

AN ANALYSIS OF CATCHY WORDS AND SENTENCES
IN VOLKSWAGEN BEETLE ADVERTISEMENTS
IN THE UNITED STATES

A MASTER'S PROJECT
OF
MISS JUNTIGA NASUNEE

Presented in partial fulfillment of the requirements for the
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การวิเคราะห์คำศัพท์และรูปแบบประโยคที่ใช้โฆษณาโรงไฟฟ้าถ่านหินในสหรัฐอเมริกา

บทคัดย่อ

ของ

นางสาวจันทิกา น้าสุนีย์

เสนอต่อบัณฑิตวิทยาลัย มหาวิทยาลัยศรีนครินทรวิโรฒ เพื่อเป็นส่วนหนึ่งของการศึกษา
ตามหลักสูตรปริญญาศิลปศาสตรมหาบัณฑิต สาขาวิชาภาษาอังกฤษธุรกิจเพื่อการสื่อสารนานาชาติ
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การศึกษาค้นคว้าครั้งนี้มีวัตถุประสงค์เพื่อวิเคราะห์คำศัพท์ และรูปแบบการเขียนประโยคที่
น่าสนใจที่ใช้ในโฆษณาโรงไฟฟ้าถ่าน ปีเทิล ในสหรัฐอเมริกา ที่ทำให้โรงไฟฟ้าถ่าน ปีเทิล ยังคง
เป็นที่นิยมถึงในปัจจุบัน ตลอดจนศึกษารูปแบบของประโยค และลักษณะคำคุณศัพท์ที่ถูก
นำมาใช้ในโฆษณาโรงไฟฟ้าถ่าน ปีเทิล

ในการศึกษาค้นคว้าครั้งนี้ ผู้วิจัยได้ทำการรวบรวมตัวอย่างโฆษณาโรงไฟฟ้าถ่าน ปีเทิล ที่
ได้รับการตีพิมพ์ระหว่างปี พ.ศ. 2501-2543 จากนิตยสารต่างประเทศ หนังสือรวมชิ้นงาน
โฆษณาโรงไฟฟ้าถ่าน และจากเว็บไซต์ต่างๆ รวม 50 ชิ้น เพื่อศึกษารูปแบบการเขียน จาก
ชิ้นงานโฆษณาทั้ง 50 ชิ้น บางชิ้นได้ใช้ประโยคหัวเรื่องอันเดียวกัน ดังนั้นจึงคงเหลือประโยคหัว
เรื่องที่ได้รับการคัดมาวิเคราะห์จำนวนทั้งสิ้น 40 ประโยค

การศึกษาค้นคว้านี้ได้ดำเนินการวิเคราะห์ข้อมูล 3 ขั้นตอนหลัก ดังนี้

1. วิเคราะห์ประโยคหลักที่รวบรวมจากหลากหลายสื่อ ผู้วิจัยคัดเลือกเฉพาะโฆษณาที่
ตีพิมพ์ในสหรัฐอเมริกา

2. วิเคราะห์ตามรูปแบบการเขียนในงานโฆษณาของประโยคหลักที่รวบรวมไว้
ตลอดจนลักษณะคำคุณศัพท์ที่ถูกนำมาใช้ในโฆษณา

3. ใช้การคำนวณอย่างง่ายเพื่อหาความถี่ในการปรากฏของรูปแบบการเขียนในงาน
โฆษณา รูปแบบประโยคที่เลือกใช้ และลักษณะคำคุณศัพท์ที่ถูกนำมาใช้ในโฆษณา

