

AN ANALYSIS OF LANGUAGE IN ENGLISH ALCOHOLIC BEVERAGE
ADVERTISEMENTS IN THAI MAGAZINES



MASTER'S PROJECT
BY
TICHA KANCHANASANTIEA

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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This study was conducted to investigate which verbal and non-verbal techniques were used in English alcoholic beverage advertisings published in Thai magazines. In this study, 12 copies of FHM published from January 2011 to December 2011, was selected to participate in. In addition, the types of Thai cultural aspects appearing in alcoholic beverage advertisements in Thai magazines were also investigated. Verbal and non-verbal techniques suggest by Cook (1992) and Zakia (1997) were used to analyzed the data.

In terms of verbal techniques, verbal techniques in this study related to foregrounding techniques and intimate interaction. Foregrounding techniques are divided into three main categories: (a) prosody, (b) parallelism, and (c) word plays. Prosody is the patterning of sound, a text, an extra dimension that can reinforce, contradict, or add to its meaning. Parallelism is a balance of two or more similar words, phrases, or clauses. Wordplay is a rhetorical device that often relies on the different meanings of a polysomic word, the literal and non-literal meaning of an idiom, or on bringing two homonyms together in the same utterance to produce a witticism. Intimate interaction is divided into two main categories: (a) cohesive devices and (b) sentence types. Cohesive device is the grammatical and lexical relationship within a text or sentence. Cohesive devices for analyzed in this study consisted of ellipses, connectors, references, repetitions, and the use of pronouns. Sentence types for data analysis were divided into two categories, interrogative and imperative sentences. Interrogative sentences are the sentences that

form a question and Imperative sentences are the sentences that make a command or request.

Findings from the analysis of verbal techniques revealed that intimate interaction played an important role in English alcoholic advertisements in this study. The verbal techniques used to construct the messages were foregrounding techniques used in this study consisted mainly of wordplay. In addition, the most common intimate interaction, sentence types were used. Interrogative and imperative sentences were frequently used in advertising to create face-to-face interaction.

Additionally, non-verbal techniques in this study are concerned with the Gestalt technique, figure and ground techniques, eye leading techniques, signs, colors, camera shots, and compositioning. For the details, Gestalt is a psychological term developed by German psychologists in the 1920s, which means, “unified whole.” These theories attempt to describe how people tend to organize visual elements into groups or unified wholes when certain principles are applied. Moreover, the figure and the ground techniques help the viewers see an object, which is separated from a background. Furthermore, the eye leading technique is a simple technique helps advertisers bring the viewer’s eye to a focal point, and gives a picture an overall structure in terms of layout. A sign is an object, a word, or a picture, which has a particular meaning to a person or a group of people, and the use of color in for alcoholic beverage advertising is designed to influence the viewers’ perception and evoke a particular feeling. In the case of camera shots, the advertisers use this technique to capture pictures of an object in a frame. Additionally, compositioning refers to the way the elements in a camera frame are made to relate to each other in order to create a meaningful whole.

Findings from the non-verbal investigations, the findings revealed that color, figures, and ground techniques were the main techniques to persuade the viewers. The

colors in alcoholic beverage advertisings were used to influence the viewers' perception and evoke a particular feeling. In addition, figures and the ground techniques were used to support the viewers to see the product, which is separated from a background.

Moreover, the results of this study found that the advertisers tried to persuade consumers through an indirect appeal such as changing negative aspects of the alcoholic beverage into positive aspects.

Moreover, Thai culture was also examined to see aspects and persuasive way to persuade customers on English alcoholic beverage advertisements in Thai magazines.



การวิเคราะห์ภาษาในโฆษณาผลิตภัณฑ์เครื่องดื่มแอลกอฮอล์ที่เขียนเป็นภาษาอังกฤษ

ในนิตยสารไทย



เสนอต่อบัณฑิตวิทยาลัย มหาวิทยาลัยศรีนครินทร์วิโรฒ เพื่อเป็นส่วนหนึ่งของการศึกษา
ตามหลักสูตรปริญญาศิลปศาสตรมหาบัณฑิต สาขาวิชาภาษาอังกฤษธุรกิจเพื่อการสื่อสารนานาชาติ
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การวิจัยครั้งนี้ มีวัตถุประสงค์เพื่อวิเคราะห์การใช้วัจนภาษาและอวัจนภาษาซึ่งปรากฏอยู่ในโฆษณาเครื่องดื่มแอลกอฮอล์ที่เขียนเป็นภาษาอังกฤษในนิตยสาร FHM ที่ตีพิมพ์ในประเทศไทย นอกจากนี้งานวิจัยนี้ยังมีวัตถุประสงค์เพื่อวิเคราะห์ลักษณะของวัฒนธรรมไทยที่ปรากฏอยู่ในเครื่องดื่มแอลกอฮอล์ที่เขียนเป็นภาษาอังกฤษด้วย โดยใช้เทคนิคในการวิเคราะห์วัจนภาษาและอวัจนภาษาของ Cook (1992) และ Zakia (1997)

วัจนภาษา ที่ใช้ในงานวิจัยได้แก่เทคนิคการสร้างคำให้โดดเด่น (Foregrounding Techniques) และ คำปฏิสัมพันธ์ (intimate interaction) เทคนิคการสร้างคำให้โดดเด่น (Foregrounding Techniques) แบ่งเป็นสามประเภท คือ จังหวะลักษณะ (prosody) คำขนาน (parallelism) และการเล่นคำ (word play) จังหวะลักษณะ คือการใช้ระบบของเสียง, ข้อความ การใช้เสียงเพิ่มเพื่อเน้น สร้างความขัดแย้ง หรือเพื่อเพิ่มความหมายต่างๆขึ้นมา จังหวะลักษณะ สามารถแบ่งออกเป็นกลอน บทกวี หรือฉันท คำขนาน (parallelism) คือ ความเท่าเทียมกันหรือเหมือนกันของคำวลี หรือประโยค คำขนานช่วยให้รูปแบบการเขียนชัดเจนและอ่านง่ายขึ้น การเล่นคำเป็น การใช้คำที่มีความหมายแตกต่างกันสองคำทั้งความหมายจริงและความหมายแฝงมารวมกัน

คำปฏิสัมพันธ์แบ่งออกเป็นสองประเภทคือ การเชื่อมโยงคำ (cohesive devices) และ รูปแบบประโยค (sentence types) การเชื่อมโยงคำ คือการใช้ความสัมพันธ์ทางด้านไวยากรณ์และคำศัพท์ภายในประโยค การเชื่อมโยงคำในการศึกษาค้นคว้านี้ได้แก่ การละคำ (ellipses), คำเชื่อม (connectors), การอ้างอิง (references), การซ้ำคำ (repetitions), และการใช้คำสรรพนาม (the use of pronouns) การวิเคราะห์ชนิดของประโยค (sentence types) แบ่งออกเป็นสองประเภท คือ ประโยคคำถามและประโยคคำสั่ง

ผลการวิเคราะห์ด้านวัจนภาษาพบว่าคำปฏิสัมพันธ์ มีบทบาทสำคัญในโฆษณาเครื่องดื่มแอลกอฮอล์ภาษาอังกฤษ วัจนภาษาที่พบได้แก่ เทคนิคสร้างคำให้โดดเด่น จากการวิเคราะห์พบว่าการเขียน โดยใช้การเล่นคำมากที่สุด การเล่นคำ เป็นการใช้คำที่มีความหมายสองนัยมาเล่นสำนวนหรือเล่นคำเพื่อดึงดูดผู้บริโภค ในด้านคำปฏิสัมพันธ์ (Intimate interaction) พบที่มีการใช้ชนิดของประโยค โดยใช้ประโยคคำถามและประโยคคำสั่ง (interrogative and imperative sentences) มากเพื่อสร้างความสัมพันธ์กับผู้บริโภคโดยตรง

ส่วนด้านอวัจนภาษาเทคนิคที่ใช้ในการวิเคราะห์ ได้แก่ เทคนิคของ Gestalt, เทคนิคภาพและพื้นหลัง, เทคนิคการดึงสายตา, การใช้สัญลักษณ์, สี, เทคนิคการใช้มุกกล้องและการจัดวางองค์ประกอบ

Gestalt เป็นคำทางจิตวิทยา ซึ่งหมายความว่า " สหพันธ์ทั้งหมด" ซึ่งเป็นทฤษฎีการรับรู้ภาพที่พัฒนาโดยนักจิตวิทยาชาวเยอรมัน ในปีค.ศ. 1920 เทคนิคของ Gestalt นำมาใช้เพื่ออธิบายวิธีการจัดองค์ประกอบของภาพ เทคนิคภาพและพื้นหลังช่วยให้ผู้มองแยกวัตถุออกจากพื้นหลังหรือช่วยให้ผู้มองระบุตำแหน่งของคนหรือวัตถุในภาพได้อย่างง่ายขึ้น เทคนิคการดึงสายตา เป็นเทคนิคเบื้องต้นที่ช่วยให้นักโฆษณานำสายตาผู้มองไปยังจุดโฟกัส และให้เห็นองค์ประกอบรวมของภาพ

การใช้สัญลักษณ์ คือการนำวัตถุ คำพูดหรือภาษามาใช้เฉพาะกับบุคคลหรือกลุ่มคน ส่วนการใช้สีในการโฆษณาเครื่องดื่มแอลกอฮอล์เพื่อให้มีผลต่อการรับรู้ของผู้มองหรือเพื่อให้เกิดความรู้สึกพิเศษ

การใช้มุกกล้อง ในการโฆษณาเพื่อจับภาพของวัตถุในกรอบ เทคนิคนี้ช่วยสื่ออารมณ์ความรู้สึกภายในกรอบให้กับผู้มองได้ การจัดวางองค์ประกอบ หมายถึง วิธีการจัดองค์ประกอบในกรอบกล้องที่ช่วยสร้างความสัมพันธ์ให้กับส่วนต่างๆ

ในด้านของอวัจนภาษา จากการวิเคราะห์พบว่ามีการใช้สี และเทคนิคภาพและพื้นหลัง เป็นส่วนสำคัญในการสร้างแรงดึงดูดและความสนใจของผู้บริโภคต่อผลิตภัณฑ์ การใช้สีในการโฆษณาเครื่องดื่มแอลกอฮอล์เพื่อให้มีอิทธิพลต่อการรับรู้ของผู้มอง และทำให้เกิดความรู้สึกโดยเฉพาะ การใช้เทคนิคภาพและพื้นหลัง ที่ใช้รูปแบบการวางตำแหน่งของวัตถุเป็นส่วนสำคัญในการสร้างแรงดึงดูดและความสนใจของผู้บริโภคต่อผลิตภัณฑ์ นอกจากนี้ผลการศึกษาค้นคว้าพบว่าผู้โฆษณาพยายามชักชวนผู้บริโภคโดยทางอ้อมเช่นการเปลี่ยนทัศนคติด้านลบเป็นด้านบวก

The Master's Project Advisor, Chair of Business English for International Communication Program and Oral Defense Committee have approved this Master's Project, "An Analysis of Language in English Alcoholic Beverage Advertisements in Thai Magazines," by Ticha Kanchanasantiea as partial fulfillment of the requirements of the Master of Arts Degree in Business English for International Communication at Srinakharinwirot University.

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

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Ticha Kanchanasantiea

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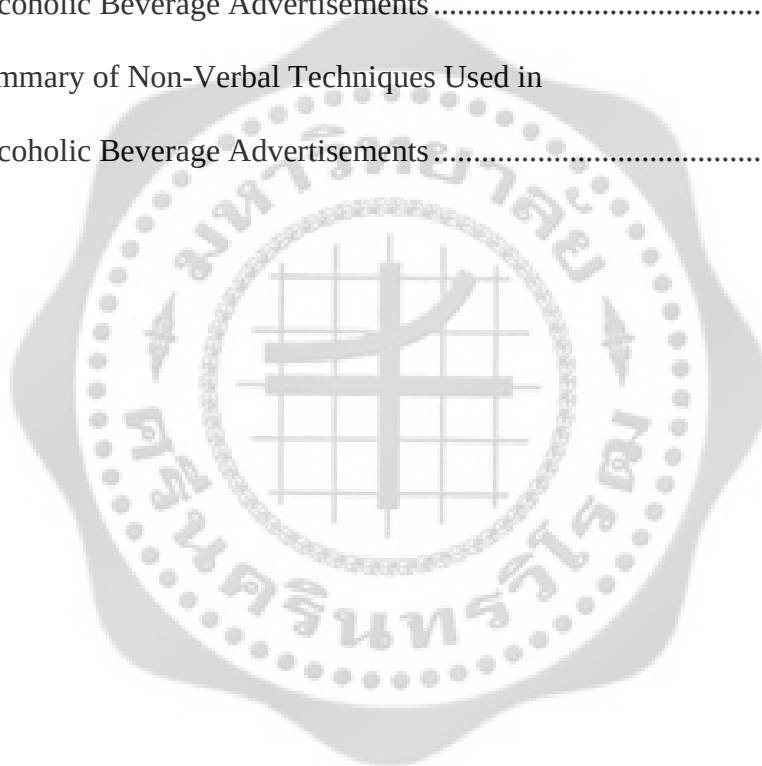
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CHAPTER I

BACKGROUND OF THE STUDY

Introduction

Thailand has been identified as one of the ‘emerging markets’ for both the domestic and international alcohol industry. According to the Food and Agriculture Organization of the United Nations (FAO), Thailand ranks fifth worldwide in consumption of alcoholic beverages, behind South Korea, the Bahamas, Taiwan, and Bermuda (Thai Health Promotion Foundation, 2009). While domestic companies remain the key operators, multinational companies have expanded their area of profitability into this market in recent years.

