
Exclamatory sentence	7	0.42
Fragments		
Declarative fragment	324	19.54
Interrogative fragment	3	0.18
Exclamatory fragment	1	0.06

It can be concluded from Table 5 that almost 70% of the sentences was declarative. Imperative sentences came in second with 12.12, which is five times less than the frequency of the declaratives. Table 5 also shows the minor use of interrogative and exclamatory sentences, accounting for 0.66% and 0.42% respectively. Similarly, of all the fragments, the declaratives were most frequently used (19.54%). The advertisers used interrogative and exclamatory fragments much less frequently (0.18% and 0.06%, respectively) than the declarative ones.

Table 6

*Frequency of Occurrence of Parts of Speech*

Part of speech	Frequency	Percentage
Noun	3957	29.35
Pronoun	1254	9.30
Adjective	2312	17.15
Adverb	854	6.34
Verb	1514	11.23
Conjunction	772	5.73
Preposition	1299	9.64
Interjection	53	0.39
Others	1469	10.85

As shown in Table 6, nouns appeared most frequently (29.35%), followed by adjectives (17.15%). Verbs, other parts of speech (i.e. determiners, transitional signals, and fillers), prepositions, pronouns, adverbs, and conjunctions occurred at a much lower percentage, ranging from 11.23% to 5.73%, and interjections were found at the lowest, at only 0.39%.

Table 7

*Frequency of Occurrence of Pronouns*

Pronoun	Frequency	Percentage
Subject pronouns		
I	113	23.16
You	241	49.39
He	0	0
She	6	1.23
It	61	12.50
We	46	9.43
They	21	4.30
Object pronouns		
Me	18	7.89
You	131	57.46
Him	0	0
Her	0	0
It	42	18.42
Us	23	10.09
Them	14	6.14
Reflexive pronouns		
Myself	3	23.08
Yourself	10	76.92

Reflexive pronouns

Himself	0	0
Herself	0	0
Itself	0	0
Yourselves	0	0
Ourselves	0	0
Themselves	0	0

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Possessive pronouns

Mine	1	100
Yours	0	0
His	0	0
Hers	0	0
Its	0	0
Ours	0	0
Theirs	0	0

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Possessive adjectives

My	35	13.11
Your	173	64.79
His	7	2.62
Her	0	0
Its	10	3.75
Our	22	8.24
Their	20	7.49

---

From Table 7, it can be concluded that all forms related to the personal pronoun *you*, except the possessive pronoun, were used more often than all forms related to the other personal pronouns. The percentage of the occurrence of *you* (subject pronoun) was 49.39; *you* (object pronoun) appeared 57.46 % of the time; the occurrence of the pronoun *yourself* amounted to 76.92 %; and *your* was found at a percentage of 64.79. On the other hand, *yours* as a possessive pronoun was never found in the 36 advertisements.

Table 8

*Frequency of Occurrence of Verbs*

Verb	Frequency	Percentage
Action verb	1212	80.05
Verb <i>to be</i>	302	19.95

Table 8 shows that the action verbs appeared much more frequently than the verb *to be*. They were found almost four times more often than the verb *to be* (80.05% vs. 19.95%).

Table 9

*Frequency of Occurrence of Verb Tenses*

Verb tense	Frequency	Percentage
Present simple	1211	79.99
Present continuous	30	1.98
Present perfect simple	67	4.43
Present perfect continuous	4	0.26
Past simple	61	4.03
Past continuous	3	0.20
Past perfect simple	3	0.20
Past perfect continuous	0	0
Future simple	133	8.78
Future continuous	2	0.13
Future perfect simple	0	0
Future perfect continuous	0	0

According to Table 9, the number of occurrences of the present simple tense was very high; it accounted for about 80% of all tenses. The tenses that were used occasionally but much less frequently than the present simple tense were the future simple (8.78%), the present perfect simple (4.43%), the past simple (4.03%), and the present continuous tenses (1.98%) respectively. In addition, the present perfect continuous, past continuous, past perfect simple, and future perfect tenses were seldom used. The advertisers employed less than 1% of these tenses altogether, with a frequency ranging from 0.13% to 0.26%, whereas the copywriters did not use the past perfect

continuous, future perfect simple, and future perfect continuous tenses in their 36 advertisements.

Table 10

*Frequency of Occurrence of Voices*

Voice	Frequency	Percentage
Active	1374	90.75
Passive	140	9.25

The above table illustrates that almost all of the voices were active ones, with a percentage of 90.75. This result indicates that the advertisers of the 36 advertisements hardly used the passive voice (9.25%) in writing their body copies.

## Research Question 2

### *What Are the Language Tactics Used in the Body Copies of Online Diet Program Advertisements?*

Ten language tactics were studied in order to answer Research Question 2, and the results are presented in Table 11.

Table 11

#### *Frequency of Occurrence of Language Tactics*

Language tactic	Frequency	Percentage
Testimonial	4	11.11
Comparative reference	9	25.00
Adjectival compound	25	69.44
Neologism	0	0
Contraction	22	61.11
Scientific language	4	11.11
Repetition	30	83.33
Alliteration	17	47.22
Simile	6	16.67
Metaphor	1	2.78

It is apparent from Table 11 that the most frequently used language tactic was the repetition (83.33%); adjectival compounds, contractions, and alliterations were next in line, accounting for 69.44%, 61.11%, and 47.22% respectively. Table 8 also shows that

the following tactics were used at a much lower percentage: comparative references (25%), similes (16.67%), testimonials and scientific language (both at 11.11%). Metaphors were barely used (2.78%), whereas no neologisms were found in this study.

#### Summary

In conclusion, the advertisers of the 36 online diet program advertisements tended to use the declarative simple sentences in their body copies to communicate their product information to the readers. Verbs were mostly action verbs, their voice of choice was the active voice, and their most popular tense was the present simple. Nouns were found more often than the other parts of speech. Among all pronouns, the personal pronoun *you* appeared in a large number and in almost all its related forms. Aside from this, repetitions were most frequently used compared to other language tactics.

## CHAPTER 5

### DISCUSSION, CONCLUSION, AND RECOMMENDATIONS

In this chapter, the findings are discussed in line with the two research questions defined in this study. Following this, recommendations for further studies are proposed.

#### Research Question 1

*What Are the Linguistic Features Used in the Body Copies of Online Diet Program Advertisements?*

#### *Sentence Structures*

##### *Results.*

This study shows that exactly half of the sentence structures was composed of simple sentences, 25.99% of fragments, and 16.77% of complex sentences. On the other hand, compound and compound-complex sentences were hardly used, at 4.53% and 2.70% respectively.

##### *Discussion.*

The finding that simple sentences were most frequently used by advertisers indicates that the advertisers used simple sentences more than other sentence structures to communicate their product or service information to the readers. The main feature of simple sentences is that they convey only one main idea, which not only helps readers clearly understand and easily grasp the meaning of what advertisers are communicating to them but also helps advertisers decrease the complexity of the advertising messages and get as straight to their point as they can. It is undoubtedly for these reasons that in this sample of 36 online diet advertisements, simple sentences were so frequently

employed by the copywriters. These results are consistent with the suggestions made by Bovee and Arens (1986), Russell and Lane (1999), and Wells, Burnett, and Moriarty (1998), who said that in writing copies advertisers should choose short, familiar words or simple sentences to catch the readers' eyes and help them clearly understand the messages; moreover, these words or sentences can help the advertisers quickly deliver their messages.

A striking fact related to sentence structures is that the advertisers often omitted the subjects from simple sentences—since the readers would have no doubt which ones the advertisers had in mind. The following is an example of this language device:

Example: “The origin habitat of Guarana is the Amazon Region.

*Stimulates and balances* your metabolism to stabilize weight”

(“Le Patch Slim Trim Weight Loss Diet Patches Program,” 2004

8¶).

In the second sentence above, the subject is clearly ‘Guarana.’ The advertisers favored this repetitive structure—accounting for 4.13% of all simple sentences—because they needed to shorten the messages to make their advertisements more concise for the readers to read; in other words, they wished to avoid writing too long body copies.