จากการศึกษาพบว่า รูปแบบการเขียนประโยคหลักในโฆษณาโพล์ควาเกิน บีเทิล ส่วนใหญ่จะใช้รูปแบบการเล่นคำและความหมาย คิดเป็น 87.5% การสัมผัสพยัญชนะ และการสัมผัสสระ คิดเป็น 10% การใช้คำถามที่ไม่ต้องการคำตอบ คิดเป็น 10% ส่วนการใช้คำซ้ำ คิดเป็น 5% การที่รูปแบบการเล่นคำและความหมายถูกนำมาใช้มากที่สุด เป็นเพราะวิธีการนำเสนอที่อ่านแล้วสนุก โดยใช้คำที่น่าสนใจในการดึงดูดผู้อ่าน ซึ่งเหมาะสมกับลักษณะของรถโพล์ควาเกิน บีเทิล ที่มีรูปร่างดูแล้ว ขบขันน่ารัก การเขียนวิธีนี้ช่วยให้ผู้อ่านจดจำตัวสินค้าได้ดียิ่งขึ้น

ส่วนในเรื่องรูปแบบประโยค ประโยคแบบง่ายไม่ซับซ้อนถูกนำมาใช้มากที่สุด คิดเป็น 55% รูปแบบประโยคที่เกิดจากการใช้คำๆเดียว คิดเป็น 20% รูปแบบประโยคแบบไม่มีประธาน คิดเป็น 12.5% รูปแบบสังกรประโยค คิดเป็น 7.5% และรูปแบบอเนกัตถประโยค คิดเป็น 5% รูปแบบประโยคแบบง่ายเป็นประโยคที่เหมาะสมในการสื่อสารให้ผู้อ่านรับรู้ถึงคุณสมบัติของสินค้า เพราะว่าง่ายต่อการเข้าใจ และไม่ซับซ้อน ทำให้ผู้อ่านเห็นภาพของตัวสินค้าชัดเจนยิ่งขึ้น และในส่วนของรูปแบบคำคุณศัพท์ที่ใช้มากที่สุด คือเป็นการชี้แจงเกี่ยวกับลักษณะตัวสินค้า เพื่อให้เห็นภาพลักษณ์ที่ชัดเจน คิดเป็น 50% และคำคุณศัพท์แบบเน้นคำทั่วไป เช่น คำคุณศัพท์ที่เป็นคำนำหน้านาม คิดเป็น 35% คำคุณศัพท์ที่แสดงความเป็นเจ้าของ คิดเป็น 17.5% คำคุณศัพท์ที่แสดงจำนวนแบบไม่เจาะจง คิดเป็น 10% และคำคุณศัพท์ที่แสดงตัวเลข คิดเป็น 2.5% คำคุณศัพท์ที่แสดงภาพลักษณ์ที่ชัดเจนถูกนำมาใช้มาก เนื่องจากสามารถแสดงให้เห็นถึงลักษณะเด่น และภาพลักษณ์ของรถโพล์ควาเกิน บีเทิล ช่วยให้เป็นที่ยึดจำในใจผู้อ่านมากยิ่งขึ้น

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Juntiga Nasunee. (2004). *An Analysis of Catchy Words and Sentences in Volkswagen Beetle Advertisements in the United States*. Master's Project, M.A. (Business English for International Communication). Bangkok: Graduate School, Srinakharinwirot University. Project Advisor: Asst. Prof. Dr. Amporn Srisermbhok.

The purpose of this study was to analyze writing style of catchy words and sentences in Volkswagen Beetle Advertisements in the United States which made a VW Beetle popular until now. Furthermore, this study also included analyses of sentences and sentence fragments, and types of adjectives that were used in Volkswagen advertisements. In this study, the researcher gathered 50 examples of Volkswagen advertisements published in the United States between 1960s–2000 from foreign magazines, advertising books, and websites to study the writing style of headline in each advertisement. From 50 examples, some advertisements used the same headlines so there were 40 headlines chosen as samples for the analysis.

Regarding the analysis process, the study includes three major steps:

1. Volkswagen Beetle advertisements were collected from many media such as general magazines, advertising books, and advertising websites. However, the researcher focused only on the advertisements published in the United States.
2. Those headlines were categorized based on writing style in advertising, types of sentences and sentence fragments, and types of adjectives.

3. The simple calculation frequencies of occurrence of each writing style, types of sentences and sentence fragments, and types of adjectives were also presented.