In addition, Thailand is the largest market for alcoholic beverages in South East Asia and is one of the fastest growing markets globally. In 2005, about 16.20 million HL (Hectoliter = 100 liters) of beer were consumed in Thailand with compound annual growth rate (CAGR) of 10.10%, twice the rate for Asia Pacific and quadruple the world average (Thai Beverage Public Company Limited, 2011).

The alcohol industry is expanding rapidly all over the world, leading to fierce competition. The emphasis is on more investment in new markets, especially in developing countries, with Thailand being one of its top targets. The Association of Alcohol Producers within the European Economic Community mentioned that in 2010 the Thai market was ranked eighth in terms of consumption. On the other hand, Thailand is ranked eighteenth in monetary terms, with a market value of 72 million euros or more than 3,000 million baht. Thus, international alcohol companies have selected Thailand as their target for market expansion, by giving support in sales and product labels. In addition, according to the Thai Health Promotion Foundation (2009), the alcohol consumption of Thais is on the rise.

An alcoholic beverage refers to a drink containing ethanol, commonly known as alcohol. Alcoholic beverages are divided into three general classes: beer, wine, and spirits. They are legally consumed in most countries, and in over 100 countries, there are laws regulating their production, sales, and consumption. In particular, such laws specify the minimum age at which a person may legally buy or consume them. In Thailand, the minimum age is set at 18 years of age (Shipman & Thomas, 2011).

Beer is the oldest and most widely consumed alcoholic beverage in the world and the third most popular drink in the world, after water and tea. The method by which beer is made involves brewing fermented starch, which is mainly derived from cereal grains. Beer is part of the drinking culture of various nations and there are social traditions such as beer festivals and pub culture, which includes pub games and pub-crawling (Max, 2005).

Wine is produced from grapes, and fruit wine is produced from fruits such as plums, cherries, or apples. Wine requires a longer fermentation process and a longer aging process than beer (Allen, 1998).

Spirits refer to alcoholic drinks intended for human consumption with special organoleptic characteristics. Spirits possess particular organoleptic qualities and have a minimum alcoholic strength of 15% volume (Lichine, 1987). Spirits are produced either directly by distillation, or the addition of flavorings, or mixing a spirit with another drink, and popular spirits include whiskey, rum, vodka, gin, tequila, brandy, and fruit brandy (Lichine, 1987).

In terms of the alcohol industry, alcoholic beverage companies have to compete with each other to increase their market share. Advertising is the strategy that these companies use to increase their revenue. Advertising plays an important role in the

alcohol industry today and companies make advertisements that can attract customers in order to sell their products (Kleppner, 1983).

Nowadays, there are a wide range of advertising media used for alcoholic beverage advertising such as advertising on television, the radio, the Internet, billboards, and print advertising. In this study, the focus will be on print media. The reason for choosing print media is that print differs from broadcast advertising (radio and television) in several ways, i.e. print advertisements can be considered a record of a historic accomplishment. However, the most important characteristic is that print advertising is the most readily accessible means of sharing information and persuading a consumer (Wells, Burnet & Moriarty, 1998).

There are various different types of printed media, including newspapers, newsletters, brochures, posters, and magazines. However, magazines are the most influential form of media in terms of attracting and targeting customers. Magazines also offer advertisers an opportunity to incorporate a variety of new techniques and ideas. Moreover, magazines are one such form of print media that provide a more specific target group of consumers. Moreover, print advertising does not disappear quickly as television and radio advertising and has limitless time and space to offer detailed information (Pleshette, 2003).

In most types of print advertising, advertisers use both verbal techniques and non-verbal techniques to express ideas to make their products more appealing to the public. The differences between verbal and non-verbal techniques are as follows:

The verbal technique focuses on the text (the letters, words, and phrases) that advertisers utilize in print advertising, although verbal techniques are not synonymous with an oral or spoken language. Advertisers use verbal techniques as a tool to use a hidden message to persuade potential consumers. Using the verbal method provides

information and plays an important role of attaching itself to the advertising text, including expressive information about the product and other texts to get attention of the consumer (Cook, 1998).

Non-verbal (wordless) messages can be sent or received through any sensory channel such as visual perception according to Zakia (1997). Non-verbal messages can be transmitted through Gestalt, figure and ground, and eye-leading techniques as well as signs, colors, camera shots, and compositioning. There are many examples of the use of non-verbal techniques in advertising such as logos, which uses bright colors to catch the eye of the consumer, i.e., a romantic picture used to advertise alcoholic beverages for women or colorful packaging to attract female customers (Zakia, 1997).

The Purpose of the Study

The purpose of this study was to examine how verbal and non-verbal techniques in alcoholic beverage advertisements were used to persuade consumers to purchase their products and examined the aspects of Thai culture used to construct persuasive messages in alcoholic beverage advertisements in Thai magazines.

Research Questions

In response to the purpose of the study, three research questions were proposed:

1. What verbal techniques are used in English alcoholic beverage advertisements in Thai magazines printed in 2011?
2. What non-verbal techniques are used in English alcoholic beverage advertisements in Thai magazines printed in 2011?
3. Which aspects of Thai culture appear in English alcoholic beverage advertisements in Thai magazines printed in 2011?

Significance of the Study

The results of this study revealed which factors influenced alcoholic beverage advertising in Thailand. Additionally, this study also clarified the use of language techniques used in advertising, as well as interpret how verbal techniques, such as cues, function in English language alcoholic beverage advertisements in Thai magazines. This information could be beneficial to foreign liquor companies, in that it could help them to understand contemporary Thai consumers and Thai alcoholic beverage advertising in order to create more effective advertisements. This research may also be beneficial to alcoholic beverage manufacturers and advertising companies, and may assist them to execute a more effective marketing strategy.

Methodology

This study examined the language techniques used in advertising, based on Cook (1992) and related to foregrounding theory; and Zakia (1997) and concerned with Gestalt figure and ground, and eye-leading techniques, as well as intimate interactions, signs, colors, camera shots, and compositioning.

The data were obtained from 18 alcoholic beverage advertisements printed in FHM magazine from January to December 2011. The data consisted of both verbal and non-verbal advertising techniques used in FHM magazine in 2011. The reason for choosing the advertisements from FHM is that it is a very popular men's magazine, with more alcoholic beverage advertisements than any other magazine sold in Thailand.

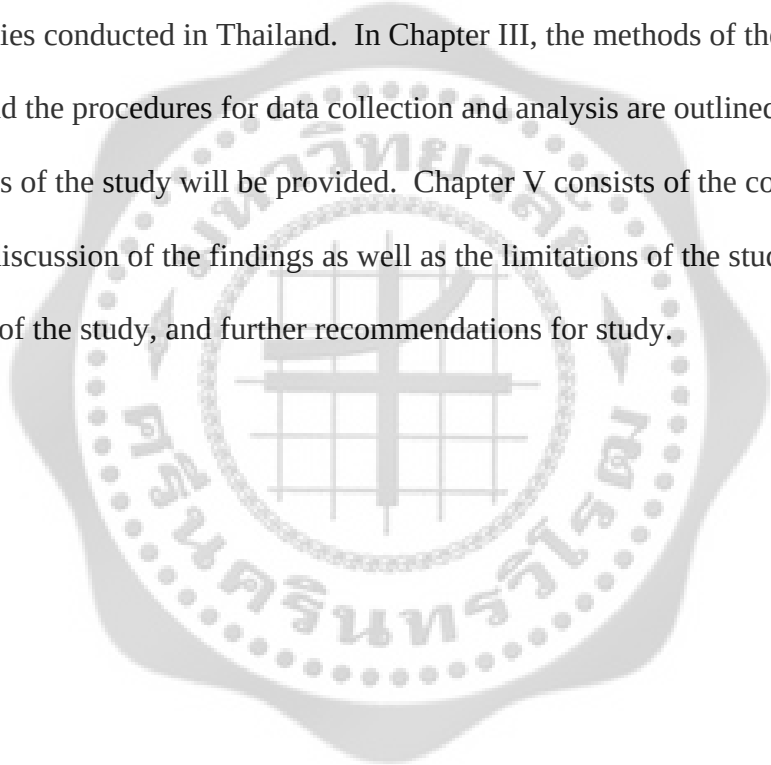
Data analysis.

The verbal and non-verbal techniques used in alcoholic beverage advertising were analyzed, as well as the aspects of Thai culture used in alcoholic beverage advertisements in FHM magazine in 2011. The data analysis was related to both advertising discourse (Cook, 1992), and perception and imaging (Zakia, 1997) in order to understand the

persuasive techniques used to advertise alcoholic beverages. This study covered advertising design, layout, colors, signs, and camera shot techniques used in alcoholic beverage advertising to persuade viewers to consume their products.

Organization of the Study

This study consists of five chapters, including this introductory chapter. Chapter II is a review of the related literature, with an emphasis on the language techniques used in alcoholic beverage advertising. This overview is followed by an analysis of related research studies conducted in Thailand. In Chapter III, the methods of the study are described, and the procedures for data collection and analysis are outlined. In Chapter IV, the results of the study will be provided. Chapter V consists of the conclusion of the study and a discussion of the findings as well as the limitations of the study, the implications of the study, and further recommendations for study.



CHAPTER II

REVIEW OF THE LITERATURE

The purpose of this study was to examine what verbal techniques and non-verbal techniques are used to construct persuasive messages in alcoholic beverage advertising. The study was also conducted to examine the aspects of Thai culture that appear in English alcoholic beverage advertisements in Thai magazines, and how these aspects of Thai culture were used to construct persuasive messages in alcoholic beverage advertising in Thai magazines. This chapter reviews the related literature and previous studies that support this investigation in the following areas:

1. Definition of Advertising
2. Types of Advertising
3. Advertising Techniques
4. Alcoholic Beverage Advertising Techniques
5. Thai Cultural Aspects in Advertising in Thailand
6. Previous Studies Related to This Study

Definition of Advertising

Advertising refers to any public notice, representation, or activity, including promotional and marketing activities. According to the Practical Guide to Advertising (2007), advertising is described as the means of providing the most persuasive message possible in selling to the right prospects at the lowest possible cost. In other words, it is a process to identify the customers whose needs and wants are best satisfied by the product or service and evaluate the most cost-effective way to communicate the benefits of the product in order to encourage the audience to purchase it.

Printed Advertising

Advertising is a method of communication that consists of audiovisual, verbal and textual elements, depending on the type of advertising. There are a wide range of advertising media available nowadays, such as advertising on television, radio, online, billboards and in print (The Advertising Association, 2007). Print is the most compelling form of advertising as it is both a memoir and a cache of historic accomplishments and has the ability to target and fascinate highly selective consumers.

Print advertising appears in media such as magazines, newspapers, and posters. There are three major components of print advertising; text, image, and logo. The text provides information and plays an important role in attaching the image. The text includes information about the product and other texts to get the attention of customer. While some short texts may be used as advertising slogans, the most crucial part is the name of the product. In addition, images can help to target niche markets, establish, and reinforce brand awareness, and help boost consumer loyalty. Moreover, a superb logo can give consumers an idea of the personality of product and make brand instantly recognizable without the use of words or even the product name. Ideally, a logo should represent a company accurately enough that the viewer needs nothing else but the logo to identify the brand (Gonzalez & Sells, 2003).

According to Wells, Burnet, and Moriarty (1998), advertisers use a wide range of media in order to reach their targeted group audience. Print advertising differs from other forms of advertising, such as radio and television, in several ways, but most significantly in that it is the most readily accessible means of sharing information and retrieving it at will. Magazines are a type of media that has the ability to attract and target a highly selective audience. Magazine advertising provides more information as well as a longer lifespan in terms of the amount of existing copies in circulation.

Furthermore, readers choose to read a specific magazine, which indicates a high level of reader involvement, and for that reason, the advertisements will receive more scrutiny. The higher quality paper that magazines use also offer better color reproductions and more eye-catching design to attract the attention of the reader. Moreover, since print advertising does not fade away as quickly as television and radio advertising, it has additional time and space to offer detailed information (Pleshette, 2003). Therefore, advertisers who want to reach their target groups usually advertise their products in magazines.

Nowadays, magazines are published for specific groups of readers. Specific magazine readers share the same world of knowledge and have similar interests. For this reason, people choose magazines according to their interests. The alcohol industry commonly uses men's magazines as a medium to advertise their products. This is because, generally speaking, men are more interested in drinking and partying than women. In the alcohol industry, every company offers the same line of products. Therefore, the advertising is the main strategy used to compete with other companies and make their products stand out against those offered by the competition.

There are three components of a printed copy: (a) the headline, (b) the subhead, and (c) the body. The headline is the leading sentence, usually located at the top or the bottom of the advertisement (O'Guinn, Allen & Semenik, 1997). The headline is the most important element of the display. The headline plays the role of the 'attention getter' as most readers are likely to skim advertisements. The advertisement works with visuals to get attention and communicate meaning. The characteristics of a good headline are as follows:

1. The headline should be short and not more than three sentences long.
2. The headline should not be highlighted. They should be in bold font, underlined,

or in color to make them stand out from the bodyline.