The findings also point to fragments as the second most frequent sentence structure. In Yimsomboon’s study (2000), a great number of fragments were found in the advertising body copies of 240 newspapers and 48 magazines, at 39.89% and 31.16% respectively. The findings of this current study are consistent with hers. Commonly, when people communicate verbally, they use fragments to keep an informal and natural tone in their conversation (Kolln, 1996). Although fragments are not complete sentences,

they still can convey what senders need to communicate to their receivers. This might be the reason the writers of the 36 online diet program advertisements frequently resorted to fragments: to make their written copies sound conversational and as natural a language as a person would use, thus bridging the gap between them and their readers. This supports the suggestion offered by Wells et al. (1998) that the best advertising copy is the one which sounds natural, like friends talking to each other. To be successful at this, Wells et al. advised that incomplete sentences or fragments be used.

Another interesting finding concerning sentence structures is that a lot of the fragments found in the online diet advertisements were used as titles or behind bullets or numbers, when several items were described. The advertisers seemed to want to give information on every product or service, such as its advantages, ingredients, instructions, and special offers, to the readers. The advertisers tended firstly to use a fragment as a title to introduce each product or service and then to follow with such details. When a large number of such details were given for each product or service, fragments behind bullets or numbers were used not only to help the readers easily grasp the information, but also to shorten the advertising copy. This finding is in line with Warasittichai (2002), who also observed that in online technological product advertisements a large number of fragments were used as lists in the bullet form. It can be said that fragments used with bullets are a characteristic of online advertising language.

Regarding complex sentences, many copywriters and/or writers, such as Felton (1994) and Stovall (1994), suggested that they should be avoided in advertising copies because of their high incidence of modifiers, something that makes sentences more complicated, and because they are less believable than simple sentences. Stovall and

Felton also remarked that people tend to believe in messages they are familiar with in their daily life, the kind of messages found in simple sentences. In this study, the result of the use of complex sentences concurs with those suggestions: complex sentences were found at a frequency of 16.77%, indicating that the advertisers seemed to avoid complexity in writing copies. Therefore, they did not use a lot of complex sentences in their advertisements.

#### *Types of Sentences and Types of Fragments*

##### *Results.*

Of all the types of sentences, declarative sentences were used much more often (67.01%) than imperative (12.12%), interrogative (0.66%), and exclamatory (0.42%) sentences. Among fragments, the declaratives were also mostly used (19.54%), compared to interrogative and exclamatory fragments (0.18 and 0.06 respectively).

##### *Discussion.*

As people from around the world can sell their personal belongings which cannot be found in general shops or markets on eBay Web site and some of the diet program products advertised on eBay are dietary foods or supplements which consumers have to ingest, it is thus very necessary for advertisers to give as much detailed product information as possible (i.e. its advantages, ingredients, and directions of use) in order to help readers clearly understand the importance of this information and trust the products or services, and to convince them to buy those items advertised. Since declarative sentences and fragments are used to convey information or state ideas, without requiring either answers or actions from readers, they are appropriate for the advertisers' purpose to describe, explain, and clarify the essential information the readers need to know. These

may be the possible reasons the declaratives, as both sentences and fragments, were most frequently used in the 36 advertisements. As the advertisers tended to focus on describing product or service information in detail, the imperative sentences (12.12%), the interrogative (0.84%), and the exclamatory (0.48%) sentences and fragments were rarely used.

One more interesting feature of the types of sentences found in the present study regards exclamation marks. Generally, exclamation marks are used at the end of exclamatory sentences or fragments. However, in this study, exclamation marks were found even in the declaratives or the imperatives. Among all declarative sentences and fragments, exclamation marks were found 12.40%, whereas of all the imperative sentences the use of exclamation marks accounted for 22.39 %. The following is an example of this usage of exclamation marks.

Example: “This means less than 10% of the food’s calories comes from protein, more than 50% from carbohydrate and more than 40% from fat.” (“SOUTH BEACH DIET Weight Loss Nutrition Program Software,” 2004 15¶)

It can be seen from the example that although the sentence is a declarative one, an exclamation mark is used at the end. This finding confirms the idea given by Myer (1994) that in advertising copies exclamation points are sprinkled liberally. In this current study, a possible reason for such usage is that they easily attract the readers’ attention and add an intonation of interest to the advertised messages. As a result, the advertisers used exclamation marks not only in exclamation sentences and fragments in order to catch the readers’ eyes and display a tone of interest.

In general writing, one exclamation mark is used for each exclamatory sentence or fragment, but, in this study, it is also interesting to find that two, three, four and even up to 11 exclamation marks followed a sentence or fragment. Here are examples of this use of exclamation marks:

Example 1: “New In Box!!!” (“Herbalife Themojetics Quickstart Green Program,” 2004 1¶)

Example 2: “I have lost 8lbs in 2 weeks. It’s great!!!!!!!!!!!!!!” (“LE PATCH Slim Trim Weight Loss DIET PATCHES Program,” 2004 3¶)

In the present study, among all sentences and fragments with exclamation marks, the frequency of occurrence of this use of exclamation marks accounted for 25.33%, which indicates that the advertisers used such kind of exclamation marks quite often in their body copies. The advertisers seemed to use it to awake the readers’ interest in order to let them know that the message with this kind of exclamation marks is more interesting or important than the others. It serves as a visual signal to tell the readers that they should pay more attention to such message. Moreover, as mentioned earlier, these exclamation marks also express writers’ feelings and tones. The writer in example 2 used many exclamation marks to show that the consumer was very excited by the great outcome obtained from using the advertised product. Since the advertisers cannot contact their readers in person, as an alternative they have to use such exclamation marks to show their emotions.

## *Parts of Speech*

### *Results.*

Nouns, adjectives, and verbs were most frequently found. Their frequency of occurrence amounted to 29.35%, 17.15%, and 11.23%, respectively. Other parts of speech appeared at a lower percentage: determiners, transitional signals, and fillers (10.85%), prepositions (9.64%), pronouns (9.30%), adverbs (6.34%), conjunctions (5.73%), and interjections (0.39%) respectively.

### *Discussion.*

The findings illustrate that content words like nouns, adjectives, and verbs were used more than other parts of speech. A possible explanation for these results is that, as mentioned earlier in Types of Sentences and Types of Fragments, the advertisers might need to give as much product information as possible to persuade the readers to buy the advertised products or services. Since content words primarily express lexical meaning, rather than indicating grammatical relations, as function words do, they had to use many content words as main words to run informative sentences.

The findings emphasize that in their 36 advertisements the advertisers preferred action verbs much more often than the verb *to be* (80.05% vs. 19.95%). Because action verbs produce readable and interesting body copies, the advertisers used a large number of them over the verb *to be*, which makes advertising messages colorless and tiresome. The results of this study support many copywriters and/or writers (Felton, 1994; Stovall, 1994, for example) who suggested that the use of action verbs helps the readers feel as if something is happening, and happening now, and creates lively and interesting advertisements, whereas the verb *to be* should be preferred only when it is necessary,

since overuse of this verb only achieves advertisements that sound flat and lifeless.

Although advertisers cannot eliminate the verb *to be* altogether, they are advised not to rely too much on it.

Although adverbs are also content words, they were found in just a small number (6.34%). This indicates that the advertisers of the 36 online diet program advertisements seldom used adverbs in their advertising copies. Although Dyer (1982) suggested that advertisers should use adverbs in their copies because they stimulate the readers' feelings and increase their desirability to buy the products or services by evoking looks, touch, taste, smell, and sounds, as adjectives do, the result of this study of online diet advertisements is not consistent with what he proposed. One possibility for this discrepancy is that as the online advertisers needed to use more nouns than verbs to give elaborate product or service information, when they wanted to detail and define such nouns, they had to use adjectives. Since adverbs modify verbs, and since in the online advertisements verbs appeared less frequently, adverbs were much less present than adjectives in this study.

Concerning pronouns, it can be concluded from the findings that almost all forms related to the personal pronoun *you* were most frequently employed by the advertisers. According to Warasittichai (2002), in the 300 online food, cosmetic, technology, and toy advertisements of her study, the personal pronoun *you* was mostly found (37.64%) compared to other personal pronouns, and *your* (50.69%) was used more than other possessive adjectives. The current results are in line with hers. Bovee and Arens (1986) and Felton (1994) explained that using personal pronouns, especially *you*, and the possessive adjective *your* helps readers feel as if advertisers are talking to them in a

familiar manner. This way of communication pulls readers closer to advertisements and achieves a more intimate effect than using stiff third-person personal pronouns such as *it* and *they*. Lewis (2000) recommended that good copies should not make readers feel as they are observers but participants. These might be the reasons the advertisers used a highly significant number of almost all forms related to *you* in this present study: to make the readers feel that they were directly addressed and to involve them in the communication. Several previous studies also support the use of *you* and *your*. For example, the studies of Mote, Shelby and Reinsch, and Tixier (as cited in Warasittichai, 2002) showed that the use of *you* and *your* promoted the readers' desire to buy advertised products or services and helped them perceive the advertisements that were filled with *you* and *your* as more personalized, vivid, interesting, memorable, and appealing.