The results of the study showed that there were many writing styles used in Volkswagen Beetle headlines that made them catchy but in terms of the frequency of occurrence, Pun was mostly used and amounted to 87.5%, followed by Alliteration, Rhyme, and Rhetorical Question was 10%, whereas Repetition 5% respectively. This is because a pun is a humorous writing style playing on clever words and meaning to attract the readers' attention. This style fits the character of a VW Beetle because it is a funny car. So, a pun is a good technique to advertise a funny car in a funny way and makes it memorable. The results also identified that from 40 headlines, Simple Sentence was mostly used for 55%, followed by Single-Words Sentence Fragment for 20%, Subject-Deletion Sentence Fragment for 12.5%, Complex Sentence for 7.5%, and Compound Sentence for 5% respectively. Simple sentence is a good way to communicate the readers about features or benefits of a product because it is concise, short, and not complex. This type of sentence makes the readers understand about a product easily and clearly.

As for types of adjectives, in terms of the frequency of occurrence, Descriptive Adjectives were mostly used for 50%, Determiners – Article for 35 %, Determiners – Possessive adjectives for 17.5%, Determiners – Adjectives of indefinite quantity for 10%, and Determiners – Numeral adjectives for 2.5% respectively. Descriptive adjectives were used frequently. This is because they can illustrate a feature and character of a VW clearly and also imprint the picture of the car in the readers' minds.

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Juntiga Nasunee

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

Project Advisor

.....

(Assistant Professor Dr. Amporn Srisermbhok)

Chair of Business English for International Communication Program

.....

(Assistant Professor Dr. Amporn Srisermbhok)

Oral Defense Committee

..... Chair

(Assistant Professor Dr. Amporn Srisermbhok)

..... Committee

(Assistant Professor Dr. Tipa Thep-Ackrapong)

..... Committee

(Mr. Lee Quick)

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

..... Dean of the Faculty of Humanities

(Associate Professor Supha Panjaroen)

March.....,2004

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CHAPTER 1

INTRODUCTION

Background

Nowadays, transportation is one of the most essential parts of everybody's life, especially people in big cities. Most of them have to speed up all the time because time is worth more than anything else in business. So, a car becomes an important transport that helps people to commute easily and conveniently. People in big cities, where public transportation is not enough, need to have their own cars to solve the transportation problem.

And when talking about a car, a German made car always comes in mind with priorities such as Mercedes-Benz, BMW, AUDI, and VW. As when people think about perfumes, French products are instantly considered. Similarly, Swiss-made watches are well recognized as one of the best watches in the world. As each car has its own image that reflects the taste and lifestyle of the owners, cars then become parts of the consumers' personalities. For example, when driving a Mercedes-Benz, people feel more proud of themselves than driving a Japanese car. Also, they think others will give them more recognition.

The researcher is very interested in German-made cars because Germany is famous in mechanical engines and has its own reputation in high technology. As a result, the researcher chose to analyze Volkswagen Beetle because of its long-term reputation and its icon of popular culture.

According to the article entitled, *Volkswagen's New Beetle: A One Hit Wonder?* (Decker; et al. 2000: Online), a Volkswagen (VW) Beetle was firstly launched as a people's car but now it has become a modern and premium one. The price for the New Beetle is about \$ 22,200, unlike the Old Beetle which cost \$ 1,800 in 1968. When first introduced in the United States, the VW had four negative features; that is, it was small, ugly, rear engine powered, and foreign produced. Furthermore, its odd shape made it look like a bug. Therefore, it was quite a hard work to make this car popular. Fortunately, with the help of creative advertisements and effective marketing, the Volkswagen Beetle became a household name in America during the 1960s. In accordance with, *A Growth Year of Volkswagen (Marketing Spotlight-Volkswagen. 2002: Online)*, "The company's marketing program in the U.S during this decade was designed to make the brand's underdog status an advantage. This was accomplished with self-deprecating advertising that made light of the Beetle's shortcomings."