3. The location of the headline should be above the picture, in the picture, above the details, and beside the details (O'Guinn, Allen & Semenik, 1997).

Advertising Writing Techniques

Advertisers have to make printed advertising that can attract customers in order to sell their products. Many techniques are used to make printed advertising attractive, but the most important are verbal and non- verbal techniques.

Verbal techniques.

Verbal language refers to the use of text, words, and phrases as tools to manipulate a hidden meaning. Verbal techniques mean a word, a text, or a phrase taken from advertisements that are used to construct the consumers' perceptions (Zakia, 1997). Verbal techniques include foregrounding (Cook, 1992) and intimate interaction (Zakia, 1997).

Foregrounding Techniques.

Foregrounding techniques are used to capture the attention of the consumer and prolong their reading time. The consumer will spend more time interpreting the meaning of the verbal element if they read an advertisement. Foregrounding techniques are divided into three main categories: (a) prosody, (b) parallelism, and (c) wordplay.

Prosody is the patterning of sound, a text, or an extra dimension that can reinforce, contradict, or add to its meaning. In advertising, prosody is the use of rhythm as an eye-catching technique. Prosody in advertising can be divided into poems, jingles, and prosodic advertising (Cook, 1992).

A poem is a piece of writing that presents itself as poetry by adding line breaks and gaps between stanzas. By presenting itself in this way, a poem signifies the reader to identify, and rhythmically read the writing as poetry.

A jingle is a short tune used in advertising and for other commercial uses. A jingle contains one or more hooks and lyrics that explicitly promote the product being advertised, usually with one or more advertising slogans. Moreover, a jingle is another type of prosody, which is “heard rather than read” (Cook, 1992). Additionally, a jingle makes advertising more compelling, as it rapidly gains the attention of the viewers.

A prosodic advertisement presents itself in the form of poetry, which is intended to be read aloud. Prosody is concerned with how rhythm, stress, intonation, tempo, and related features of speech contribute to the meaning of speech. An example of prosody can be found in the slogan for Glenfiddich Chopin whisky: “A day is chopsticks. A year is Chopin.”

Parallelism is the balance of two or more similar words, phrases, or clauses in grammar (Cook, 1992). Moreover, parallelism occurs when the form of a sentence or clause repeats the form of another clause or sentence. This technique is useful for creating emotional impact and evoking memorization. Furthermore, parallelism suggests a connection between sentences or clauses via duplication of form. It can include matching grammatical structures or include sound parallelism such as rhyme, rhythm, and verses. Because of these characteristics, parallelism is often used in speeches, prayers, poetry, and advertising (Cook, 1992). An example of this can be found in the Absolut Vodka slogan “Absolut Drink...Absolut Drunk.”

Wordplay or puns are rhetorical devices that often rely on the different meanings of a polysomic word, the literal and non-literal meaning of an idiom, or on bringing two homonyms together in the same utterance to produce a witticism. Wordplay is frequently used in commercial advertising to attract the attention of the reader. Moreover, wordplay employs words in an unfamiliar way to make them seem more novel and noticeable. Wordplay can be performed in many ways, such as neologisms, misspellings, puns, and

ungrammatical or ambiguous language. This can be seen in the advertising for Heineken beer, “just Say Hei!” (Cook, 1992).

Intimate interaction.

Intimate interaction is used in some advertising that catches the customer’s eyes and increases their trust by creating a personal interaction through verbal elements. The verbal elements in such advertising tend to be causal, private, and intimate (Zakia, 1997). In general communication, the distance of 50 centimeters is considered personal space. When viewers look at a printed advertisement, they usually hold the reading material at arm’s length, which is within their personal space. Consequently, they will feel that the communication between them and the advertising is private or intimate. The advertisers realize this point and try to approach the viewers on friendly terms in order to establish a sense of companionship and intimacy with them (Zakia, 1997).

The intimate face-to-face verbal discourse of advertising has been found to share common formal features with other personal, face-to-face communication, in particular, a casual conversation or dialogue. Some of these formal features are (a) cohesive devices and (b) sentence types.

Cohesive devices. According to Halliday and Hasans (1976), a cohesive device is the grammatical and lexical relationship within a text or sentence. Moreover, cohesion can be defined as the links that hold a text together and give it meaning. Cohesive devices consist of ellipses, connectors, references, repetitions, and the use of pronouns (Halliday & Hasans, 1976). This technique is deliberately in advertising to catch the eye of the reader.

An ellipsis is a deletion of words or clauses, which can be recovered from the previous sentence or from the context. The advertisers use ellipses not just to save space,

but also to avoid saying anything they do not want to explicitly say and to interact with the viewers, as they will try to recover the deleted words or clauses.

Connectors are used to indicate cause and effect relationships. Some advertisements begin as a verbal element with a connector, while the preceding clause has been left out. In this case, the advertisers suggest that viewers interact with the advertisement by identifying the missing clause and the relationship between it and the verbal element.

Reference and repetition are the substitution of a word with another word, which has the same meaning. However, in advertising, the advertisers commonly avoid using the third person pronouns to refer to their products. This is to give the product names a focus and to fix the names in the memories of the viewers.

The use of pronouns is one of the most distinctive features of advertising discourse. A pronoun is a word that replaces a noun, which can also be called a substantive, and include I, you, he, she, it, they, and we. Pronouns are classified as personal, demonstrative, relative, interrogative, and indefinite; pronouns function like nouns in sentences and can stand for nouns (Cook, 1992).

Sentence types, such as interrogative and imperative sentences are frequently used in advertising because they serve to create face-to-face interaction. The use of such sentences makes the viewer feel that the verbal element provides only one half of the conversation and it is their obligation to supply the other half by answering the questions or doing what the imperative sentences order them to do. The use of these sentences is another way to get the viewer more involved in the advertisement (Zakia, 1997).

Non-verbal techniques.

The use of non-verbal communication is a part of advertising language. There are many examples of the use of a non-verbal language in advertising such as web banners

with bright colors moving quickly in front of our eyes, romantic music in advertising for new alcoholic beverages for women, and colorful packaging to attract female customers.

These advertisements employ the techniques of the Gestalt theory to attract consumers. The Gestalt theory first arose in 1890 as a reaction to Atomism, the prevalent psychological theory of the time. Atomism examined the parts of things with the idea that these parts could then be put back together to make a whole. The Atomists believed the nature of things to be absolute and independent of context. The Gestalt theorists, on the other hand, were intrigued by the way our mind perceives wholes out of incomplete elements (Behrens, 1984). The Gestalt effect is the form-generating capability of our senses, particularly with respect to the visual recognition of figures and whole forms instead of just a collection of simple lines and curves. In psychology, Gestaltism is often opposed to Structuralism. Gestalt theory allows for the separation of elements from a whole into its component parts. Gestalt is a psychological term which means “unified whole” and refers to theories of visual perception developed by German psychologists in the 1920s. These theories attempt to describe how people tend to organize visual elements into groups or unified wholes when certain principles are applied (Carlson & Heth, 2010). Successful advertising does not need to provide every detail of a marketing message in order to deliver a meaningful presentation. In fact, too much information can actually get in the way of delivering a sophisticated communication and this is the one of the Gestalt techniques used in advertising.

Gestalt techniques.

Gestalt is divided into four techniques: (a) similarity, (b) continuation, (c) closure, and (d) proximity (Zakia, 1997).

Similarity occurs when objects look similar to one another and people perceive them as a group or a pattern. When similarity occurs, an object can be emphasized if it is

dissimilar to the others. This is called anomaly. The law of similarity suggests that things of a similar appearance tend to be grouped together. Grouping can occur with both visual and auditory stimuli.

Continuation occurs when the eye is compelled to move past one object and continue to another object. Continuity in the form of a line, an edge, or a direction from one form to another creates a fluid connection among compositional parts.

Closure occurs when an object is incomplete or a space is not completely enclosed. If enough of the shape is indicated, people perceive the whole by filling in the missing information. When the viewer's perception completes a shape, closure occurs. Besides, the closure technique implies that the viewers' eyes tend to complete a gap in order to form something that makes sense. Closure is the effect of suggesting a visual connection or continuity between sets of elements, which do not actually touch each other in a composition. The principle of closure applies when we tend to see complete figures even when part of the information is missing, and closure occurs when elements in a composition are aligned in such a way that the viewer perceives that "the information could be connected."

Proximity states that objects or shapes that are close to one another appear to form groups. Even if the shapes, sizes, and objects are radically different, they will appear as a group if they are close together.

Another non-verbal technique used in alcoholic beverage advertising are figure and ground, eye leading technique, sign, color camera shot, and compositioning. The explanations are as follows;

Figure and ground.

The terms figure and ground explains how we use the elements of a scene, which are similar in appearance and shape, and then grouped together as a whole. Similar

elements (figure) are contrasted with dissimilar elements (ground) to give the impression of a whole. For example, imagine the picture on the left, in which the lighthouse stands out as the figure and the horizontal blue lines are perceived as the ground. The figure and the ground technique helps viewers identify objects which have been separated from their backgrounds. In other words, figure and ground helps the viewers easily identify the positions of people or objects in a frame. The eye differentiates an object from its surrounding area. A form, silhouette, or shape is naturally perceived as a figure (object), while the surrounding area is perceived as ground (background). Balancing figure and ground can make the perceived image clearer and using unusual figure and ground relationships can add interest and subtlety to an image.

Eye leading technique.

The eye leading technique is a technique that uses layout to set up a reading path within and across the elements in a frame (Zakia, 1997). Most often the path begins at the upper left corner of the frame, then goes through the first focal area at the point slightly over the mid page horizontal line, and finally to the lower right corner, which is the second focal area (Kleppner, 1983).

Sign.

A sign is an object, a word, or a picture, which has a particular meaning to a person or a group of people (Zakia, 1997). A sign consists of a physical form plus an associated mental concept. A sign becomes a sign only when someone interprets it. Thus, the reader gives life to a sign by interpreting it. If they do not, the sign remains lifeless or inert.

Color.

The use of color in alcoholic beverage advertising is designed to influence the perception of the viewer and evoke a particular feeling. The use of color has a

considerable influence on a viewer's perception, as well as on their decision to buy a particular product (Zakia, 1997). However, color can be interpreted variously according to different cultures. Therefore, the use of color can be perceived differently according to a viewer's background (Zakia, 1997). An example of the meanings that are associated with certain colors in western culture is given.

Colors and Meanings:

Glossy Black: Formal wear and class

Dull Black: Mourning and death

Blue: Propriety, truth, masculinity, professionalism, timelessness, serenity

Brown: Earth, security, comfort

Gold: Wealth, generosity, expensiveness, upper class

Green: Environment, health, self-esteem, fertility

Yellow: Happiness, success, intellect, sunlight, warmth

Orange: Assertiveness, endurance, pride

Purple: Sorrow, spiritual mastery

Red: Passion, vitality, creativity, warmth

Silver: Intuition, elegance, prosperity, dreams

White: Purity, honesty, cleanliness (Bear, 2007).

Camera Shot.

In addition, advertisers use camera shot techniques to capture an image of an object in a frame. With this technique, advertisers can communicate an emotion within the frame to the viewer, as the distance between the camera and an object will influence and create an emotional response of a consumer on the part of a consumer to a product (Zakia, 1997). This technique is divided into four categories:

1. An establishing shot or extreme long shot is a type of picture taken from far away which makes the objects in the frame look tiny. By using this shot, the receivers are allowed to investigate the surrounding and the setting of the frame.
2. A long shot is different from an establishing shot as the long shot focuses on a single object. Moreover, this shot makes the viewers feel as if they are observing an event as non-involved outsiders.
3. A medium shot is taken from the waist or chest up to the head of a person. This shot helps create a conversation between the viewers and advertisers. A medium shot taken of the back of a person can also communicate to the viewers the slimness of a body.
4. A close-up shot is a picture taken at a very close distance. With this shot, the viewers can examine an object closely, as the advertisers want to communicate particular messages to them. Moreover, non-verbal techniques in advertising also include compositioning techniques (Kress & Leeuwen, 1996).

Compositioning.

Compositioning refers to the way the elements in a camera frame are made to relate to each other in order to create a meaningful whole. The significance of the information and the value of each element in the frame are defined by the zones in which an element is positioned. This technique is divided into three categories:

1. Center and Margin. The techniques of center and margin refer to the position of objects in the frame. The objects placed in the middle are recognized as being more important, while the objects on the margin or edge of the frame will be considered less important.
2. Left and Right. The technique of left and right is sometimes referred to as given and new. This technique focuses on the positions of pictures in a frame. The object

on the left side is perceived as representing old or given information, while the object on the right side is recognized as something new by the receivers.

3. Top and Bottom. The zones of top and bottom signify the objects placed in these positions as ideal and real respectively. An element placed in the top position of the frame can be recognized as something unobtainable, while an element placed in a lower position signifies something obtainable (Kress & Leeuwen 1996).

Alcoholic Beverage Advertising Techniques

Alcoholic beverage advertisers use persuasive techniques in creating verbal techniques in their advertisements. Most advertisers are not only providing consumers with information about a product, but they also tend to convince consumers to buy their brand instead of others. O'Keefe (2002) characterized persuasion as an attempt to influence others by changing their beliefs, values, or attitudes.

According to DeFleur and Dennis (1994), advertising does not persuade consumers by giving direct information or using an appeal to logic. Rather, advertising tries to persuade consumers through an indirect appeal. Moreover, as alcoholic products are known to have negative aspects, these aspects are minimized or ignored in the advertising.