Interestingly, in the 36 online diet program advertisements, almost all forms related to *I* were also frequently used. As shown in Table 7 (P. 56), the percentage of *I* (subject pronoun) was 23.16, *me* (object pronoun) was 7.89, *myself* (reflexive pronoun) was 23.08, *mine* (possessive pronoun) was 100, and *my* (possessive adjective) was 13.11. A reason for this may be that some advertisers marketed the products in the names of individuals, not companies; as a result, they used various forms of the personal pronoun *I* to refer to themselves. This result confirms Felton (1994), who said that the first-person personal pronouns *I* and *we* and second-person pronouns (singular and plural) *you* should be used more than third-person pronouns such as *it* and *they*, which doesn't involve readers in the communication.

## *Verb Tenses*

### *Results.*

The present simple tense formed almost 80% of all tenses. The other tenses were found at a much lower percentage, ranging from 8.78% for the future simple to 0.13% for the future perfect simple. In addition, the past perfect continuous, future perfect simple, and future perfect continuous tenses were not found in this study.

### *Discussion.*

According to O'Guinn et al. (1998) and Stovall (1994), in order to write good body copies, advertisers should avoid using past and future tenses since talking about things which already happened or will happen sounds like insincere promises and reduces credibility and the timeliness of advertisements. The findings of this study are in accordance with these suggestions. As shown in the findings, present tenses (simple, continuous, perfect simple, and perfect continuous) were used much more often than past and future tenses (both in their simple, continuous, perfect simple, and perfect continuous structures): the percentages of those present, past, and future tenses amounted to 86.66%, 4.43%, and 9.08% respectively. Of all the present tenses, the present simple was mostly used. The advertisers tended to use this tense to help the readers feel that the products or services are sold now, and the present simple makes the product or service information up-to-date and more credible. The finding of this study is consistent with what Warasittichai (2002) also observed: among all tenses, the present simple was most frequently used, accounting for about 87%. Therefore, it can be concluded that the present simple tense is a feature of online advertisements.

## *Voices*

### *Results.*

The active voice appeared at a significantly much higher frequency than that of the passive voice, appearing almost 10 times more often (90.75% vs. 9.25%).

### *Discussion.*

The finding that the active voice was used much more than the passive voice is consistent with the study conducted by Warasittichai (2002): among the four different online product advertisements analyzed in her study, she found that the active voice (at 85.65%) was used around six times more often than the passive voice (14.35%). Many copywriters and/or writers pointed out the advantage of the active voice. For example, Langan (1998) noted that the active voice—in which the subjects of sentences perform the actions of the verbs—are more effective than passive ones—in which the subjects receive the actions of the verbs—because it conveys clearer, simpler, more direct, and more vigorous messages. Levinson (1994), O’Guinn et al. (1998), and Stovall (1994) added that the active voice also effectively activate advertisements, make statements stronger, and stimulate the readers’ excitement and interest. The studies conducted by Mote and Tixier (as cited in Warasittichai, 2002) also supported the advantage of sentences in the active voice in that they help advertisements sound credible, vivid, lively, impressible, and readable. On the other hand, the use of the passive voice sometimes create awkward sentences causing messages to sound flat and uninteresting, and having readers lose interest or become confused (OWL, 2004). The finding of the present study – that the active voice was employed much more often than the passive—indicates that the advertisers tended to emphasize the subject or actor rather than the receiver of the

verb to make their advertisements straightforward, clear, interesting, and easy to understand.

## Research Question 2

### *What Are the Language Tactics Used in the Body Copies of Online Diet Program Advertisements?*

#### *Results*

In the 36 advertisements, the favorite language tactics were repetitions (83.33%), followed by adjectival compounds, contractions, and alliterations (69.44%, 61.11%, and 47.22% respectively). In addition, it was found that comparative references, similes, testimonials, scientific language, and metaphors, ranging from 25% to 2.78%, were not popular tactics used in online diet program advertisements. Also to be noted is the fact that neologisms do not appear in the 36 advertising copies.

#### *Discussion*

Since repetitions help readers to remember easily what copywriters wish to highlight, the advertisers of the 36 online advertisements tended to employ this tactic most frequently, firstly to focus the readers' attention and then to emphasize the message that they wanted the readers to bear in mind. This confirms the idea formulated by Brierley (1995) that repetitions add emphasis and consistency to advertisements. Brierley also emphasized that important ideas or concepts need to be mentioned often enough to make the readers realize that such ideas or concepts are essential to remember. On the other hand, the finding of the current study is not in line with the one conducted by Limkulacomn (1991), who analyzed strategies of word use in Thai television and magazine advertising and found that a small number of repetitions was found in the 120

Thai television commercials (1.35%) and 120 Thai magazine advertisements (0.76%). His finding, therefore, indicates that Thai advertisers rarely used repetitions in their advertisements.

In this study, the form of repetition frequently found was the repetition of a same word, phrase, or sentence throughout a copy. What the advertisers usually repeated was a product name, a special offer, or an essential note as shown in the following examples:

Example 1: “Calorie Burn Activity Table *Great Extra!*

Electronic Tracking Pages for Diet and Exercise *Great Extra!*  
 A Great Fat Flush Plan – *Great Extra!*” (“Ultimate System –  
 Weight Loss Diet & Exercise Program,” 2004 16¶)

Example 2: “*Note: If you are using Hotmail, please check your junk mail folder, since their filters regard all messages from non-contacts as spam*” (“South Beach Diet Weight Loss Program,” 2004 1¶).

As can be seen from Example 1, the advertiser repeated the words ‘Great Extra!’ three times in the advertisement. This shows that he or she wanted to tell the readers that these programs were very special for them, and he or she also strived to interest them in those special programs through this repetition. In Example 2, the note was repeated twice, once at the beginning of the advertisement and one more time at the end of it. Since e-mail sent to Hotmail user’s inbox by non-contacts is moved into a junk e-mail folder, the advertiser was concerned that the Hotmail customers might not receive the product information sent to them; therefore, he or she decided to remind the readers about this essential fact by mentioning it again.

The findings of this study also reveal that the second most frequently used language tactic was the adjectival compound—made by joining an adjective with a noun or an adjective with another adjective, both combinations serving as noun modifiers. When adjectival compounds are used in advertisements to describe products or services, they give such products or services special features and create unique and outstanding messages because they are originally invented by the advertisers with the intention to be different from others. Dyer (1982) supported the advantage of the adjectival compound in adding emotions and feelings to advertising messages, and thus to the advertised products or services. It is undoubtedly for these reasons that the adjectival compound was frequently used by the advertisers: to create emotional, distinctive features to the 36 online diet program products or services.

Contractions were also a language device of choice for the advertisers. Bovee and Arens (1994), Burton (1978), Meeske (1998), and Stovall (1994) all suggested that contractions should be used freely to make readers feel they read as people talk to one another. The result of this study is in accordance with the suggestion: the copy writers of the 36 advertisements tended to frequently use contractions, which are used in spoken language, to help their advertisements sound informal and conversational.

### Conclusion

From an in-depth analysis of the findings of this study, it can be concluded that simple, clear, and easy-to-understand product or service information is very essential in online diet program advertisements, as it can be seen from the great number of declarative simple sentences. Furthermore, although the advertisers intend to give as much information as they can in order to inform the readers, then make them understand,

and finally create in them a desire to buy the diet program products or services being advertised, the advertisers do not forget to keep such information short and simple for the readers and they do so by using simple sentences with omitted subjects to make the messages concise. In addition, the advertisers try to lower their advertising language to a conversational, familiar, and friendly tone, wishing to involve the readers in the communication; thus, they keep using fragments, contractions, and all forms related to the personal pronouns *you* and *I* throughout their copies.

Additionally, the advertisers wish their advertisements readable, lively, interesting, up-to-date, as well as credible; therefore, they frequently use action verbs, the active voice, and the present simple tense. Moreover, the advertisers are committed to adding interest to their advertising copies. Exclamation marks used even in the declarative sentences and fragments or imperative sentences are techniques which can help them to call the readers' attention. As repetitions can greatly catch the readers' eyes, the advertisers also frequently used this language tactic to make the readers concentrate their attention upon the information carried by the 36 online advertisements.