Doyle Dane Bernbach was a man behind these creative advertisements to make sales-promotion a big success. In the 50's, Doyle Dane Bernbach Advertising Agency was chosen to create VW advertisements due to its reputation as a highly creative agency. Bernbach took those four negative features of the Volkswagen and created humorous and unique advertisements that were regarded as the best advertisements of all time. As stated in Ries' article, *(First Do Some Great Publicity. 2002: Online)*, Volkswagen arrived in the U.S. in 1949 and only few cars were sold. By 1959, the year that Bernbach launched the first advertising campaign for VW Beetle, VW was the largest selling imported car in the United States. Volkswagen

advertisements made this car an enormous success. The advertising Bernbach did for VW cannot take full credit for the rise in sales alone, but it certainly did help. VW dealers often found customers arrived in their dealerships with the headlines of the latest Bernbach advertisement on their lips.

Volkswagen headlines such as Think Small., Ugly is only skin-deep., Will we ever kill the bug?, It makes your house look bigger., It's ugly but it gets you there., and Nobody's perfect. were examples of the witty nature of VW advertising. Think Small. and other self-deprecating headlines presented the Beetle in an offbeat manner and afforded an opportunity to make things right with honest, explanatory body copy. At this point, it is clear that VW campaigns presented not only product benefits but also product image by using simple, catchy, and clever words, fragments, and sentences. One particularly persuasive print advertisement paired a Volkswagen with a snowplow and a heavy blanket of snow on the ground and asked, What do you think the snowplow driver drives to work? Volkswagen also developed a stylish automobile called the Karmann Ghia, which was humorously advertised as the car for people who can't stand the sight of a Volkswagen.

After sales of VW cars in the United States peaked at 569,000 units in 1970s, competitions among compacts, especially from Japanese manufacturers, hurt Volkswagen's sales. As indicated in Lawless's article, (*Volkswagen-The New Beetle*. 2004: Online), finally, Volkswagen stopped importing the Beetle into the United States in 1979 due to declining sales. The decline was a result of inferior performance and comfort as compared to other cars. Beetle-mania returned to the United States in early

spring 1998 when VW reintroduced the New Beetle. The New Beetle was not an update of the original Beetle, but a completely new and modern car. It was significantly larger and more technologically advanced than the original. With the New Beetle, Volkswagen hired Arnold Communications to create the advertisements. By introducing the New Beetle, Volkswagen hoped to go beyond all demographics and add an element of nostalgia to its advertising. A few of the headlines were as follows: The engine's in the front, but its heart's in the same place., Less flower. More power., Come with wonderful new features. Like heat., Hug it? Drive it? Hug it? Drive it? Furthermore, advertisements for the New Beetle echoed the irreverent humor of the advertisements from the 1960s such as this headline: If you sold your soul in the 80s, here's your chance to buy it back. The old Beetle's advertisements and the New Beetle's advertisements both used the same writing style; their headlines were simple and humorous and make the readers feel good every time they read them.

From the examples of Volkswagen's headlines above, it can be seen that copywriters used language quite distinctively. They used many types of writing styles which called figurative language such as alliteration: If you sold your soul in the 80s, here's your chance to buy it back., pun: Ugly is only skin-deep., repetition: Hug it? Drive it? Hug it? Drive it?, rhyme: Less flower. More power. These kinds of writing styles can draw the readers' attention to the advertisements and catch their eyes and ears. At the same time, the copywriters can make the readers remember those words, fragments, and sentences easily. Making each sentence memorable is a way to stimulate people to buy the product in the future. Moreover, copywriters used adjectives to add imagery

of the Beetle and its value into the readers' minds because they can create picture of the Beetle clearly.

For example:

Ugly is only skin-deep.

Small wonder.

The New Beetle. Fun on the outside, serious underneath.

Adjectives and figurative language work together in a powerful combination to make each line more interesting and easy to remember.