Verbal techniques are important tools used to create persuasive messages in alcoholic beverage advertising. Moreover, non-verbal techniques are also used to create trust and to persuade viewers to consume the advertised product.

Persuasive messages influence the perception of viewers, which are achieved with both verbal and non-verbal techniques. These techniques are important to alcoholic beverage advertising as they are exploited to implant persuasive messages in the minds of consumers and shaping their perception of alcoholic beverage brands. Apart from the

elements of language techniques used in alcoholic beverage advertising, non-verbal messages are also used to create successful alcoholic beverage advertisements.

Advertisers sometimes use color and positioning as non-verbal techniques to create trust and to persuade viewers to consume a product. Each color conveys a particular meaning, which can be interpreted, based on the cultural background of the viewer. For example, the color gold was used in the packaging of beer such as Chang and Singha. In addition, the color gold is associated with wealth and prosperity and advertisers used this technique to present their product (Bear, 2007). Moreover, techniques such as leading the eye, signs, and camera shots are also used in creating advertisements.

Thai Culture Aspects Appearing in Advertising in Thailand

At this moment in time, advertising is the key factor for businesses, especially in terms of their impact on culture and society. Suwanlaong (2006) proposes in her study that advertising plays a key role on modern people in terms of decision-making, mediation, and the creation of needs. Many critics claim that consumers are controlled and manipulated by manufacturers who create false needs for their products and to consume the signs and symbolic values rather than the actual benefits and necessity of the products. Thai society seems to have become more materialistic in the last 50 years because of the broad availability of manufacturing and purchasing consumer goods. Among various industries in Thailand that grew and developed during this era, the advertising industry has had the greatest influence on Thai society and culture. She claimed that advertising is the most influential institution in modern society. Chirapavati (1989) attempted to describe different views toward advertising in the United States and Thailand. She found that the advertisers seem to focus on persuading the customers to choose products; they tend to create a need for their products, rather than providing necessary information about them. There are greater concerns in both countries about the

effects on children who are vulnerable to the appeals of such advertising. Some critics claimed that advertising has an influence on materialism. Advertising seems to preoccupy society with material concerns, making consumption a highly salient act much of the time. According to Dhiravegin (2007), materialism is one of the major characteristics of modern Thai life. Many people are trapped in the consumer cycle, and as a result, gathering material possessions has become the sole aim of many people, especially amongst the younger generations. This has undoubtedly given rise to the growth of the advertising industry.

Studies Related to Language in Advertisements

Geis (1982) had attempted to describe how language is used in American advertising, especially on television. Geis focused on certain linguistic devices that figure most prominently in advertising. Geis concluded that advertisers in general tend to prefer vague language rather than language with explicit, empirical consequences and prefer subjective to objective claims. The Geis study found that an important aspect of any communication involves both verbal and non-verbal techniques. Non-verbal techniques may be even more critical in television than in print advertising. However, even in print advertising, verbal techniques are an important component of the overall message. As the name implies, verbal techniques are necessary preconditions for the processing of any communication.

According to Kilbourne (2004), all alcohol advertising in America illustrates myths that alcohol advertisers want the viewers to believe. The researcher collected data on American alcohol advertising from various sources. In her documentary film, “Deadly Persuasion,” she analyzed both the verbal and non-verbal techniques and aspects of the advertisements in order to identify the hidden messages in the advertisements and what they suggested to viewers. Kilbourne focused more on the non-verbal aspect of language

in advertising. Furthermore, Kilbourne also illustrated how the advertisers negate the negative effects of alcohol and construct positive ones in order to shape the perception of the viewer. Kilbourne concluded that American alcohol advertisements attempt to suggest seven myths to the viewers. These seven myths are: (a) drinking is a risk-free activity, (b) you can't survive without drinking, (c) problematic drinking behaviors are normal, (d) alcohol is a magic potion that can transform you, (e) sports and alcohol go together, (f) if alcohol is really dangerous, the media would tell the viewers, and (g) it is all right to get drunk as long as you aren't driving.

In a study, "Discourse on 'Health' " in Thai Television Commercials for Food, Food Supplements, and Beverage Products," Phaoluengtong (2004) examined how non-verbal and verbal languages are used to construct explanations. The data were collected from six television commercials for food, food supplements, and beverage products broadcasted on Thai television during January and April 2005. The researcher found that in order to define "health", both verbal and non-verbal mechanisms were used. The verbal mechanisms used in the commercials are conditional sentences, transitivity, and information structuring.

Another study demonstrating the use of non-verbal techniques in advertising was conducted by Eduardo De Gregorio Gedeo (2005), who examined how nonverbal techniques are used more often for persuasive purposes. The data was collected from male fragrance advertisements printed in 1999 in men's general interest magazines such as GQ, Arena, Maxim, FHM, Esquire, and ZM. Gedeo found that male fragrance advertisements often feature a young man with positive characteristics, i.e. smartly-dressed, clean-shaven, and charismatic. In some advertisements, a male figure is either incorporated with a female figure taking action on him, which signifies the attractiveness of the male figure, or is holding a baby, which signifies him as a committed father.

Camera techniques are also used in advertising. A medium shot is used to make the communication between the figures in the frame and the viewer more personal. In order to make the perfume bottle the most noticeable object, color and lighting techniques are used. Brightness, illumination, and colors are applied to the bottle, while other areas are dark, filled with shadows, or presented in monochrome. Some particular meanings are conveyed using eye-leading techniques. When the viewers see the positive characteristics and desirable features of the male participant in the first focal area in the center, they would like to know what grants him such characteristics and features, and then the a bottle of this product is provided as the answer in the lower right corner of the frame, the second focal area.

Summary

Advertising is a form of communication used to inspire or persuade viewers to pay attention to the product being advertised. Normally, advertisements, in the form of commercials, try to influence the consumer behavior. The purpose of advertising may also be to encourage employees or shareholders that their company is viable or successful. Advertising messages can be in several forms, such as newspapers, magazines, television commercials, radio advertisements, outdoor advertising, direct mail or new media, such as websites, blogs, and text messages. However, print advertisements are more compelling as they are a hard record, copy or cache of an historic accomplishment and able to attract and target more selective viewers.

The persuasive messages in alcoholic beverage advertisements influence the perception of the viewer and can be achieved with verbal and non-verbal techniques. These techniques are important to alcoholic beverage advertising as they are exploited to implant persuasive messages into the psyches of consumers and shape their perception of each alcoholic beverage brand.

CHAPTER III

METHOD

This chapter provides an overview of how the research was conducted and the three main aspects discussed here include (a) selected magazines, (b) data collection procedures, and (c) data analysis. The discussion of data collection procedure presents the details of the data and the theoretical approaches used as a framework for analyzing the data used in this study.

Selected Magazines

The data consisted of all the alcoholic beverage advertisements printed in FHM magazine from January to December 2011. FHM is a popular men's magazine, which has more advertisements for alcoholic beverages compared to any other magazine sold in Thailand (Barnes, 2012). All of the selected data, 18 advertisements for alcoholic beverages, were printed in English.

FHM magazine, originally published as For Him Magazine, is an international monthly men's lifestyle magazine. The magazine began publication in 1985 in the United Kingdom under the name For Him and changed its title to FHM in 1994 when Emap Consumer Media bought the magazine (Barnes, 2012).

In March 2003, FHM was launched published in Thailand by Inspire Entertainment Co., Ltd. Today, FHM is a popular glossy magazine in Thailand. The magazine, which caters to men, responds to the question "What do men really like and what do they talk about in the company of other men?" (Barnes, 2012).

Data Collection Procedures

Eighteen advertisements from FHM magazines printed in Thailand in 2011 were selected as the data of this study. There were 22 alcoholic beverage advertisements

printed in FHM in 2011, but only 18 of them were chosen for detailed analysis because they were the best-represented alcohol beverage advertisements, compared to the others (Barnes, 2012). FHM contained a variety of verbal and non-verbal advertising techniques. An analysis of both the verbal and non-verbal elements was performed in order to identify which persuasive messages were conveyed by the advertisements and how the advertisers used verbal and non-verbal techniques to construct these messages. Thai culture was also examined to see which aspects of Thai culture were used and which methods were used to persuade readers of English alcoholic beverage advertisements in Thai magazines.

Data Analysis

The theoretical frameworks suggested by Cook (1992) and Zakia (1997) were used to analyze the data in this study. The verbal techniques include foregrounding and intimate interaction. Foregrounding techniques are divided into three main categories: (a) prosody, (b) parallelism, and (c) word plays. Prosody is the patterning of (1) sound, a (2) text, (3) an extra dimension that can reinforce, contradict, or add to its meaning. Prosody in advertising can be divided into poems, jingles, and prosody. A poem visually instructs the reader to identify and rhythmically read the text as poetry. A jingle is a short tune that explicitly promotes the product being advertised, usually with one or more advertising slogans. Prosody considers how rhythm, stress, intonation, tempo, and related features of speech contribute to the meaning of speech to gain the attention of consumers. Parallelism is a balance of two or more similar words, phrases, or clauses, and occurs when the form of a sentence or clause repeats the form of another clause or sentence. This technique is useful for creating emotional impact and evoking memorization. Wordplay is a rhetorical device that often relies on the different meanings of a polysomic

word, the literal and non-literal meaning of an idiom, or on bringing two homonyms together in the same utterance to produce a witticism.

In this study, intimate interaction is used to catch the eye of the viewer and increase their trust by creating a personal interaction through verbal elements. Intimate interaction is divided into two main categories: (a) cohesive devices and (b) sentence types. A cohesive device is the grammatical and lexical relationship within a text or sentence. The types of cohesive devices analyzed in this study consist of ellipses, connectors, references, repetitions, and the use of pronouns. Additionally, sentence types for data analysis were divided into two categories: (a) interrogative and (b) imperative sentences. Interrogative sentences are the sentences that form a question, and imperative sentences refer to the sentences that make a command or a request.

Additionally, non-verbal techniques in this study are concerned with the Gestalt technique, figure and ground techniques, eye leading techniques, signs, colors, camera shots and compositioning. Gestalt is a psychological term, which means “unified whole” and refers to theories of visual perception developed by German psychologists in the 1920s. These theories attempt to describe how people tend to organize visual elements into groups or unified wholes when certain principles are applied (Carlson & Heth, 2010). Moreover, the figure and ground technique helps the viewer to see an object which is separated from its background. In other words, figure and ground technique helps the viewer to easily identify the positions of people or objects in a frame. Furthermore, the eye-leading technique used by advertisers draw the eyes of the viewer to a focal point and gives a picture of the overall structure in terms of the layout. A sign is an object, a word, or a picture, which has a particular meaning to a person or a group of people, and the use of color in alcoholic beverage advertisements influences the perception of the viewers and evokes a particular feeling. In the case of camera shots, the advertisers use this technique

to capture images of an object in a frame. This technique can communicate an emotion within the frame to the viewers because the distance between the camera and an object will inspire an emotional response from the consumer regarding the product.

The data were analyzed in terms of the verbal and non-verbal techniques used in advertisements for alcoholic beverages. The verbal and non-verbal techniques used to analyze the data of this study are summarized in Table 1 and Table 2.

Table 1

Summary of Verbal and Non-Verbal Techniques Used in Alcoholic Beverage Advertisement

Verbal Techniques		Non-Verbal Techniques
Foregrounding	Intimate Interaction	Gestalt Technique
Prosody	Cohesive devices	Similarities
Poem	Ellipses	Continuation
Jingles	Connectors	Closure
Prosodic		
Parallelism	References	Proximity
Word play	Repetition	Figure and Ground
	Sentence types	Eye leading
	Interrogative sentence	Sign
	Imperative sentence	Color
		Camera Shot
		An establishing shot
		A long shot
		A medium shot
		A close-up shot
		(continue)

Table 1

Summary of Verbal and Non-Verbal Techniques Used in Alcoholic Beverage Advertisement

Verbal Techniques	Non-Verbal Techniques
	Compositioning
	Center and margin
	Left and right
	Top and bottom

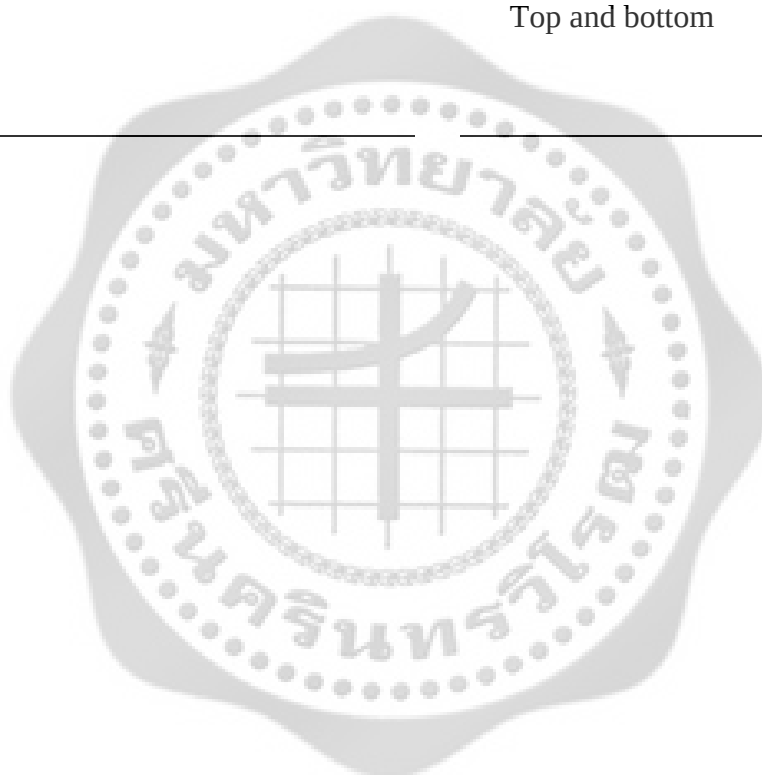


Table 2

The number of Alcoholic Beverage Advertisements in FHM (N=18)

Advertisements	Number of Advertisements (n)
Smirnoff Vodka	3
Singha beer	2
Bud light beer	1
100 pipers Scotch whisky	1
Corona Extra beer	1
Baileys	1
Absolut Vodka	1
Chivas Regal	2
Spy Wine Cooler	1
Budweiser beer	1
Hennessy	1
San Miguel Beer	1
Chang beer	2

Summary

The data were collected from 18 alcoholic beverage advertisements printed in FHM magazine from January to December 2011. There were twenty-two advertisements for alcoholic beverages found in these magazines, but only the eighteen advertisements which best represented alcoholic beverage advertising and contained a variety of verbal and non-verbal techniques were chosen for detailed analysis. The verbal and non-verbal elements were both analyzed in order to discover which persuasive messages were

conveyed by the advertisements and how the advertisers used verbal and non-verbal techniques to construct the messages. Moreover, the researcher will examine how elements of Thai culture contribute to alcoholic beverage advertising in these magazines.