#### Recommendations for Further Studies

Recommendations for further studies are listed as follows:

1. In this study, 36 online diet program advertisements were analyzed. It would be interesting to analyze a larger number of advertisement pieces in order to work from a more substantial bank of data. It is probable that the more advertisements are analyzed, the more linguistic features and language tactics will be found.
2. The 36 online diet program advertisements used in this study were selected from the eBay Web site during December 2004. Researchers are suggested to collect

- advertisements of different kinds of products, select other Web sites, or pick up advertisements apart from the month of December 2004 in order to investigate the possibility of differences in the use of the linguistic features and language tactics.
3. In this study, the linguistic features and language tactics of body copies were analyzed. A study about the language used in other elements of advertisements, such as headlines, subheads, and slogans, should be conducted to see whether they privilege different linguistic features and language tactics.
  4. On the eBay's item list pages, for each item described, advertisers can post either a short message or a message and a picture. To paste a picture along with the message, an advertiser has to pay a supplementary fee. Consequently, the language in an advertisement without a picture as an aid to help describing products or services is considered more persuasive language, created to convince viewers to click for more information. Therefore, it would be of high interest to learn more about the language used on those list pages, where messages are posted alone, to find out what language tactics advertisers use to attract their readers' attention.
  5. Online advertisers can sell their products or services via Web sites, banners, or e-mails. As a result, further studies should investigate the promotional language used in banners or e-mails to see whether it is influenced by these advertising channels.
  6. In purchasing decision, many factors are involved. The language used in advertisements may or may not be one factor which has a powerful influence on convincing people to buy products or services. Thus, research can be carried out

by preparing a questionnaire or an interview to find out how advertising language affects consumers' purchasing decision.

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**APPENDIX**

## Advertisement 1

**SYBERVISION WEIGHT CONTROL DIET PROGRAM GOLD EDITION**

**TERRIFIC ITEM IN VERY GOOD CONDITION.**

COMPLETE PROGRAM FOR MANAGING YOUR WEIGHT AND ACHIVING THE WEIGHT YOU WANT TO BE AT. SYBERVISION NEUROPSYCHOLOGY. 8 CASSETTE TAPES 1 VIDEO TAPE AND A STUDY GUIDE BOOK ALL CONTAINED IN A NICE NEAT PLASTIC CASE. THIS SYSTEM WILL TEACH YOU HOW TO LIVE A HAPPIER HEALTHIER WAY OF LIFE AND THE WEIGHT CONTROL WILL BE JUST ONE PART OF THAT.

**I HAVE BEEN AN EBAY SELLER FOR 5 PLUS YEARS WITH NEAR PERFECT FEEDBACK. I STRIVE TO MAKE EACH AND EVERY BUYER THRILLED WITH THEIR PURCHASE. REMEMBER, EBAYING SHOULD BE FUN !!! THANKS FOR CHECKING OUT MY AUCTION, BE SURE TO CHECK OUT THE OTHER COOL ITEMS I AM LISTING DAILY. HAPPY EBAYING FROM CARLSBAD CALIFORNIA, VILLAGE BY THE SEA. AND THE WORLD FAMOUS FLOWER FIELDS TOO ;)**

## Advertisement 2

**LE PATCH Slim Trim Weight Loss DIET PATCHES Program**

Don't be fooled by imitations such as "*DermalPatches*" which come out of Canada.  
Le Patch has 2 extra ingredients over DermalPatches.

**Le Patch is the ORIGINAL diet patch and public-direct is the ORIGINAL Ebay  
seller of diet patches since 2002.**

**(you will notice many sellers copying our description)**

**BUY FROM A SOURCE YOU CAN TRUST!**

**\*\*\*\*\* Testimonials are available below \*\*\*\*\***

**Le Patch is a cutting edge- advanced appetite suppressant, metabolism booster, and  
energy enhancer...all in one!**

**Does NOT contain Ephedra or Caffeine.**

**With this there are no more starvation diets, no difficult exercises and no more pills!  
LePatch Weight Loss Patch works all day & all night long! So easy! Just put on a  
new adhesive skin patch every day for continuous, safe and effective weight loss.**

**Weight Loss Patch Le Patch is 100% All Natural and the main ingredient is fucus  
vesiculosus, an extract of sea kelp.**

**Sea kelp has been used as a homeopathic remedy for over 100 years to speed up the  
metabolic rate and break down fatty tissues. (It burns up calories faster)**

**INGREDIENTS:**

**10mg Fucus Vesiculosus: Burns fat. Has been widely researched and accepted by the  
UK Medicines Control Agency (MCA) as a suitable active ingredient for oral  
administration in herbal medicines, with a medical claim for the treatment of  
obesity. Inclusion in publications such as The Homeopathic Review, Allen's  
Encyclopedia of Pure Materia Medica, the Pharmacopeia by the American Institute  
of Homeopathy, and the United States Homeopathic Pharmacopeia.**

**2mg Garcinia Cambogia: An exotic fruit grown in South India. It is a source for a  
revolutionary natural diet ingredient. The active ingredient of garcinia cambogia is  
hydroxycitric acid (HCA).**

**2mg Guarana: Botanical name of Guarana is Paullinia cupana. The origin habitat of  
Guarana is the Amazon Region. Stimulates and balances your metabolism to  
stabalize weight.**

**1mg Chromium Picolinate: The health professionals are finding that most people  
may not ingest enough dietary chromium. Deficiencies in chromium can impair  
insulin performance, affecting energy production, fat burning, lean muscle  
maintenance, and cholesterol utilization.**

**2mg Menthol: Helps promote absorption of other ingredients.**

**Studies: ... In weight loss studies testing the ingredient fucus vesiculosus (Sea Kelp), participants lost an average of 13.02% of their weight. For a 150lb. person that would be an average of 19.5 pounds of weight loss!**

***These are the Newest and Freshest on the market!***

patches are actually in 3 strips of 10.  
Booklet may be color shown or yellow.

**This is exactly what you will get-  
1 MONTH SUPPLY (30 patches) with 18 page Weight Management Program Booklet. There is no retail packaging and these are sent in a bubble mailer... this is how we can offer this at such a great price :)**

**Want more than 1 month supply?  
Shipping is FIXED no matter how many ordered!  
Purchase several months supplies or see if a friend or family member wants one to save money!**

***LOSING WEIGHT HAS NEVER BEEN EASIER!!***

Burns Fat!	100% Natural
Increases Energy!	Clinically Tested
Controls Appetite!	Doctor Recommended
Fast Acting!	100% safe to use

**+ This is the original AS SEEN ON TV product,  
so you know your getting the best!**

**REAL TESTIMONIALS:**

Below is some real life testimonials for this product. For some people these work Very well and for others not at all. Results vary with everyone.

Keep in mind that dieting isn't easy and no matter what weight loss program or product used, eating right and some excersize if possible can always be a key factor. Also, sticking with the program for more than 2 weeks and drinking plenty of water seems to help.

From what people have told me, average weight loss seems to be 2.5 to 4lbs per week "The "Le Patches" are awesome! I am usually a total pig, but now have to remind myself to eat!!! I feel much better about myself, Thanks so much!"

Laura, NC

"Thank you, Thank you!"

I have more relatives that want to get these patches. One of my relatives have lost almost 20 pounds using the patches. Thanks again....."

Mindy

"The first time I tried them after a week with no results I gave up. Time went on and I forgot about it. Then I saw them and said why not it's just a patch, maybe it takes more time. So I used the remaining 3 weeks worth and by the end of the second week I'd lost 8 pounds. I hit ebay and ordered a two month supply and all total dropped 25 pounds, or more importantly to me went from a size 16 to a 12. These patches work they just take time. They don't make me nervous or angry like so many of the other things I've tried to. I saw my Vet in a store that I had recommended the patch to a couple of months ago and she looked great, it's the patch! When it works, it works. I think it will work for anyone willing to stick to sticking them on, pardon the pun. It does work slowly or seem not to work at first but then bang! No work, no diet, just effective weight loss and one less pill to swallow. Not to mention no side effects."