Statement of the Problem

At present more and more companies need to advertise their services and products because customers are more concerned about quality. Obviously, automobile marketing has become competitive. Advertisements are created to capture the attention of the target audience to increase sales-volume. When millions of dollars are spent each year on advertising business, authorities involved need to learn from successful companies and their effective advertisements to save the budget. As mentioned earlier, VW is one of the successful companies that make its cars popular until now especially a Volkswagen Beetle. So learning how VW advertises its cars and creates successful advertisements will be very useful.

Objectives of the Study

1. To analyze the writing style of catchy words, fragments, and sentences in Volkswagen advertisements.
2. To find out which types of sentences and adjectives are frequently used.

Significance of the Study

In our daily lives, we cannot keep away from advertisements. They are all over the place, on TV, on the radio, in newspapers, in magazines, on billboards and even plastered across the sides of buses that are obviously persistent and persuasive. Have we ever wondered why we buy a VW instead of other cars or buy a SWATCH watch instead of other watches? The reason is that we choose the brand that reflects something about ourselves. The brand that we pick out expresses what we think we are or what we want to be. To decide anything as a choice is actually to express the self. It is also true that the power of words in each advertisement makes us interested and willing to buy the products. As mentioned by Martineau (1971: 79), "People believe the advertising that fits their preconceptions."

To city people, cars become part of their basic daily need to commute back and forth, and to most people cars reflect their lifestyles. Besides, one of the most popular cars of all time is Volkswagen Beetle. Certainly, while advertisements make VW popular, catchy words and sentences in VW advertisements attract people around the world. In other words, the great products and the great advertisements can drive sales. It can be true that the power of catchy words and the power of advertising are

something that should be concentrated when doing business because words and sentences in each advertisement can build brand awareness and make the readers remember the product. Using various writing styles with figurative language such as pun, alliteration, rhyme, and repetition can make words or sentences in advertisements memorable.

For example:

Pun: Will we ever kill the bug?

Alliteration: Don't let the low price scare you off.

Rhyme: Is it possible to go backwards and forwards at the same time?

Repetition: It's not the fastest. It's not the smallest. It's just the coolest.

The examples of writing styles above are good techniques to draw people's attention to the advertisements and make them remember the product easily. So when they come to the decision buying stage, the messages from advertisements will come up into their minds automatically and may stimulate them to buy the product. The more people remember the messages from the advertisements, the more they can remember the product. And that is why catchy words and sentences are all-important in advertising. Moreover, copywriters also use adjectives to create a clear picture of the VW Beetle and convey mood which make VW'S headline more colorful and interesting.

Scope of the Study

This study focused only on words, fragments and sentences from Volkswagen Beetle advertisements published in the United States between 1960s–2000. There were many VW Beetle's advertisements created during that period but some advertisements used plain headlines. Therefore, the researcher gathered 50 advertisements used interesting writing styles which were useful for this study. However, some advertisements shared the same headlines so only 40 examples were presented in this study.

Those Beetle's headlines, and the data analysis were based on the following theories: writing style in advertising, the types of sentences and sentence fragments, and types of adjectives. For the writing style in advertising theory, the researcher focused only on four types of writing styles used frequently in VW Beetle's headlines. The followings are types of writing styles used to categorize the headlines: 1) pun, 2) alliteration, 3) rhyme, and 4) repetition

Methodology of the Study

Most data in the analysis were secondary data, coming from marketing textbooks such as *Advertising its role in modern marketing*, *Basic Marketing a Global Managerial Approach*, and from advertising textbooks such as *Advertising Handbook*, *Contemporary Advertising*, *The Copywriter's Handbook*, and the Internet. Other data came from many various media of Volkswagen advertisements. The researcher

gathered those advertisements from various sources such as a book entitled *Remember those great Volkswagen ads?*, *ARCHIVE* magazine, and advertising websites.

There were two main parts of the study. The first part was an accumulation of data and the second part was data analysis. Moreover, examples of some catchy words and sentences used in Volkswagen advertisements were also included.