CHAPTER IV

RESULTS

Research Question 1

What verbal techniques are used in English alcoholic beverage advertisements in Thai magazines printed in 2011?

Results.

In 18 samples, verbal techniques such as foregrounding and intimate interaction were applied in alcoholic beverage advertisements used in the Thai edition of FHM magazine in 2011. Foregrounding techniques can be divided into three main categories: (a) prosody, (b) parallelism, and (c) wordplay. Intimate interaction can be divided into two main categories: (a) cohesive devices and (b) sentence types. Cohesive devices consist of ellipses, connectors, references, repetitions, and the use of pronouns and sentence types, such as interrogative and imperative sentences.

Verbal techniques were found in 16 of the selected 18 advertisements. Therefore, there were only 16 advertisements in which the verbal techniques were analyzed. It was found that foregrounding techniques played an important role in the alcoholic beverage advertisements used in this study. It was also found that that wordplay was used in 5 of the 16 surveyed advertisements. In addition, the most common intimate interaction techniques were sentence types, which were also found in 5 of the 16 surveyed advertisements.

The verbal techniques used in alcoholic beverage advertisements were analyzed by month of publication, as follows:

1. Smirnoff Vodka

This Smirnoff Vodka advertisement presents the idea of ranking the drinking capability of a variety of celebrities and historical and fictional characters including Mahatma Gandhi, Sigmund Freud, David Hasselhoff, Brad Pitt, James Bond, John Rambo, and Superman. In the advertisement, the character whose name appears at the bottom of the bottle is the one who can empty it or has the biggest capacity for alcohol, which in this case is Superman. There were no foregrounding techniques used in this advertisement. However, in terms of intimate interaction, techniques such as sentence type and reference were employed.

Reference is a type of cohesive device which was also used in this advertisement. In advertising terms, a reference can be defined as a third person who is named in order to provide a focus on the product name as well as fixing the name of the third person in the memory of the viewer. Instead of verbal techniques, the advertiser can use referencing techniques to associate important, famous, and influential people with their product. The famous names are used to present the product as well as to get attention from the public and persuade customers to purchase their products. In the sample advertisement mentioned above, the advertiser attempted to convey the idea that if you could drink an entire bottle of Smirnoff in a single setting, then you could be compared to Superman in terms of alcohol consumption.

In terms of sentence types, an imperative sentence, “Be wherever you want” was used by the advertiser, who employed commands to attract attention. Most of the commands or imperative sentences are catchy slogans are intended to create interest and motivate consumers to purchase the advertised product (See Figure 1 in Appendix).

2. Singha Beer

Singha is derived from the Sanskrit word *Simha*, which means powerful lion. In Thailand, Singha refers to a hero, a lord, or some other eminent person (Zubaidah, 1997). Singha Beer uses this logo in order to suggest the power of their product. The previous advertisements for this brand focus on the uniqueness of Thai culture as a selling point. The background of this advertisement features a pair of angels in a traditional Thai-style painting (See Appendix). The angels are connected by a stream of beer, which is also painted in the traditional Thai style. On the left of the beer bottle is a picture of Thai food, which could be Tom Yum Kung or Thai style sour noodles. There is a slogan at the bottom of the advertisements that reads: “Enjoyed with Thai Cuisine since the 1930s.” This slogan was used to emphasize that Singha Beer is something that Thai people have enjoyed for a long time. In terms of intimate interaction for this advertising, reference from cohesive devices was applied. This beer advertisement is visually and verbally laden with Thai cultural symbolism. Moreover, Singha also tried to display the content of advertising through the use of the Authentic Flavors of Thailand. This Beer is also associated with Thai cuisine. Singha Beer uses Thai culture as a reference to attract attention and persuade customers to purchase their product (See Figure 2 in Appendix).

3. Bud Light Beer

Bud Light Beer has low alcohol content. It is suitable for women or any person who does not want to drink a lot of alcohol. The advertisement consists of a picture of an attractive woman in a dark pink dress that is comfortably leaning her head against a bottle of Beer with the slogan: “Live the Good Life with Bud Light!” In terms of foregrounding techniques, wordplay was employed and in the intimate interaction section, cohesive devices and sentence types were both used.

The advertiser used wordplay techniques in this advertisement. The words “Light” and “Life” and their respective meanings are used to catch the attention of the reader.

Intimate Interaction and Cohesive Devices

“Life is good...”

This slogan uses an ellipsis as a cohesive device. The ellipsis follows the statement, “Life is good...” to avoid explicitly saying something and to interact with the viewers, who will imagine the missing words and clauses.

“Live the good life with Bud Light”

The advertiser uses an imperative sentence in “Live the good life with Bud Light” to catch the attention of consumers by giving them instructions that express either a request or a command. The advertiser uses every opportunity to exhort potential customers to act, buy, and consume. The slogan “Live the Good Life with Bud Light” is the ‘battle-cry’ of the advertisement, designed to motivate the consumer. Moreover, the advertiser uses imperative sentences to make this slogan as direct as possible to achieve the ideal effect (See Figure 3 in Appendix).

4. 100 Pipers Scotch

100 Pipers Scotch uses the concept of friendship as the basis of their advertising. According to this advertisement, 100 Pipers Scotch is something to be shared among friends. In the advertisement, four young men, who personify manhood and friendship, are gathered to enjoy the product with the accompanying slogan “Give Friends 100%” (See Appendix). This advertisement does not persuade consumers by giving direct information or using an appeal to logic. Rather, the advertisement tries to persuade consumers through an indirect appeal. As alcoholic products are known to have a detrimental effect on society, the advertiser changes a negative aspect to a positive one by

depicting a concept like friendship. These features can be perceived through both language and meaning in this advertisement.

Wordplay was also utilized in this advertisement. “100%” is reminiscent of the brand name of the product, 100 Pipers. This technique is designed to associate positive concepts, such as friendship or giving 100% effort, with the brand name of the product. It also suggests to the consumer that consuming this alcoholic beverage with friends is a positive activity (See Figure 4 in Appendix).

5. Corona Extra Beer

The Corona advertisement features two bottles of Corona Beer on a white sand beach with the ocean in the background. The first bottle is full of beer, while the second bottle is almost empty. The levels of beer in the bottles are a visual representation of high and low tide. The advertisers frequently use amusing visual tricks rather than emphasizing the advantages of the product in order to increase sales. As advertisements that state the advantages of alcoholic beverages are illegal, other techniques must be used to make the consumers familiar with and interested in the advertised product. This technique is also very effective in transmitting the meaning of an advertisement. There were no foregrounding techniques used in this advertisement, but in terms of intimate interaction, the cohesive device of repetition was used.

The element of repetition used in the Corona advertisement is “High Tide, Low Tide!” The word “Tide” does not only refer to the tide at the beach, but also refer to the level of beer in the bottle. The advertiser uses this ambiguous word to suggest a connection to the viewers between the tide and the level of beer in the bottle (See Figure5 in Appendix).

6. Smirnoff Lime

This advertisement features a smiling young woman with a bottle of Smirnoff Lime in front of her. The slogan “Playful” is used to convey the sense of playfulness that the advertiser wants to associate with alcoholic beverage brand. There were no foregrounding techniques used in this advertisement, but in terms of intimate interaction, the cohesive device of repetition was utilized. The color lime-green (a reference to Smirnoff Lime) is used multiple times (on the drink, in the text, the model’s shirt, and the drink itself). The lime-green color is prominent in this advertisement as it is used more than any other color, and as a result, stands out very clearly (See Figure 6 in Appendix).

7. Smirnoff Vodka

This advertisement depicts a young woman in a red dress, holding an apple in her left hand and a holding a tray with her right hand. The tray has a bottle of Smirnoff Vodka and two glasses of Smirnoff Vodka mixed with orange juice on it. In the United States, a screwdriver is the name of a popular mixed drink made of vodka and orange juice. Outside the United States, this cocktail is referred to as a Vodka and orange (Jernigan, 2011). The woman has a curious expression on her face as she asks, “Who made orange juice more tempting than the apple?” Obviously, the answer is “Smirnoff,” because this cocktail is made with orange juice. Another technique that is commonly used in advertisements is to pose a question. There were no foregrounding techniques used in this advertisement. There were intimate interaction techniques in terms of sentence type, “Who made the orange more tempting than the apple?” is used. This interrogative sentence is used in this advertisement as a rhetorical device, not to actually pose a question, but to make a point. Rhetorical effects include doubt, speculation, or negative implication. Interrogative sentences take different forms in advertising slogans. These sentences vary from advertisement to advertisement, and in some advertisements, a

suggested answer to the question is provided, designed to further highlight the product and attract the attention of the viewers (See Figure 7 in Appendix).

8. Baileys Liqueur

In this advertisement, Baileys is presented as a valuable gift, along with the slogan “Listen to your lips.” Through the use of this slogan and the image of the bottle tied in a bow, Baileys presents their product as a valuable gift that would make an ideal present. By adding a second slogan, “Treat Someone Special,” the idea that this product is a special gift is emphasized.

In terms of foregrounding techniques, wordplay was used. This advertisement uses wordplay in the slogan “Listen to your lips.” The play on words is that the product will tantalize your palate rather than your brain.

After that, in terms of intimate interaction, sentence type, and cohesive devices such as connectors were used. The advertiser uses a connector to indicate a cause and effect relationship; if you “listen to your lips”, you will choose their product, and “treat someone special” by purchasing this product as a gift. In terms of sentence type, imperative sentences were used in the slogans “listen to your lips” and “treat someone special.” (See Figure 8 in Appendix)

9. Absolut Vodka

The Absolut Vodka advertisement features an image of a man, his wife, and their dog in their living room. This ‘normal’ image is inverted by the fact that the husband is pregnant, which is an image from the “ABSOLUT” world. This “world” shares the same name as the product it advertises, a technique designed to make consumers easily recognize their product and their advertisements. This advertisement also uses wordplay in the phrase, “IN THE ABSOLUT WORLD.” The advertiser uses misspelling to catch the eye of the viewer and reinforces the brand name of the advertised product. This

advertisement attempts to draw attention to itself through a range of techniques including neologisms, misspellings, word plays, and ungrammatically correct or ambiguous phrasing. Furthermore, the pregnant man in this advertisement presents humor, which in turn relays a message to the consumer that if men could bear children, this world would be an “ABSOLUT” world (See Figure 9 in Appendix).

10. Chivas Regal Advertisement 1

In a Chivas Regal advertisement, the product is placed on a white floor to emphasize its distinctiveness. The slogan is composed of a question and an answer. The question is “Drinking Less?” and the answer is “Then Drink Better.” In this case, “Drink Better” refers to drinking Chivas Regal, a high quality alcoholic beverage. There were no foregrounding techniques used in this advertisement, but in terms of intimate interaction, sentence types were used. This advertisement uses an interrogative sentence. It divides the process of receiving information into two phases by first raising a question and then answering it, “Drinking Less?” “Then Drink better.” In this case, the advertisement suggests that the viewers can interact with the advertisement by answering the questions and coming to the correct conclusion that drinking better means drinking Chivas Regal (See Figure 10 in Appendix).

11. Chivas Regal Advertisement 2

This Chivas Regal advertisement also features the dim number “18” on the packaging and on the side of the bottle. The number refers to the numbers of year required to mature whiskey. To clarify, it is said that great whiskey takes experience, inspiration, and patience which is clearly demonstrated in the slogan: “Great whiskey takes experience, inspiration patience.” The technique of prosody was used in this advertisement to attract the attention of the viewers by using rhythm. The advertiser tried to attract the attention of viewers by using phrases to present the verbal element as a

poem. The viewer is supposed to take the time to identify this slogan as a poem and read it rhythmically. The verbal element in this advertisement could be written as one sentence in one line, but to make it stand out more, line breaks were added to separate the sentence into five lines, which are as follows:

Great Whisky

Takes

Experience

Inspiration

Patience (See Figure 12 in Appendix)

13. Spy Wine Cooler

The advertisement for Spy Wine Cooler features a bride-to-be and her friend dancing and smiling happily at a hen night or a bachelorette party. The target group for this product is female. Thus, the theme of femininity, including a princess-like crown, a bride and her female friends, represent the selling point of the product. There were no intimate interaction techniques used in this advertisement, but in terms of intimate interaction, the foregrounding of prosody was used.