Kind regards, Christine

"GOOD MORNING KURT, WELL, I HAVE TO SAY I'VE BEEN AT THIS FOR ABOUT FIVE OR SIX MONTHS. (ALTHOUGH THE FIRST THREE MONTHS I WAS USING THE PATCH BUT NOT REALLY TRYING WITH DIET AND EXERCISE). SO THREE MONTH NON-HEALTHY AND THREE MONTHS HEALTHY... AND 60 LBS!... THAT WAS THREE WEEKS AGO. YOU KNOW, I WOULD LIKE TO FIND ONE STEADY SOURCE FOR GETTING MY PATCH KITS. IS THERE A WAY TO DO THIS WITH YOU?"  
THANK YOU AGAIN, DE ANNA

"Hi, I JUST LEFT YOU THE BEST EVER FEDBACK, SOOO HAPPY WITH THIS PURCHASE, IN FACT, YOU HAVE ME HOOKED FOR MONTHLY PURCHASES!! I LOVE these so much! I have told everyone about them. I wish you MUCH sucess on Ebay:)"

Ilona, Webmaster/Owner- My Very Own Avon Lady

"So far have lost 20 lbs. with this product:-)"  
Many thanks, Samantha

"Thanks for the fast shipment. A friend of mine started using this product and swears by it."

Geraldine

"Hi, I just wanted to let you know the patches are working great, so far I have used two days of them and lost 5lbs!! I am so excited! I have been noticing an increase in energy. Thank you and I may just be ordering more patches from you soon!"

Lisa

"Thanks Kurt. Everyone who knows me is so pleased with my results, as am I, that they want to try them.

So there be additional orders coming.....

Thanks, Emily

"I only lost about 6 pounds but I really liked the patches. As long as I've got a patch on I don't wake up hungry in the middle of the night like I used to and I even forget about food during the day. The patches also increased my energy level and made it easier to get through a day. Since I've run out I'm constantly famished. I suspect I'll be ordering from you for a long, long time!

Thanks for offering such a great product! "

- Jill

"I have lost 8lbs in 2 weeks its great!!!!!!!!!!!!!!

thank you so much!

Vanessa<BR

#### Directions;

Apply a new weight loss diet patch each day to a dry, clean, hairless area of your skin (to avoid possible irritation, put the patch on a different area of skin every day).

Remove the previous day's Weight Loss Patch patch.

After 2(two)weeks stop for 1 (one)day.

Wear a new Weight Loss Patch patch at least 16 hours per day.

Drink 8 (eight ounce size) glasses of water each day. This will flush the toxins from your body.

Exercise each day, even if it is just a short walk. Just do a little more than the day before, just to get your metabolism going.

Continue to eat well balanced meals. This also makes the patch more effective.

Not only for looks... but for your health.

Being overweight can lead to the these serious health problems:

Heart Disease

Heart Attack

Stroke

Diabetes

Cancer

Sleep Apnea

Osteoarthritis

Gout  
 Gallbladder Disease  
 Lower Back Pain  
 Hypertension  
 Depression  
 Other Physical & Mental Complications

**\*\*\*FAST SHIPPING\*\*\***

**All items sent same or next business day upon receipt of payment.**

---

**-BY BIDDING ON THIS ITEM YOU AGREE TO THE TERMS AND  
 CONDITIONS BELOW-  
SHIPPING COSTS**

Buyer to pay \$3.50 shipping handling to anywhere in the U.S. for ANY QUANTITY.

This covers shipping costs, supplies, printing out postage etc...

Insurance is optional for an additional \$1.30 on U.S. orders. Seller isn't responsible for lost or stolen packages if optional insurance isn't purchased.

International orders- shipping will be \$4 for usps airmail up to 3 months supply and .50 cents for each additional month ordered.

**PAYMENTS**

Your bid is a legally binding contract... **Please do not bid unless you intend to pay for the item... NON-PAYING BIDDERS WILL BE REPORTED TO EBAY AND NEGATIVE FEEDBACK LEFT!** Payment must be received within 8 days of auction

end. I prefer PAYPAL but also accept Money Orders/cashiers check.

A Winning bidder notification email is sent automatically from Paypal within 2 hours of purchase which also includes info for sending a Money Order.

If you do not receive an invoice, please email me if needed.

\*\*Please include your current user-id, email address and name of item purchased with all forms of payments.

\*\*\*Unless you have 10+ recent positive feedback... People using Paypal payments in the form of an "echeck" will need to wait up to 4 days for the echeck to clear. If you have 10+ recent positive feedback, your package will ship immediately.

Once payment is received and processed, you will receive another ship notification email.

**IF THIS IS A "BUY IT NOW" AUCTION, PLEASE DO NOT CLICK MORE THAN ONCE OR YOU WILL PLACE ANOTHER ORDER!!!**

**EMAIL**

Please email any ?'s before bidding. All emails will be answered Monday though Friday 7am to 4/6pm pst and sometimes Sunday afternoon.

PLEASE READ ENTIRE DESCRIPTION BEFORE EMAILING OR BIDDING.

I get a high volume of email and this would help greatly. All sales are final and seller

assumes no responsibility for packages after they are sent unless optional insurance is purchased.

**FEEDBACK**

To insure your package has arrived and everyone is happy with the transaction, we have a feedback program that automatically leaves feedback upon receipt of feedback.

**[CLICK HERE TO VIEW MY OTHER AUCTION ITEMS](#)**

**WANT TO MAKE A BULK/WHOLESALE PURCHASE???**

**Look no further! We can be your wholesale source for many products! We sell in large quantities to exporters, importers, wholesalers, Ebayers, flea marketers etc... Should you want large quantities, please email us with product name and quantity desired. We will send you a price list and put up an auction specifically for you.**

## Advertisement 3

**Release Diet Program + Censor + Amplify Protein Shake****RELEASE MORNING**

**Eliminate unwanted fat from your stomach, hips, thighs, back, and arms.** With the powerful formula in Release Morning you burn more calories at an accelerated rate. This formula also contains compounds to:

**Curb your appetite**  
**Curb Carbohydrate cravings**  
**Eliminate excess calorie storage**  
**Utilize fat as energy**  
**Increase stamina**

With this formula Release Morning will leave you lean and facilitate the creation of lean-muscle mass.\*

**90 Capsules**

**High Energy Formula - Increase Calorie Burning - Medium Appetite Suppressant**  
**RELEASE AFTERNOON**

*Release Afternoon is the best weight-loss supplement based on its design for thermogenesis that combines a number of natural ingredients that work synergistically to create the optimal metabolic effect. In addition, this formula provides certain nutrients that further expedite the process of converting fat into energy. In order to accomplish thermogenesis the blend is assembled with ingredients that help:*

*Curb cravings*  
*Discourage the storage of calories as fat*  
*Help stabilize blood sugar levels*

**90 Capsules**

**Medium Energy Formula - Increase Calorie Burning - High Appetite Suppressant**  
**RELEASE EVENING**

Release Evening is an amazing herbal nighttime formula designed to help reach your weight loss goals while you sleep. Release Evening contains a revolutionary blend of herbs that:

Burn fat while you sleep  
 Cleanses your system of toxic materials  
 Eliminates waste  
 Promotes sound sleep

It is believed that for the mechanisms of weight loss to operate at maximum efficiency, the proper elimination of waste from the body must be ensured. This formula also has

diuretic actions that **help prevent water retention**. Release Evening is without a doubt the **most efficient eliminator of waste, toxins, and excess water** that is available on the market today! \*

90 capsules

**Increase Fiber - Decrease Body Fat - Cleanse Toxins**

CENSOR

Conjugated Linoleic Acid (CLA) in the diet works as a natural fat burner and suppresses sugar cravings. CLA has been proven to break up stubborn fat areas (brown fat) so that the body can use them as an energy source and get rid of them. CLA will also help keep existing lean muscle tissue toned. Also increases metabolism.

**This is an unopened product and retail price is \$149.99, This is a great opportunity to save BIG!!**

**IN ADDITION, I am including**

**AMPLIFY - Chocolate(2 lb tub)**

Looking for a great protein meal replacement? Amplify is 100% Cold-Filtered Hydrolyzed Whey Protein with just the right amount of each essential amino acid. Amplify Whey Protein mixes instantly with a spoon or shaker. No messy blending or clean up to deal with. Amplify Whey Protein is low in calories and lactose suitable for anyone with milk allergies. Amplify is known to be the superior whey protein in its class. Can be used as a meal with your release pills or as a snack in between meals.