Expected Outcomes of the Study

The expected outcomes of the study prove that catchy words and sentences in Volkswagen advertisements are powerful and important; they make people remember a Volkswagen Beetle. They also make people like this car and make it popular until now. Furthermore, some catchy words and sentences from various media of VW advertisements are the good guidelines for people interested in writing advertisements. Moreover, different writing styles in VW advertisements can be good examples for students and many people interested in copywriting not only for advertisements but also for their own reports or articles in many related fields.

Definition of Terms

From *the American Heritage Dictionary of the English Language*: Fourth Edition 2000, catchy (adj.) means: 1. attractive or appealing; 2. easily remembered

On the whole, in writing advertisements, a catchy word means a simple but attractive word. Catchy words can be general words but they are used in the right time

and fit the products, appealing to the target groups and making them remember the products or services easily.

CHAPTER 2

REVIEW OF THE RELATED LITERATURE

This chapter is divided into the following four main topics: 1) writing style in advertising, 2) types of sentences and sentence fragments, 3) types of adjectives, and 4) related previous research.

According to Arens (1996: 283-285), in print advertising, the key formats elements are the headlines, the visuals, subheads, body copy, and slogans. The headlines will be read first and is situated to draw the most attention.

Effective headlines attract attention, engage the audience, explain the visual, lead the audience into the body of the advertisement, and present the selling message. If the headlines lack immediacy, prospects turn their attention to another subject and pass the advertising message by. Headlines should offer a benefit that is apparent to the reader and easy to grasp.

Copywriters use many variations of headlines depending on the advertising strategy. Headlines may be classified by the type of information they carry. The followings are types of headlines i.e. 1) Benefit headline; 2) News/Information headline; 3) Provocative headline; 4) Question headline and Command headline.

Many headlines types are easily combined. But the type of headline used is less important than the way it is used. Copywriters must always write with styles to get the readers' attention.

1. Writing Style in Advertising

According to Dyer (1990: 139-140, 151-155), advertising language is sometimes quite standard but more often it attracts attention to itself by being colorful and imaginative and it sometimes involves breaking the conventions of literal language. Language that is used non-literally or in a non-conventional way is called figurative language. Figurative language is used to convey meaning and expression in an artistic manner. There are many different ways of using figurative language to create a particular effect. Double meaning and puns are often used in advertisements and so are rhyme, alliteration and other types of repetition. Advertisers frequently use figurative language to attract the readers' attention and make them remember the product or service.

Figurative language in advertisements is a manipulation of many kinds of writing styles and many types of sentences. Copywriting should know what kind of styles fit for each product or service. But the most important thing that a copywriter should consider in writing advertising words or sentences is catching the readers' attention, imagination, and money. The following are examples of writing styles that Dyer classifies: 1) Pun, 2) Alliteration, 3) Rhyme, 4) Catch-phrases, 5) Snatch of songs, and 6) Repetition. All of these styles make words and sentences memorable.

Similarly, in an article of Ohio DECA - An Association of Marketing Students (*It's all in the AD*. 2003: Online), an effective advertisement has many components. The first and foremost is always the headline. The headline must get the readers' attention because it is the first line that people read. And the following figurative languages are

mentioned in this article: alliteration, paradox, rhyme, pun, and play on word. Any of these will have a positive effect and gain attention. As mentioned in Robbins's study (Noble. 1970: Online; citing Noble. *An Approach to Composition through Psychology.*), "People respond no less to the stimulus that revives a concrete picture or memory than to words that rouse the emotions; no less to novelty than to repetition, rhyme, rhythm or old associations."

According to Alan C. (1989: Online), print advertising often involves the manipulation of linguistic structures and forms to achieve the persuasion. The author also suggests some writing styles in various advertisements. For example, alliteration in Ford headline: Body Builders., the headline of Beefeater London Distilled Dry Gin: Befittingly Beefeater.; and rhyme in a Myers's Original Rum Cream advertisement: Cream & Rum. Yum. As also mentioned by Noble (1970: Online), "The rhythmic aspect of writing and speech has a staying quality, the power of living on in mind."