In this advertisement, the foregrounding technique of prosody is used. Prosody, which employs the use of rhythm, is used as a verbal element by adding line breaks and gaps between stanzas in order to present the verbal elements as a piece of poetic writing. Furthermore, the pieces of information are intentionally written on different lines, when they could easily be made into one sentence or one line. This advertisement adds a gap between the written information--“Spy” “Sparkling” and “ Party”--to make the verbal element look like a piece of poetic writing. The viewers are therefore expected to be read as a type of poetic writing in order to attract the attention of the viewers (See Figure 13 in Appendix).

15. San Miguel Beer

The advertisement for San Miguel Beer features a picture of a large group of people on a beach. There is a huge bottle of San Miguel Beer on one side, placed there to attract the attention of the consumers. The people in this advertisement are pictured having fun, dancing, singing, and partying. As a result, pleasure is associated with consuming this beverage. The foregrounding techniques used in this advertisement included wordplay and in terms of intimate interaction, both wordplay and repetition were employed.

The slogan “one Beer, One World of Friends” is used by the advertiser to introduce a positive aspect to alcohol consumption by using the word “friends” and using foregrounding techniques of word play and intimate interaction of repetition with “One Beer” and “One World” to catch the eye as well as create a feeling of cohesion (See Figure15 in Appendix).

16. Singha beer

This advertisement does not use foregrounding techniques, but in terms of intimate interaction the cohesive device of connectors were used (See Figure 16 in Appendix).

The symbol of both Singha products and Chelsea Football Club are both lions. The phrase, “Two Lions, One Pride,” uses connectors to show the connection between the product and the team with the intention of creating interest in the product.

Summary from research question 1: What verbal techniques were used in English alcoholic beverage advertising in Thai magazines in 2011?

The findings revealed that wordplay was used in 5 out of the 18 advertisements analyzed and the most common intimate interaction also played an important role in alcoholic advertisements. The results revealed that this sentence type was used in 5 of the 18 advertisements analyzed. This study found that imperative sentences were used three

times and interrogative sentences were used twice. The results of verbal techniques used in these advertisements are summarized in Table 4.

Table 3

A Summary of Verbal Techniques Used in Alcoholic Beverage Advertising (N=18)

Advertisements	Date issued	Verbal techniques
1. Smirnoff Vodka	Jan, 2011	Intimate Interaction Reference Sentence type (Imperative)
2. Singha Beer (Ad 1)	Feb, 2011	Intimate Interaction Reference
3. Bud light Beer	Feb, 2011	Foregrounding Wordplay Intimate Interaction Sentence type (Imperative)
4. 100 Pipers	March, 2011	Foregrounding Word plays Changing a negative aspect to a positive aspect-Friendship
5. Corona Extra	March, 2011	Intimate Interaction Repetition (continued)

Table 3

A Summary of Verbal Techniques used in Alcoholic Beverage Advertising

Advertisements	Date issued	Verbal techniques
6. Smirnoff Lime	April, 2011	Intimate Interaction Repetition
7. Smirnoff Vodka	May, 2011	Intimate Interaction Sentence Type (Interrogative)
8. Baileys	June, 2011	Foregrounding Wordplay Intimate Interaction Cohesive device, Sentence type (Imperative)
9. Absolut Vodka	July, 2011	Foregrounding Word play
10. Chivas Regal (Ad 1)	July, 2011	Foregrounding Word play Intimate Interaction Sentence Type (Interrogative)
11. Chivas Regal (Ad 2)	August, 2011	Foregrounding Prosody
12. Budweiser Beer	August, 2011	N/A
		(continued)

Table 3

A Summary of Verbal Techniques used in Alcoholic Beverage Advertising

Advertisements	Date issued	Verbal techniques
14. Hennessy	September, 2011	N/A
16. Singha Beer	November, 2011	Intimate Interaction Connectors
17. Chang Beer	November, 2011	N/A
18. Chang Beer	December, 2011	N/A

Research Question 2

What non-verbal techniques are used in English alcoholic beverage advertisements in Thai magazines printed in 2011?

Results.

Non-verbal techniques were also used in alcoholic beverage advertisements in FHM magazine. It was found that 11 out of 18 advertisements used color techniques to persuade the viewer to purchase the product. The study also found that figure and ground techniques were used in the captions of 11 out of 18 alcoholic beverage advertisements. This technique was the second most commonly used of the mostly non-verbal techniques examined in this study. In terms of non-verbal techniques, the following techniques were also used: (a) Gestalt, (b) figure and ground, (c) eye-leading techniques, (d) signs, (e) colors, (f) camera shots, and (g) composition. Gestalt is divided into four techniques: similarity, continuation, closure, and proximity.

The non-verbal techniques found in alcoholic beverage advertisements were analyzed by month of publication, as follows:

1. Smirnoff Vodka

In terms of non-verbal techniques, composition, color, and camera shots were all used in this advertisement. The advertiser uses composition in this advertisement by centering the Smirnoff bottle in the lower middle section of frame to emphasize the originality of the product and the idea that this product is in a class of its own.

The advertiser uses a clear white color as the background, which is considered the color of perfection. Also, all of the male names used in this advertisement are those of strong, famous, or influential figures from history or fiction. The camera shot is a long shot and focuses on a single object in the center of the image, the bottle of Smirnoff (See Figure 1 in Appendix).

2. Singha beer (Advertisement 1)

The Singha beer advertisement employs the use of both signs and colors. In this advertisement, a sign is used to present the image of a Thai God and of traditional Thai art, which associates this beer with wider Thai culture. The viewer should perceive that Singha Beer is both an important part of Thai culture and society and should be appropriately valued as an aspect of Thai heritage. This technique emphasizes the uniquely Thai quality of the product in order for consumers to make a positive connection between the product and Thailand.

This advertisement also uses gold lettering, a color that is associated with wealth and prosperity in Thailand, thus putting Singha Beer on a higher level than other products that use less culturally significant colors (See Figure 2 in Appendix).

3. Bud Light beer

In this advertisement, the advertiser used eye-leading techniques and color to persuade customers to purchase their product. The eye-leading technique is used to lead the eye from the upper-right corner of the frame to the product logo and moves down to

the middle of the left side of the frame to an attractive young woman. Along the path, the viewers see a beer bottle and the image of an attractive young woman in the mid-page focal area, with the logo in the upper right corner. When viewers look at the advertisement, their eyes move from the upper right corner to the middle of the frame. This is the focal area, where the beer and the woman are located. Because the woman and the beer logo are placed in focal areas, the viewers will feel that this woman has a good life because of Bud Light beer and make a connection between the slogan and the advertisements.

The advertisement depicts a woman with a sexy pink T-shirt. The color suggests a sense of femininity and affection. As Bud Light beer is lower in calories than other beers, this is an additional factor that may encourage women to buy this product (See Figure 3 in Appendix).

5. Corona Extra beer

In terms of non-verbal techniques, signs and figure and ground techniques are used in this advertisement. The sign compares the tides of the ocean to the level of beer in the bottle, while the figure and ground technique is used to present the beer bottle. The product is the main figure of the advertisement in order to attract attention to itself. The background, showing the beach, further emphasizes the feeling of just relaxing and enjoying a beach vacation, as well as the idea that the more of the product you consume, the calmer the tides will become (See Figure 5 in Appendix).

6. Smirnoff Lime

Figure and ground techniques, composition and color are applied in this Smirnoff Lime advertisement. In terms of figure and ground techniques, the background is white, which automatically makes the product stand out and focuses the attention of the viewer. In terms of composition, the product is centered, and, therefore the focal point of the

advertisement is the actual product itself. The word “Playful” is in a large, bold font in the left corner of the advertisement in order to attract the eye of the viewer. By grouping lime colors together in the middle of the advertisement, the advertiser not only promotes the product, but manages to make the ad unified and easy to read, understand and absorb (See Figure 6 in Appendix).

7. Smirnoff Vodka

The non-verbal techniques of signs and color were used in this advertisement for Smirnoff Vodka. The apple and the woman in the red dress are used in this advertisement to show the similarity between the two images in terms of color. The advertisement compares the taste of their product to an orange rather than an apple, which refers to the woman in red, using a humorous slogan in order to catch the eye of the viewer.

Red is perceived as a very strong motivational and energetic color. In the advertisement, it implies that the attractive woman, as well as concepts such as passion and vitality that are associated with this color. This advertisement will make the viewer feel vibrant energy towards the woman in red and by association with the product, as well as suggesting the concepts of will power and courage (See Figure 7 in Appendix).

8. Baileys Liqueur

In this advertisement, figure and ground techniques, signs and color are all used.

In terms of figure and ground techniques, the advertisement depicts a bottle of the liqueur that stands out in the front and center of the frame, with a green screen in the background. In addition, the ribbon sign shown on this product implies that it is worthy to be given as a gift.

The advertisement has a fresh ‘green’ background that creates a striking visual effect and also suggests fertility and friendship. The red ribbon is prominent and represents both power and a gift given on a special occasion (See Figure 8 in Appendix).

9. Absolut Vodka

Non-verbal techniques, including figure and ground techniques, signs and color were also used in this advertisement. The advertisement depicts a bottle of Absolut that stands out in the foreground on the right side of the frame, with a couple in the background. This technique also helps the viewer to perceive an object which has been separated from its background.

The advertisement depicts a pregnant man with his wife and his dog, which is an inversion of the portrayal of a normal family. This technique will hook or attract the attention of the viewer and increase public recognition of their product. The color of the house, white, is usually associated with concepts such as purity, honesty, cleanliness and directs the viewer to focus their attention on the couple in the background (See Figure 9 in Appendix).

10. Chivas Regal (Advertisement 1)

In this advertisement, the techniques of color and composition are used. The background is white and a bold black font is used for contrast and to display the product more elegantly and effectively than a different color scheme, such as bright and vivid colors. The latter would be more suitable for a younger target market that responds well to concepts like fun and energy. However, Chivas Regal is a premium alcoholic beverage that is aimed at affluent business people. The advertiser chooses black and white, which suggests elegance, to entice their target group.

This advertisement uses a straightforward question and answer format in a bold black font on the top and the bottom of the advertisement. The area at the top signifies an ideal, while the area at the bottom represents reality or something that is recognized as being obtainable (See Figure 10 in Appendix).

11. Chivas Regal (Advertisement 2)

Figure and ground techniques are used in this advertisement, with the sentences in the foreground, while the Chivas bottle and glasses in the background. However, if the viewer pays closer attention, they will notice the number “18,” which refers to the number of years that it took for the whisky to mature (See Figure 11 in Appendix).

12. Budweiser Beer

This advertisement depicts three beautiful women sunbathing. Their bathing suits have the Budweiser logo on them. This advertisement uses a photo technique by strategically placing the logos on the women’s bathing suits so that they look like bottles of Budweiser.

This advertisement also employs Gestalt techniques. Similarly, a type of Gestalt technique is used to augment the characteristics of Budweiser. The advertiser intentionally makes it seem as the women are wearing the label of the beer as bathing suits and the viewer can perceive them as the product. The viewers will perceive the model and the product as one; the features of the women will be thought of as features of Budweiser beer and vice versa. In other words, male consumers want these idealized women and will associate Budweiser Beer with them. The viewers who have seen this advertisement may think of these women when they see Budweiser in stores, and purchasing Budweiser beer may also make them feel as if they have somehow taken possession of attractive young women used to advertise the product (See Figure 12 in Appendix).

13. Spy Wine Cooler

Figure and ground techniques are used in this advertisement; a bride and her friend in the frame are in the foreground, with an image of a bachelorette party visible in the background. Consequently, the viewers focus their attention on the girls rather than the

party. When the advertiser presents Spy Wine Cooler and women at a party, the viewers immediately associate Spy as an active ingredient for all female parties.

In this advertisement, the wedding dress is used as a sign. In a Spy advertisement, a woman wistfully gazes at a party while dressed in a wedding dress, with a female friend at her side. In an effort to increase the amount of spirits consumed by women, the company began a marketing campaign based on the idea of a bachelorette party or a party exclusively for women.

The small crown or tiara represents femininity, luxury, and extravagance. It also positions the product as a luxury drink for affluent women. In terms of color techniques, pink is used to suggest timidity and a romantic atmosphere. It suggests a sense of femininity, affection, gentleness and intimacy (See Figure 13 in Appendix).

14. Hennessey

The image in this Hennessey advertisement is of a serious young man in a suit. By implying that you need to be a special person in order to consume this product, the question “Are you privileged?” is posed.

The non-verbal techniques used in this advertisement include camera shots, composition, eye-leading techniques, and color coordination. The image in this advertisement is taken in medium-shot as the viewers can see the upper body of the male figure. This shot establishes communication between the participants and the viewers. The communication is set up by the male participant as he makes eye contact with the viewer. Thus, the viewer will focus on the male participant as he tries to communicate with them. Moreover, the medium shot also allows the viewer to focus on him and what he is doing (See Figure 14 in Appendix).