Tastes great - just like chocolate milk!! Also has suggestions to add for a great tasting shake.

This is also unopened and retails at \$39.99 alone.

If you have any questions, you can go to their website to review products: [www.releaseprogram.com](http://www.releaseprogram.com)

**Shipping & Handling: \$9.99**

## Advertisement 4

**ULTIMATE SYSTEM - WEIGHT LOSS DIET & EXERCISE PROGRAM**

**Get in the best shape of your life!**

**The 'Ultimate Weight Loss and Cross-Training System'**

**Diet & Exercise....and More! All in One Package**

**This Weight Loss Package includes a Great Fat Flush Plan, 2-Complete Diet Plans, 3-Cross-Training Exercise Routines, 5-Electronic Tracking Programs, The "Successful Weight Loss" E-book, and Direct Access to the Fitness Trainer--All in One Package! ....with lots more Extras Included! (A \$100+ Value)**

**These online programs include everything you need lose weight and get the body you've always wanted the quickest way possible. The only true way to a toned, healthy body is thru improved diet and exercise and this package includes it all so you can cross-train your way to the best body ever! NO Gimmicks or Fad Diets.... No Magic Pills or False Hope. Only real results!**

**The 'Ultimate System' is a series of websites jam-packed with fitness and diet programs with full-color photos of exercise routines, complete diet plans, electronic tracking programs and the latest weight-loss information.**

**Here you get all the tools you need to accomplish continuous weight loss and build a high-geared calorie burning metabolism thru combined diet and exercise programs that were designed to compliment each other to get results faster.**

**The reasons why this works:**

**Unlike most diets, these eating plans are designed to keep you full throughout the day--because most people fail in their efforts if their eating plan causes hunger. Did you know?...By starving your body, your calorie burning mechanism slows and begins storing fat and burning muscle for energy—just the opposite of what you want to accomplish. By eating the right foods regularly, your body will slim down naturally and you'll less likely need to binge on empty calories because you never feel starved or famished.**

**You get two complete eating plans to choose from--Use one or both--see which best fits your lifestyle. Both contain 3 meals and 3 snacks per day, designed to stop hunger and keep your metabolism in high gear. You don't have to give up all your favorite foods for a diet to be successful. See how to keep your favorite foods in your meal plan so you never feel deprived. This will show you how. The plan can**

easily be adjusted to fit your calorie needs and food preferences (*and with direct follow-up with the trainer, you can always get assistance when doing this*).

Another great factor of this program is.....You see *Results!*...

Combining aerobic exercise with a healthy weight resistance program and all-over body toning reshapes the body quickly by burning the highest amount of fat and calories possible. Add one of the eating plans and you will easily see and feel weight start to melt off in as little as 2 weeks! Have a lot of weight to lose? **Use this plan consistently for dramatic weight loss results in just 6 months.**

***Education is the key to successful weight loss:***

**Almost everyone wants to be in shape but doesn't always know how to get there. This program provides it all. There is so much valuable information contained within these programs, just look at some of the information within:**

**Know how many calories you should eat daily to reach and maintain your goal weight. The Calorie Calculation Table teaches you how. The Electronic Calendar tracks your daily and weekly calories, helping to keep you on track to reach your goals.**

**Exercise with peak results every time. Learn what your ideal calorie burning heart rate should be and how to easily monitor it during exercise for greatest fat-burning results. The Cardio Log and Activity Table help you track how many calories you are burning so you can see your accomplishments progress as you go.**

**If you don't like to count calories, learn how to eat with the Divided Plate Plan included in the Weight Loss E-book. This is a wonderful solution to proper portion control that lets you eat a full plate of food every time.**

**Learn what to eat to get to the fat-burning mode faster. The body burns calories in "layers", learn how to get to that fat layer during exercise for the best results ever!**

**\*Also includes the best fast-food choices and dining out tips.**

***Get All You Need in One Package...***

**Here's an Overview of the Programs You Get with The Ultimate Weight Loss & Cross-Training System:**

1. **Treadmill, Track or Trail Walking and Running Program (\$19.95 Value)**
  - **You get 3 different plans with this easy to begin activity. Starts you out easily on an aerobic walking plan. When walking gets too easy, step it up to the walk/run program. If you get bored on the treadmill (or don't have one),**

the outside track and trail plan will get you burning calories while enjoying the great outdoors. You get several options in just this one plan for good variation--alleviates boredom, increases motivation.

2. **Weight Resistance Exercise Program (\$19.95 Value)**
  - By building muscle you increase your metabolism drastically. By replacing fat with muscle, you will burn additional calories per day and shed fat naturally, even at rest. This is an easy to follow program which you can begin at your own pace, using weights comfortable for your fitness level. Ladies don't have to worry about bulking up, though men may want to. This plan explains the difference between toning with weights, defining muscle, or bulking up. You can choose which you want to do, depending on your goal. This Program includes color photos and full instruction for each exercise move. Also includes a great abdominal routine.
  
3. **Complete Body Toning Exercise Program (\$19.95 Value)**
  - Full Body Toning floor exercises with Optional step routine which can be used for additional aerobic burn. These basic floor exercises tone all muscle groups. Seems easy to perform, but you really feel it the next day--telling you that it's really working! This one includes an abdominal routine as well so you can work on that '6-pack' consistently. Includes color photos and complete instruction for each move.
  
4. **Calorie Burn Activity Table Great Extra!**
  - A complete list of activities and the calories they burn. This detailed list is broken down by weight ranges, so you'll be able to more accurately record the calories you burn.
  
5. **Electronic Tracking Pages for Diet and Exercise Great Extra!**
  - Keep track of calories, aerobic work-outs and weight lifting accomplishments. Tracking your workouts will keep you motivated to succeed. Calorie Counting Calendar and Food Diary track your calories with built-in formulas that help you stay on track with calories you consume.
  
6. **A Great Fat Flush Plan - Great Extra!** The body holds on to fat when your liver is congested from fattening foods and everyday toxins. This great recipe will free your body of held toxins so that you can start burning fat more efficiently. You can begin your new plan a few pounds lighter just by following this great body-nourishing recipe.
  
7. **30 Day Low-Fat Meal Plan (\$19.95 Value)**
  - 4 Full Weeks of great meals including calorie counts for each meal. Gives you the flexibility to swap meals from day to day to suit a busy lifestyle and include your food preferences. Includes fast-food choices, a shopping list and delicious recipes.

**8. 30 Day Good-Carb/Lean Protein Meal Plan (\$19.95 Value)**

- **No calorie counts or measuring necessary with this plan. These common food combinations will keep you feeling full from one meal to the next with the proper amount of lean proteins, good carbs, good fats and fiber.**

**Note: Every body is different and responds uniquely to various eating plans. Diets also have to accommodate individual lifestyles. Some people see more success following low-fat, calorie counting plans while others see better results by limiting bad carbohydrate intake without the need for calorie counts and measuring foods. The program offers both avenues so you can see for yourself which plan will work best for you. Both plans contain 4 weeks of well-planned meals which you can mix and match and use over and over again.**

**9. Successful Weight Loss e-Book Packed with Valuable Basic Nutritional Information (\$8.99 Value)....plus....**

- **How using a Food Diary equals Successful Weight Loss**
  - **Important little-known Nutritional Information that Everyone Should Know**
  - **How to Read Food Labels and What the Contents Mean; Important things to look for**
  - **Many Valuable Nutrition Tips To Help Make Eating Right Easier**
  - **Knowing the Best Fast-Food Choices and Best Strategies When Dining Out**
  - **A complete Vitamin & Nutrient Chart that Teaches you the Benefits, Food Sources and Functions of each**
- ...And so much more**

**The Successful Weight Loss e-book is revised periodically with the most current weight loss findings and health information--no worries about outdated information!**

**10. Great Motivational tips and ideas to Help You Stay Active Great Extra!**

**Plus! You Get an E-mail follow-up Q&A/Training Session with the Personal Fitness Trainer to answer any questions you have about the programs and discuss the ways to get the best results!**

**Visit [www.GetThatBody.com](http://www.GetThatBody.com) to meet the Trainer and get more information about the programs.**