In addition, when creating advertisements copywriters should remember that before each advertisement can influence the readers' minds it has to catch his/her attention. As illustrated by Kunoth (2002: Online), "AIDA is the model advertising works with. A stands for the reader's attention, I for interest, D for desire and A for action."

To sum up this section, there are many styles of writing catchy words and sentences in advertising by using figurative languages such as: pun, alliteration, repetition, and rhyme make words and sentences in advertisements easy to remember. However, it is difficult to decide which style is better. In fact, each writing style fits each

product or service. But what is the most important thing that copywriters should consider is catching the readers' attention.

In order to make this section clearer, some catchy words and sentences from various advertisements are grouped after their styles. All examples of words and sentences are gathered from www.adslogans.com.

Rhyme

According to Advertising Glossary (1998: Online), "Rhyme – the identity of the final accented vowel and all following sounds in two words. e.g. still-hill, bore-more, ending-bending." Its effect is to create a pleasant sound, to enhance or contribute to meaning, to bind a verse together, to emphasize a word, and to make it memorable.

For example:

Less Flower. More Power. (Volkswagen advertisement)

Don't be vague. Ask for Haig. (Haig Scotch Whiskey advertisement)

Beanz Meanz Heinz. (Heinz advertisement)

It takes a licking and keeps on ticking. (Timex advertisement)

Grace...Space...pace. (Jaguar advertisement)

Milk's gotta lotta bottle. (Milk advertisement)

Don't just book. Thomas Cook it. (Thomas Cook advertisement)

Lipsmackin' thirstquenchin' acetastin' motivatin' goodbuzzin' cooltalkin'

highwalkin' fastlivin' evergivin' coolfizzin' Pepsi. (Pepsi Cola advertisement)

Alliteration

Alliteration is the repetition of consonants. As mentioned in Wikipedia, the free encyclopedia (2003: Online), “Alliteration is a literary technique in which successive words begin with the same consonant sound. Alliteration is a frequent tool of poetry but it is also common in prose, particularly short phrases.”

For example:

Don't dream it. Drive it. (Jaguar advertisement)

My goodness, my Guinness. (Guinness advertisement)

If you want to get ahead, get a hat. (Hat Council advertisement)

Britain's best business bank. (Allied Irish Bank advertisement)

Dream. Dare. Do. (Girl Guides advertisement)

Put a tiger in your tank. (Esso advertisement)

Pun

According to Furman (1995: Online), “A pun is a play on words. There are many different forms of puns, such as rhetorical and poetic. They sometimes connect two unlike objects in a humorous way.”

A pun is a play on words and meaning. Some pun advertisements are based on or play with the double meaning of the word.

For example:

Watch the world. Tissot.

This pun headline plays with the double meaning of the word watch: 1) watch (verb) – to look at, to keep under observation; 2) watch (noun) – a small portable device

indicating the time. In accordance with a topic entitled, *Advertising Text in Classrooms* (2003: Online), it stated that “Pun is a linguistic device which consists in the use often humorous of a word in such a way as to suggest different meanings or applications, or the use of words having the same or nearly the same sound, but different meanings.”

Some pun advertisements attract attention with clever word play.

For example:

The Pen That Uses its Head. (BIC advertisement)

This headline plays with word uses its head. In fact, a pen cannot use its head because it is not a living thing, only human can use his head especially smart people who always use their heads to think before doing something. A copywriter plays with the clever words uses its head to communicate that this pen is a smart pen. This pun style makes the lines more interesting.

Furthermore, some pun advertisements arouse the readers' interest by making them think and use their imagination to find out what meaning an advertiser wants to communicate. The interpretative process keeps the readers stay with the headline. Moreover, solving a pun can help to retain the readers' attention. As mentioned by Tanaka (1994: 69-70), “Because a pun takes longer to process, it sustains the addressee's attention over a period of time, and, once comprehended, it is often remembered.”