15. San Miguel Beer

In this advertisement, figure and ground techniques are used, such as the way in which the San Miguel Beer bottle is the largest object in the frame and is placed in the left corner position, with an image of a beach party behind the bottle and in background. The bottle of San Miguel is set as the figure and the image of the beach party is set as the background. The San Miguel bottle, despite its size, is bright and dominates the image of the beach party, which is also bright and sunny. Thus, the beer bottle, the figure, is the most salient object in the frame and is more easily and readily seen than the image of the beach party in the background. Consequently, viewers pay more attention to the bottle of San Miguel than they do to the beach party. When the advertiser presents the San Miguel Beer and the beach party this way, the viewers will feel that the San Miguel beer is a sought after drink for a beach party. In other words, a beach party would not be the same without San Miguel beer (See Figure 15 in Appendix).

16. Singha Beer (Advertisement 2)

This advertisement features a number of signs. Firstly, the lion, the symbol of both the product and the symbol of a famous football team, which have an obvious connection to each other. Additionally, football is popular sport in Thailand and this makes customers who like football notice the advertisement and develop an interest in the product.

In terms of the figure and ground techniques used in this advertisement, the football players are placed in the center position, while the product logo is placed behind them. The football players are set as the figure and product logo is the background (See Figure 16 in Appendix).

17. Chang beer

Chang Beer is another brand that frequently uses the unique qualities of Thai culture as a selling point. In this advertisement, the bottle of Chang is placed in the middle with many famous aspects of Thai culture on the side. These are elements of Thai culture that foreigners would be familiar with, such as a Tuk-Tuk, spicy Thai seasoning, a Thai fishing boat (Dtang-gay) and Thai flowers. An image of a beach and the ocean, which foreigners also strongly associate with Thailand, is used as the background.

The product and various symbols of Thailand are used as figures to catch the eye of the viewer and to focus on the beautiful beach in the background. Green is the color of nature, fertility, and life. The green background is the most peaceful color in the advertisement. This color is used to suggest relaxation and connects the slogan to a holiday in Thailand (See Figure 17 in Appendix).

18. Chang beer

This Chang beer advertisement is minimalist (See Figure 18 in Appendix). The color green is used to attract the eye of the viewer. The product is placed in the middle. The reason that this advertisement was selected is that it only uses a color and a product placing technique, something which is commonly used in advertisements and is often enough to catch the eye of the viewer.

Summary from research question 2: What non-verbal techniques were used in English language alcoholic beverage advertising in Thai magazines in 2011?

The findings revealed that eleven of the eighteen beverage advertisements used color techniques to persuade the viewer, and as a result ten of the eighteen advertisements which used color were also used in this study. It was also found that the use of figure and ground techniques was often applied in alcoholic beverage advertising captions. It was ranked as the second most commonly used non-verbal technique analyzed in this study.

The 18 samples of alcoholic beverage advertisements which used non-verbal techniques are summarized in Table 5.

Table 4

A Summary of Non-Verbal Techniques Used in Alcoholic Beverage Advertisements

Advertisements	Date issued	Non-verbal techniques
1. Smirnoff Vodka	Jan, 2011	Compositioning Color Camera Shot
2. Singha Beer	Feb, 2011	Sign Color
3. Bud Light Beer	Feb, 2011	Eye-Leading Technique Color
4. 100 Pipers	March, 2011	N/A
5. Corona Extra	March, 2011	Sign Figure and Ground
6. Smirnoff Lime	April, 2011	Figure and Ground Compositioning Color
7. Smirnoff Vodka	May, 2011	Sign Color (continued)

Table 4

A Summary of Non-Verbal Techniques Used in Alcoholic Beverage Advertisements

Advertisements	Date issued	Non-verbal techniques
8. Baileys	June, 2011	Figure and Ground Sign Color
10. Chivas Regal 1	July, 2011	Figure and ground Sign Color
11. Chivas Regal 2	August, 2011	Figure and ground
12. Budweiser Beer	August, 2011	Gestalt Techniques (Similarity) Figure and ground
13. Spy Wine Cooler	September, 2011	Sign Color
14. Hennessy	September, 2011	Camera Shot
15. San Miguel Beer	November, 2011	Figure and Ground
16. Singha Beer	November, 2011	Sign Figure and Ground
17. Chang Beer	November, 2011	Figure and Ground, Color
18. Chang Beer	December, 2011	Figure and Ground, Color

As indicated in the table, Advertisement 4 did not employ any non-verbal techniques.

Research Question 3

Which aspects of Thai culture appear in English alcoholic beverage advertisements in Thai magazines printed in 2011?

Results.

In the eighteen samples of alcoholic beverage advertisements, aspects of Thai culture appeared in three Thai beer advertisements. The aspects of Thai culture in these advertisements may have been used because the advertiser could not persuade consumers to purchase the product by giving direct information or using an appeal to logic, which would enable foreign advertisers to understand how advertising strategies should be executed in Thailand. Advertisers are likely to use the familiarity of Thai culture to promote products that help consumers relate more closely to the product being advertised.

In the Singha Beer advertisement, soccer players from a famous team are used to promote the product. All of them adopt the “Wai” posture, a gesture that will make Thai people feel familiar with the product and more inclined to purchase it.

In the Chang Beer advertisement, a variety of easily recognizable symbols of Thailand are employed. The first is a Tuk-Tuk, a form of local transportation, commonly sought after by foreigners while visiting the Land of Smiles. One thing that makes Thailand unique is the tuk-tuk, a three-wheeled motorized vehicle from the 1960s, which has become one of the national symbols of Thailand, particularly among foreign tourists. The Tuk-Tuk is one of the most unique and convenient modes of transportation available in Thailand (Luekens, 2012). The second symbol is the various spices and other ingredients that create the unique flavors of Thai cuisine, which attracts foreigners from all over the world. The image of the beaches in the background and the boat in the foreground indicates that Thailand is popular tourist destination for beach vacations.

Chang advertisement 18 is similar to number 17 in that the company proudly associates their product with various Thai symbols. Therefore, people who consume Chang will be able to have a piece of Thailand with every purchase of Chang Beer.

Summary

The results revealed that intimate interaction were essential verbal techniques in alcoholic beverage advertisements. In addition, the most common foregrounding technique used in this study consisted mainly of wordplay. Wordplay was used in five out of sixteen advertisements, and the intimate interaction techniques used were sentence types, which were also used in five of the sixteen surveyed advertisements. In terms of non-verbal techniques, the results revealed that the advertisements used color techniques to persuade the viewer. In addition, the use of color was also significant because it appeared in the majority of advertisements. It was found that 11 of the 18 advertisements used color techniques and figure and ground techniques were also used in the captions of 11 of the 18 alcoholic beverage advertisements. According to Thai culture, alcoholic beverages have a negative social impact, so Thai advertisers do not attempt to persuade consumers by giving direct information or using an appeal to logic. Rather, advertisers persuade consumers through an indirect appeal. Moreover, as alcoholic products are known to have negative aspects, these aspects are minimized or ignored in these advertisements.

CHAPTER V

DISCUSSION AND RECOMMENDATIONS FOR FURTHER STUDIES

This chapter is composed of two main sections: (a) a discussion of the persuasive verbal and non-verbal techniques used in alcoholic beverage advertising, and (b) recommendations for further study. The study was carried out through the analysis of data collected from alcoholic beverage advertisements, published in the Thai edition of FHM magazine from January to December 2011. The 18 selected examples comprised the data for this study and the results of the study are detailed in this chapter.

Research Question 1

Which verbal techniques are used in English language alcoholic beverage advertisements in Thai magazines printed in 2011?

Results.

The findings indicated that foregrounding techniques played an important role in the alcoholic advertisements analyzed in this study. The results also revealed that wordplay was used in 5 of the 18 advertisements analyzed in this study. Intimate interaction also played an important role in alcoholic advertisements analyzed in this study. The results revealed showed that this sentence type was used in 5 of the 18 advertisements analyzed in this study. Sentence types were divided into two categories, imperative and interrogative, for data analysis purposes. The study found that imperative sentences were used three times and interrogative sentences were used twice.

Discussion.

In terms of verbal techniques, foregrounding and intimate interaction were used to analyze the data. The use of wordplay created advertisements that used language in an unusual way and in order to make the product seem new and more noticeable. The use of

obscure words and meanings and clever rhetorical questions can be seen in Corona and Bud Light advertisements. Moreover, wordplay is frequently used in commercial advertising because it promotes a given product by creating humor, attracting the attention of the reader and adding persuasive force to the message. The Absolut Vodka advertisement uses the slogan: “IN THE ABSOLUT WORLD.” This advertisement attempts to draw attention to itself through wordplay, such as using misspellings like Absolut (the name of product) to attract the attention of the viewers. Moreover, wordplay can be used in other ways, as seen in the Bud Light advertisement with the slogan: “Live the Good Life with Bud Light!” The advertiser used wordplay techniques in this advertisement. The words “Light” and “Life” and their respective meanings are used to catch the attention of the reader.

The results of this study also revealed that advertisers frequently use sentence types and wordplay in advertising in order to create a face-to-face interaction. The use of these types of sentences is another way to get the viewer more involved in the advertisement. Additionally, the choice of sentence types made the viewer feel that the verbal element provided only half of the conversation and it is their obligation to supply the other half by answering questions or following the instructions provided by imperative sentences. For example, in a Bud Light beer advertisement, the advertiser uses an imperative sentence, “Live the Good Life with Bud Light,” to catch the attention of consumers by expressing this statement in the style of an order or a command. The advertiser uses every opportunity to exhort potential customers to act, buy, and consume. The slogan “Live the Good Life with Bud Light” is the ‘battle-cry’ of the advertisement. In the Smirnoff Vodka advertisement, an interrogative sentence, “Who made the orange more tempting than the apple?” is used as a rhetorical device. A rhetorical question is a technique used to make a point, rather than pose an actual question. Interrogative sentences take different

forms to suggest answer to the questions, and also further highlight the product to attract the attention of the viewers.

Geis (1982) identified an important aspect of communication as the verbal techniques used in print advertising. Verbal techniques are an important component of the overall message. As the name implies, verbal techniques are necessary preconditions to process communication.

Research Question 2

Which non-verbal techniques are used in English alcoholic beverage advertisements in Thai magazines printed in 2011?

Results.

The findings revealed that eleven of the eighteen advertisements used color techniques to persuade viewers in alcoholic beverage advertising captions. In addition, color was used in the majority of advertisements, so as a result 10 of the 18 advertisements used color to persuade and make the advertisement more appealing to the consumer.

Moreover, the study also found that figure and ground techniques are often applied in alcoholic beverage advertising captions. It was ranked second of the most used non-verbal techniques employed in this study.

Discussion.

The use of non-verbal communication is a part of advertising language. There are many examples of the use of a non-verbal language in advertising such as Gestalt, figure and ground, and eye-leading techniques, signs, colors, camera shots, and compositioning. The findings revealed that the most commonly used non-verbal techniques employed in this study was color and the second most common were figure and ground techniques.

The use of the technique of color is used in alcoholic beverage advertising and is designed to influence the perception of the viewer and evoke a particular feeling. The use of color has a considerable influence on the decision making process of a consumer to buy a particular product. Moreover, color can be interpreted differently in many cultures. In some cultures, there are lucky colors, like red in China and unlucky colors, like black in Japan. Other colors also have certain interpretations; green is acknowledged as a special color in Islam and some other colors have tribal affiliations in parts of Africa. For example, Singha beer advertisements employ the technique of color to present the product. This advertisement uses gold, which is associated with wealth and prosperity in Thailand, thus putting Singha beer on a higher level than other products that use less culturally significant colors. Gold is also the color of success, achievement, and triumph and associated with abundance and prosperity, luxury and quality, prestige and sophistication, value and elegance. The psychological significance of gold implies affluence, material wealth and extravagance (Bear, 2007). Additionally, the Bud Light advertisement used color to get attention from young women. The advertisement depicts a woman with a sexy pink T-shirt. This color technique suggests a sense of femininity and affection. As Bud Light beer is lower in calories than other beers, this additional factor may encourage women to buy this product.

With regard to the figure and ground techniques suggested by Cook (1997), the advertiser uses this technique to instantly catch the attention of the viewer. The viewer's eyes are drawn to a certain point in the picture; usually the main figure is the product. This works in favor of the advertisement because viewers are accustomed to seeing the background as passive and unimportant to the dominant subject. For example, a San Miguel beer advertisement uses this technique by featuring a picture of a large group of people on a beach and a huge bottle of San Miguel beer on one side, placed there to

attract the attention of consumers. Similarly, a Corona Extra beer advertisement uses a beer bottle as the main figure in an advertisement in order to attract the attention of the viewer and direct their focus on the product. The background of this advertisement shows the beach and further emphasizes the feeling of just relaxing and enjoying a beach vacation, as well as the idea that the more of the product you consume, the calmer the tides will become.

Kilbourne (2004) analyzed the myths of alcohol advertising in America which alcohol advertisers want the viewers to believe. The researcher collected data of American alcohol advertising from various sources. Kilbourne focused more on the non-verbal aspect of language in advertising. These non-verbal techniques are analyzed in Kilbourne, and in this study tried to illustrate the negative effects of alcohol and construct positive ones in order to shape the perception of the viewer. Kilbourne identified the seven myths, which are used as non-verbal techniques in alcoholic beverage advertising: (a) drinking is a risk-free activity, (b) you can't survive without drinking, (c) problematic drinking behaviors are normal, (d) alcohol is a magic potion that can transform you, (e) sports and alcohol go together, (f) if alcohol is really dangerous, the media would tell the viewers, and (g) it is all right to get drunk as long as you aren't driving.