*The sooner you begin, the sooner you're slim!*

**NO SHIPPING CHARGES - ALL ARE ONLINE PROGRAMS**

Advertisement 5

**WEIGHT LOSS DIET PROGRAM HEALTH ENERGY DIETS NUTRITION**

***PLEASE DO NOT BID ON THIS...***

***I AM OFFERING THIS INFO FREE.***

***ARE YOU...***

***OVERWEIGHT ???***

***TIRED ???***

***LACKING NUTRITION???***

***IF SO, PLEASE READ ON.***

***I am an Ebay Powerseller and am trusted in the Ebay community. I am not selling anything in this auction instead I am giving people an opportunity to contact me and learn about this program. If your not interested...you have lost nothing.***

***As an incentive to get people to try these products I am offering a Get Paid To Lose Weight incentive. Depending on the program you choose to try I will pay you up to \$1.50 per pound for up to 30 pounds for 30 days. This is for the first 30 people who respond to this ad and try a program. So contact me now...***

***Just to give you my testimonial... I lost 5 pounds and 5 1/2 inches in my first week. I assure you this program does work, thats why I became an independent distributor to help others lose weight. I also suffered from headaches and constant loss of energy and these products have have taken these away.***

***The company that sells these products has been doing this for 25 years, is traded on New Yorks stock exchange and is a fortune 500 company.***

***If you would like to find out about these products...Call me at 845-592-0398 or if this is a long distance call for you-email me at [ShellShell1228@Aol.Com](mailto:ShellShell1228@Aol.Com) with your contact info and I will call you at a time you say is best.***

***We carry a full line of products to suit your personalized weight management needs. We can help you lose weight, gain bulk and muscle or maintain your weight.***

***We also carry products to help with health issues such as:***

- **HEART HEALTH**
- **DIGESTIVE HEALTH**
- **STRESS MANAGEMENT**
- **IMMUNE SOLUTIONS**
- **NUTRITIONAL SOLUTIONS**
  - **WOMAN'S HEALTH**
  - **MEN'S HEALTH**
  - **CHILDREN'S HEALTH**
  - **ENERGY AND FITNESS**

**WE ALSO SPECIALIZE IN NATURAL OUTER NUTRITION PRODUCTS:**

- **SKIN ESSENTIALS**
- **SKIN CARE PRODUCTS**
- **SKIN REVITALIZES**
- **BODY ESSENTIALS**
- **HAIR ESSENTIALS**
- **FRAGRANCES**

**FOR THOSE OF YOU WHO TRY THESE PRODUCTS AND LOVE THEM AS MUCH AS I DO...THERE IS ALSO OPPORTUNITIES AVAILABLE FOR YOU TO GET DISCOUNTS OR EARN PART OR FULL TIME INCOME AS A DISTRIBUTOR. I CAN ALSO HELP YOU WITH THIS IF YOU ARE INTERESTED.**

*If you are serious about losing weight and have tried all those other diets out there only to find that they just don't work...Please give me a call and we'll talk about what program is right for you. Even if your skeptical...Call and I can send you a free sample so you can try it and then make your choice. Call me at 845-592-0398 or if this is a long distance call for you-email me at [ShellShell1228@Aol.Com](mailto:ShellShell1228@Aol.Com) with your contact info and I will call you at a time you say is best.*

*I truly value my status and respect on Ebay...therefore if I did not believe in these products, I would not jeopardize it by advertising for them on EBay.*

*Thanks for looking and I wish you the best health.*

*Michele*

## Advertisement 6

**SUBLIMINAL HYPNOSIS WEIGHTLOSS CD-NLP DIET MIND PROGRAM**

**The Original Best-Selling Subliminal  
BRAINWAVE MIND VOYAGES  
Brainwave Entrainment CDs  
YOU CAN GET YOUR OWN BMV CD. RIGHT NOW!**

**YOU WILL ONLY FIND THIS AUCTION HERE!  
ACCEPT NO IMITATIONS! GET THE BEST!**

**WARNING! IMPORTANT NOTICE:** Buyers should always know a seller's background and credentials when purchasing any subliminal and/or hypnosis products.

There are several sellers on eBay offering subliminal CDs **yet they have no formal training** nor any experience in the field of hypnosis or brainwave entrainment technology. You should never buy any subliminal products that are created by an amateur with no professional training. **Subliminal messages work!** If created by an untrained amateur the results may be less than desirable and even dangerous in some cases so always know your seller's credentials **BEFORE** purchasing any subliminal or hypnosis products.

**MY CREDENTIALS:**

My name is Marc VanDeKeere. I am a **Certified Hypnotherapist ( C.Ht.)** as well as a **Certified NLP Practitioner (Neuro-Linguistic Programming)**. I was professionally trained at The Infinity Institute in Michigan, an internationally accredited hypnosis training institute. I am a **member of the IMDHA** (International Medical Dental Hypnotherapy Association) and licensed to practice Hypnotherapy in the State of Michigan. I am a graduate of the University of Michigan, a **member of AMERICAN MENSA (The High IQ Society)**, author of "The Ultimate Lucid Dreamer's Manual", and **founder of Brainwave Mind Voyages**, the premiere online source of products using audio brainwave entrainment technology.

All of my hypnosis and subliminal products are **state-of-the-art brainwave entrainment CDs** created by myself, a professional **Certified Hypnotherapist and Certified NLP Practitioner**. If you are serious about using any subliminal and/or hypnosis products I highly suggest you inquire about the credentials of any other seller to verify that they are professionally trained.

Brainwave Mind Voyages CDs may be a few dollars more than the competitors but for a few dollars you're **guaranteed** to be purchasing **the most powerful brainwave entrainment CD on the market** created by a professionally trained hypnotherapist. The proven effects of brainwave technology, binaural beats and the **brand new mono-phasic entrainment** are powerful tools for affecting positive change.

BMV CDs are simply **unmatched by any other product** on the market. We have thousands of satisfied repeat customers from countries all over the globe. Try them for yourself and **experience the power of a BRAINWAVE MIND VOYAGES CD for yourself!**

NOW, ON TO THE PRODUCT AT HAND!

### **BRAINWAVE MIND VOYAGES**

proudly presents...audio brainwave entrainment technology.

All of my hypnosis and subliminal products are **state-of-the-art brainwave entrainment CDs** created by myself, a professional **Certified Hypnotherapist and Certified NLP Practitioner**. If you are serious about using any subliminal and/or hypnosis products I highly suggest you inquire about the credentials of any other seller to verify that they are professionally trained.

Brainwave Mind Voyages CDs may be a few dollars more than the competitors but for a few dollars you're **guaranteed** to be purchasing **the most powerful brainwave entrainment CD on the market** created by a professionally trained hypnotherapist. The proven effects of brainwave technology, binaural beats and the **brand new mono-phasic entrainment** are powerful tools for affecting positive change.

BMV CDs are simply **unmatched by any other product** on the market. We have thousands of satisfied repeat customers from countries all over the globe. Try them for yourself and **experience the power of a BRAINWAVE MIND VOYAGES CD for yourself!**

NOW, ON TO THE PRODUCT AT HAND!

### **BRAINWAVE MIND VOYAGES**

proudly presents...

### **PSYCHOACOUSTIC ? CDS BRAINWAVE SUBLIMINAL HYPNOSIS**

BACKGROUND SOUNDS FOR WEIGHT REDUCTION  
**PROGRAM: WEIGHTLOSS - METABOLISM BOOSTER**

**SUBLIMINAL MESSAGES AND BRAINWAVE ENTRAINMENT  
TECHNOLOGY TO TUNE YOUR BRAINWAVES TO SPECIFIC  
FREQUENCIES!**

**Shed pounds! Boost your metabolism! Crave less and eat less! simply by listening to this Subliminal Brainwave CD!**

This cutting-edge **Psychoacoustic Audio CD** makes use of the following:

- Subliminal Hypnosis & Hypnotic Suggestion
- **Brainwave Entrainment Technology**
- NLP-Neuro Linguistic Programming
- Subliminal Messages & Affirmations
- The Power of your Subconscious Mind

**SUGGESTED USES:**

- **SUBLIMINALLY PROGRAM TO LOSE WEIGHT** with powerful positive affirmations, suggestions, and several other empowering subconscious NLP Commands.
- Instantly create a positive environment for your home, office or classroom.
- Feed your subconscious with affirmations for effective reprogramming at core levels.
- **Increase metabolism** to burn off fat more quickly.
- Boost your willpower and enhance your focus to **lose the pounds!**.
- Increase ability to decline food, eat smaller portions and end binge eating.
- Subliminally program yourself to **crave less food**.
- Increase your willingness to avoid those comfort foods and end emotional eating.
- Tap into the ultimate willpower of your subconscious mind.
- Affect positive change at core levels.
- Develop positive mental anchors.
- Harness the powers of your subconscious mind, simply by listening to the CD!
- **NOTE:** The only thing that you can hear consciously at normal volume levels is the soothing sounds of ocean surf. This psychoacoustic audioscape is ideal as background noise for the home, office or classroom.
- **You can use this CD** as a background atmospheric soundscape or listen to it while relaxing or meditating with or without headphones.
- Simply play the soothing ocean soundscape and get ready to soak up all of the embedded positive messages.
- **For best results, listen to CD regularly especially for the first month.** It is a good idea to play the CD in continuous repeat mode while sleeping for maximum exposure and **maximum results**.
- **You can use this CD** to transform your reality and become the better you.

**WARNING:** You should not listen to these psychoacoustic CDs while in a car or while operating machinery due to the mood-enhancing and mind-altering effects of brainwave entrainment technology.

- Shipping/handling for one CD is \$3.50

- VISA/MC through PayPal, Money Order and Personal Checks also accepted via snail mail, see below.
- Please INCLUDE NAME OF AUCTION with payment for quickest delivery.
- Payment expected within 7 days of auction closing.
- Save s/h on multiple auctions. Contact for information.
- CD comes as a labeled CD in clear plastic case.

**BUY IT NOW!!!**

**[Click here to read my feedback](#)**

**[Click here to view my auctions](#)**

## Advertisement 7

**Hello!** Welcome to Charlie's Toys and Collectibles! **Up for Auction: This is the Richard Simmon's DEAL-A-MEAL Program!** In good condition, you get a sealed VHS Video, A convenient wallet /case for your cards, some recipe cards, instructions etc. I think everything is pretty complete except for some missing recipe cards, sold AS IS. All our items come from a smoke free home. We accept Pay Pal and Money Orders only. Winner pays for Shipping and Handling: \$5.00 Priority Shipping. Insurance is optional and recommended. We are not responsible for any lost items in the mail. International shipping: Please email us for a quote. Thank you and have a nice Day! 1.8

## Advertisement 8

*Do you want to lose weight to feel great, get that extra burst of energy, fit into those pants comfortably, possibly a New Years resolution??? I know exactly where you're coming from and that's why I want to offer you the same opportunity that I had! And you're going to save yourself money doing it! You get the meat of the plan + all the bonuses FREE! All this for a low \$3.49! Don't let this offer pass you by...read on!!!*

**GUARANTEED WEIGHT LOSS IN LESS THAN ONE WEEK!!!**

**You will receive an email of everything below:**

*Orange Plan  
Red Plan  
Blue Plan  
Purple Plan  
Gold Plan  
Green Plan*

**PLUS:**

*the Menu Plan Worksheet  
to help you figure out which plan is right for you and how to reach your final goal*

**AND**

*2 Day TAKE OFF PLAN*

*3 Day TAKE OFF PLAN*

*Weight Maintenance Plans for all 6 programs*

*Six Week Stabilization Plan*

**CARB CRAVERS PLAN**

*Eating Out Guide*

*Express Accelerated Weight Loss Plan*

**FAST FOOD GUIDE**  
*(including McDonalds, Subway, & more!)*

*Food Journal*

**FROZEN FOOD GUIDE**  
*(Lean Cuisine & Healthy Choice)*

*Helpful Hints and Guidelines*

*Stabilization Guides to Help Keep Off Those Lost Pounds :)*

*Take-Off Juice Recipe*

*Tips*

*Week-ends Off Weight Loss Plan*

*and more!*

***This auction is for the NEWLY UPDATED 2004 LA Weight Loss Program!!!***

There is nothing that you will need that this program doesn't have for you to lose weight. I'm a success story and you should be too!

This is a convenient, easy to read pdf file or you can chose USPS MAIL option (\$5.75 S&H in US ONLY). If you do not have this program on your computer, RELAX! I can send it to you in an email form, so anyone can view!!!  
Shipping is FREE via email. If you would like the materials mailed, refer to the shipping instructions above!!!

Don't be fooled by all the other programs that charge more \$\$\$ & don't offer what this plan does!!!

## Advertisement 9

**Do at home Weight Watchers program w/ 7 Day Drop Diet**

The winner of this auction will get the **Weight Watchers points calculator, over 200 favorite Weight Watchers recipes, Weight Watchers Point List, Daily Tracking Form, Weekly Tracking Form and the 7 Day Drop Diet.**

The 7 Day Drop Diet is NOT from Weight Watchers, but it is a great way to jump start your weight loss. It is amazing, everyone around me is losing weight and looking so incredibly happy. It's so exciting. I have struggled my whole life with weight problems. I have just recently started with this new way of life and I have already lost so much weight and I keep losing!!

If you follow this 7 Day Drop Diet by the end of THE SEVENTH DAY, IF YOU HAVE NOT CHEATED YOU WILL FIND THAT YOU HAVE LOST 10-17 POUNDS.

This seven day eating plan can be used as often as you like. As a matter of fact, correctly followed, it will clean your system of impurities and give you a feeling of well being as never before. After only 7 days of this process, you will begin to feel lighter by at least 10 and possibly 17 pounds and have an abundance of energy. Continue this plan as long as you will and feel the difference. This diet is a fast, fat burning diet and the secret is that you will burn more calories than you take in. It will flush your system of impurities and give you a feeling of well being.

These files will be e-mailed to the winner. I have put a lot of effort in to this to create something that helps me keep track and motivate me without spending a lot of money.

Happy weight loss and happy bidding!

## Advertisement 10

**Denise Austins Lowfat Diet And Exercise Program-VHS**

Up for auction is a Denise Austin Lowfat Diet and Exercise Program VHS-A Total Weight Loss System

This program includes a 30 minute fat burning workout, with toning exercises for a firmer tummy, thighs and buttocks.

Plus Dr. Wayne Callaway will teach you;

a test for body fat distribution and water retention

his proven system of food exchanges, and a total-body approach to weight loss.

Transform your body! Increase your energy! Feel healthy and fit!

Check out my other auctions!

Advertisement 11

**Jenny Craig Fitness Diet and Exercise Program - NEW**

*Two Jenny Craig*

*Complete Video Sets (Unopened)*

*Brand New!*

These video sets are brand new and still in the plastic. They include the Jenny Craig Fundamentals Set to get you started on that diet the Right Way! Also the 3 video workout set will get you moving while you follow the Jenny Craig diet plan.

Let's Get Started

Let's Get Moving

Let's Tone Up

**SHIPPING INFORMATION:**

Winning bidder pays \$8.50 for USPS Shipping and Handling within in the Continental United States. Insurance is optional (1.30)

We don't ship Internationally unless you make a request in advance. Then, depending on our workload and your location we will make the determination. There will be an extra charge for all packages shipped outside the 48 states as well as those approved for International shipping. (i.e. Shipments to Hawaii, Alaska and Puerto Rico cost extra) Shipments go out on Monday and Wednesday.

PLEASE READ THIS BEFORE BIDDING!! Our Shipping and HANDLING rates are fixed rates. Sometimes they are little high and sometimes they are a little low....but please realize that the rates are more than fair. Please take into consideration that the time and materials needed to ship properly do cost money! Providing these products, and listing on eBay costs the seller money and Paypal Payments cost us as well. If you do not agree with the shipping and HANDLING fees, please do NOT email us about it and please do NOT bid on our auctions.

**IMPORTANT PAYMENT INFORMATION:**

PAYMENT "MUST" BE RECEIVED WITHIN 10 DAYS OF AUCTION END OR ITEM WILL BE RE-LISTED AND NEGATIVE FEEDBACK WILL BE LEFT.

**We NOW accept DISCOVER, Visa and Mastercard payments.**

**We also accept PayPal, Money Orders and Cashier's Checks.**

If you have any questions, please email us BEFORE bidding on this item.

<-----[click here to email us!](#)

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**Thank You for Looking!**

**VITAE**

## VITAE

Name: Miss Passarawee Khankhrua  
Date of Birth: November 5, 1980  
Place of Birth: Bangkok  
Address: 90 Lardphrao 64 Soi 8, Wangtonglang,  
Bangkok 10310

## Educational Background:

2001	Bachelor of Arts (English) Srinakharinwirot University
2006	Master of Arts (Business English for International Communication) Srinakharinwirot University