Moreover, another study that demonstrated the use of non-verbal techniques in advertising was conducted by Eduardo De Gregorio Gedeo (2005), who examined how nonverbal techniques are used more for persuasive purposes. The data was collected from male fragrance advertisements printed in 1999 in men's general interest magazines, such as GQ, Arena, Maxim, FHM, Esquire, and ZM. Gedeo found that figure and ground techniques are used to make the images used in advertisements more attractive. Other techniques, such as the camera shots used in the advertisements were analyzed in his study. A medium shot is used to make the communication between the figures in the

frame and the viewer is more personal. Furthermore, to make the product featured in the advertisement the most noticeable object, color and lighting techniques are also used. Brightness, illumination, and colors are applied, while other areas are dark, filled with shadows, or presented in monochrome. Some of the other techniques include eye-leading techniques.

Research Question 3

Which aspects of Thai culture appear in English alcoholic beverage advertisements in Thai magazines printed in 2011?

Results.

The results revealed that alcohol beverages are considered to be negative in Thai culture, so advertisers in Thailand do not persuade consumers to purchase their goods by giving direct information or using an appeal to logic. Rather, advertisements try to persuade consumers through an indirect appeal. A consumer who is exposed to a specific culture becomes committed to that culture's style of thinking and feeling. Moreover, as alcoholic products are known to have negative aspects, these aspects are minimized or ignored in the advertising. Advertisements try to make consumers feel that their products are a part of Thai culture and might even be considered to be a part of Thai heritage.

Discussion.

Do alcoholic beverage advertisers in Thailand understand Thai culture? Are advertisers consistently challenged to foster messages by sending them to Thai consumers, while still obeying the rules of Thai cultural, legal, and business practices? In most cases, advertising reflects the attitude and personality of a culture and religion. As a result, advertising in Thailand is different to some other countries, because Thailand is a religious country. The results of this study should enable foreign advertisers to understand how advertising strategies should be executed in Thailand. In addition to

advertising in Thailand, advertisers are likely to use familiar images to promote products to make Thai consumers relate more to the product being advertised. Thus, they must be careful not to offend the feelings or religious beliefs of Thai consumers. Alcoholic beverage companies try to change the attitudes of their customers by using a variety of types of positive appeals rather than negative ones. As a result, advertisements use positive appeals, including the Thai style, friendship, celebration, new experiences, the promise of reward, relaxation, sexual attractiveness, and a trendy lifestyle. For example, Singha beer advertisements use this technique to associate Singha with positive imagery and by showing that the brand has long history in Thai society. Chang beer advertisements use the same techniques to inform viewers that Chang beer is an essential part of Thai culture. Moreover, a 100 Pipers advertisement uses the slogan “Give Friends 100%,” using the concept as the persuasive element in advertisement. Bud Light advertisements focus on sexual attractiveness and trendy lifestyles by presenting an image of an attractive and trendy woman in a dark pink dress, and the slogan: “Live the Good Life with Bud Light!” Their slogan is designed to motivate the consumer by associating the product with a trendy lifestyle.

Kilbourne (2004) claimed that alcohol advertising contains myths that alcohol and advertising companies want consumers to believe. This study collected data on American alcohol advertising from various sources and illustrated how the advertisers negate the negative effects of alcohol and construct positive ones in order to shape the perception of the viewer. Moreover, this study found that in Thailand, alcohol advertising and alcohol consumption may be viewed negatively in Thai society for religious, cultural or social reasons. As a result, most advertisers ignore the negative aspects of alcoholic beverages and focus on the positive aspects, which Kilbourne described as seven myths used to gloss over the more negative side effects of alcohol consumption. When doing business

in Thailand, a company may find mixed attitudes towards alcohol before they promote their products in the same way that they do in cultures which embrace alcohol consumption as a part of their culture. Some international companies can also encounter problems regarding advertising products that contain traces of alcohol.

Recommendations for Further Studies

1. This study was based only on magazine advertisements, so further studies should be carried out on advertising in other media such as television, billboards, sports sponsorships, and banner, newspaper, and cinema advertisements.
2. One of the influential factors used in alcohol advertisements were verbal and non-verbal techniques, so the researcher suggests that a further study should be focused on another linguistic language techniques such as the use of presupposition in the alcoholic beverage advertising.
3. In further studies, advertisers should be interviewed to find out what techniques they used to persuade consumers to purchase their products. The data obtained from such interviews may be useful for the advertising industry in terms of development.

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Appendix

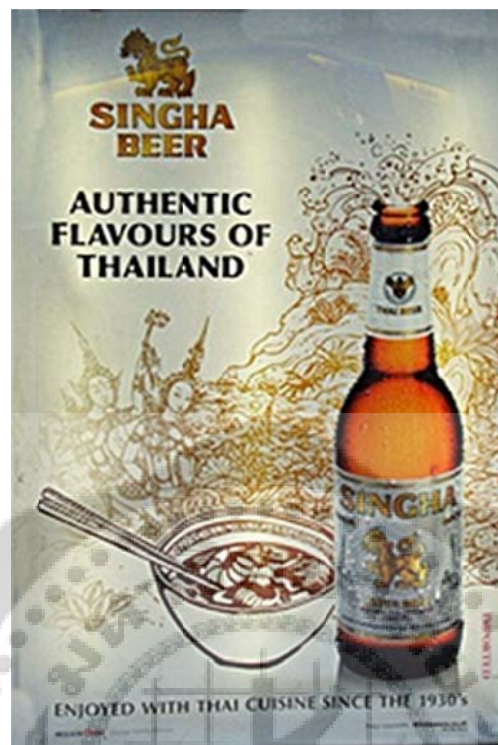
PRINTED ALCOHOLIC BEVERAGE ADVERTISEMENTS

Figure1: Smirnoff Vodka advertisement 1



Source: FHM, January 2011

Figure 2: Singha beer Advertisement



Source: FHM, February 2011

Figure 3: Bud light beer Advertisement



Source: FHM, February 2011

Figure 4: 100 pipers scotch whisky advertisement



Source: FHM, March 2011

Figure 5: Corona Extra beer advertisement



Source: FHM, March 2011

Figure 6: Smirnoff Lime advertisement 2



Source: FHM, April 2011

Figure 7: Smirnoff Vodka advertisement 3



Source: FHM, May 2011

Figure 8: Baileys advertisement



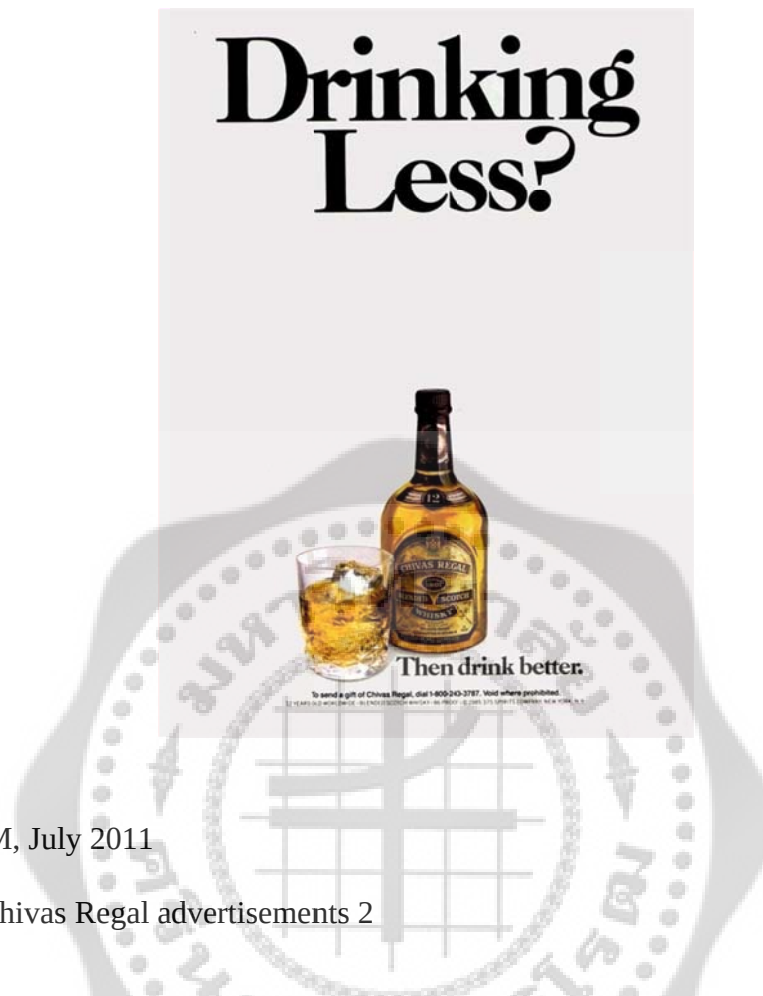
Source: FHM, June 2011

Figure 9: Absolut Vodka advertisement



Source: FHM, July 2011

Figure 10: Chivas Regal advertisement 1



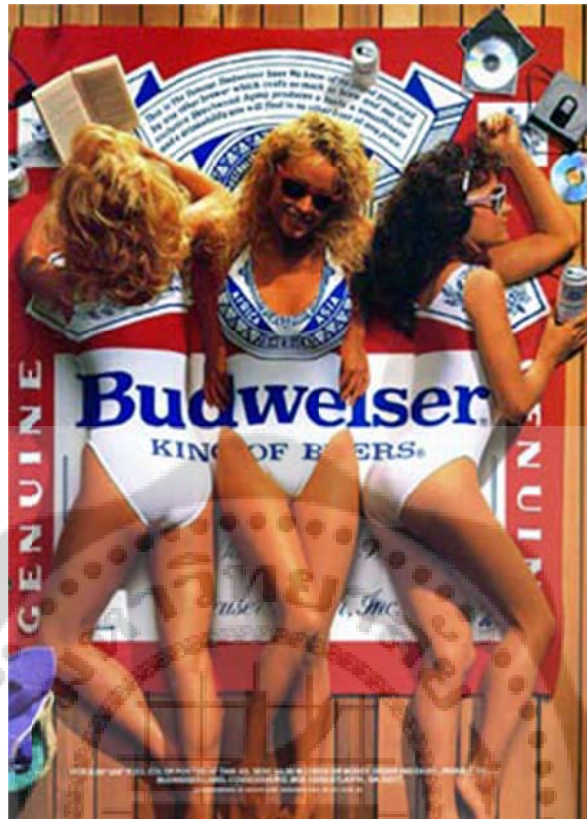
Source: FHM, July 2011

Figure 11: Chivas Regal advertisements 2



Source: FHM, August 2011

Figure 12: Budweiser beer advertisement



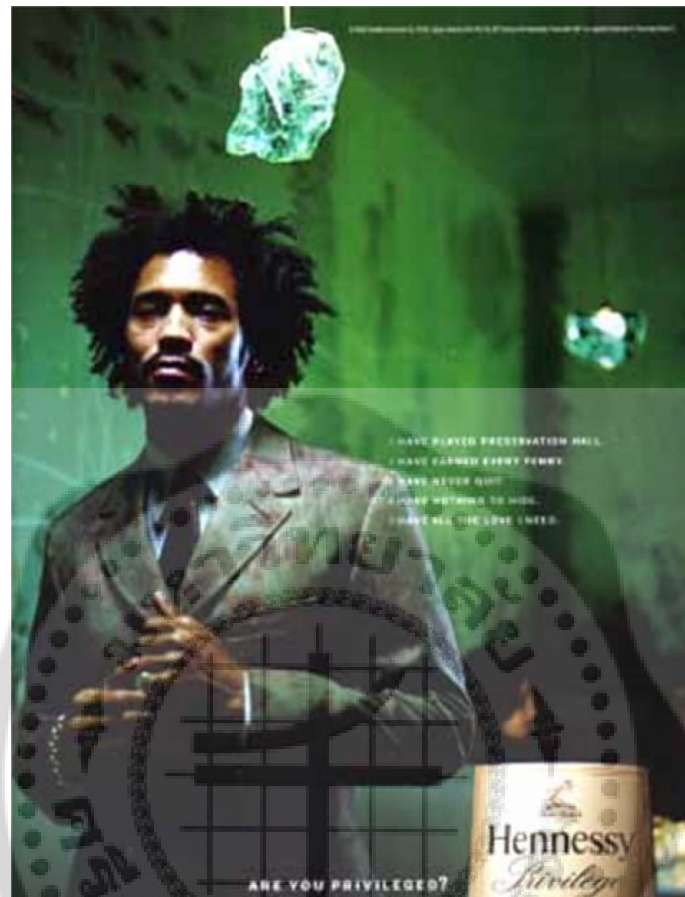
Source: FHM, August 2011

Figure 13: Spy Wine Cooler advertisements



Source: FHM, September 2011

Figure 14: Hennessy advertisement



Source: FHM, September 2011

Figure 15: San Miguel Beer advertisements



Source: FHM, November 2011

Figure 16: Singha Beer advertisement 2



Source: FHM, November 2011

Figure 17: Chang Beer advertisements 1



Source: FHM, November 2011

Figure 18: Chang Beer advertisement 2



Source: FHM, December 2011

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