For example:

We've poured throughout her reign. (Guinness Beer advertisement)

This pun headline appeared in the year of the Queen's Silver Jubilee. The pronoun her will be more easily assigned to mean the Queen's, because it is followed by the word reign. Therefore after reading this line, the readers can interpret the meaning of this headline which means the Guinness company has served beer for as long as the Queen is on the throne.

A pun advertisement uses the headlines to attract attention with humorous and clever words play. By offering an amusing pun, the advertiser provides the readers with the desire entertainment, and thus makes them feel agreeable towards the product which the advertiser is promoting. As mentioned by Hermer'en (2003: Online), "Another strategy that advertisers draw on involves humor, often in form of punning. Punning, which combines sound and sense, can be persuasive, at least indirectly, by relaxing the listener's attitude."

Also illustrated by Tanaka (1994: 63), "Punning would appeal to its target audience because of its wit and humor."

The following are some pun headlines:

Is your film as good as Gold? (Kodak advertisement)

Because the Citi never sleeps. (Citibank advertisement)

Everything you hear is true (Pioneer advertisement)

For top laps. (The Economist advertisement)

Alarmed? You should be. (Moss Security advertisement)

Where do you want to go today? (Microsoft advertisement)

If you were really good in past life, you come back as something better.

(Volkswagen advertisement)

Repetition

As mentioned in Linguistic Constructions (2003: Online), “Since memory is so important to persuasion, repetition is a key feature.”

For example:

The future's bright. The future's Orange. (Orange advertisement)

Hug it? Drive it? Hug it? Drive it? (Volkswagen advertisement)

If it's on, it's in. (Radio Times advertisement)

Cats like Felix like Felix. (Felix advertisement)

A different kind of company, A different kind of car. (Saturn advertisement)

Fast, fast, fast relief. (Anacin advertisement)

Mmm mm good. (Campbell Soup advertisement)

2. Types of Sentences and Sentence Fragments

Types of Sentences

According to Kessler and McDonald (1984: 33-39), sentences come in four varieties.

1. Simple Sentence

A simple sentence contains one independent clause. It has a single subject and a single predicate. It can be long with numerous modifying words. A simple sentence is used to convey the thought of the writer.

National forecasters today predicted more rain for the coast, valley and interior regions.

2. Compound Sentence

A compound sentence has two or more independent clauses, each containing a subject and predicate and each expressing a complete thought.

The factory is closing, and hundred of workers will be unemployed.

3. Complex sentence

A complex sentence contains one independent (main) clause and at least one dependent (subordinate) clause. The subordinate clause depends on the main clause for both meaning and grammatical completion.

After the factory is closed, hundreds of workers will be unemployed.

4. Compound-Complex Sentence

A compound-complex sentence contains at least two main clauses and one dependent clause. This construction seems to invite wordiness.

Although the rivers were flooded, no one was injured and no property was damaged.

Each type of sentence above fits each style of writing. The simple sentence is a good way to write an advertisement when the objective is to attract the readers' attention and give clear information about a product. As illustrated by Book and Schick (1991: 34), "It is better to say too little than too much. To achieve impact and memorability, say it quickly and crisply."

As also mentioned by O'Guinn, Allen, and Semenik (1998: 312), "The probability of communicating verbally increases if short, easily processed words and sentences are used. Long, involved, elaborate verbal descriptions make it difficult for the listener to follow the message that a copywriter wants to communicate."

Sentence Fragments

Other writing techniques in writing advertising headlines involve the use of sentence fragments. According to Kessler and McDonald (1984: 149), "Fragments, used effectively and purposefully, can create excitement, set a quick pace and grab the attention of your readers. Fragments have a brisk, staccato beat. They are punchy, tense, and dramatic. Fragments can be used to manipulate and focus the reader's attention."

Sentence fragment is a group of words that has either no verb or no subject corresponding to the main verb. A copywriter uses sentence fragment to attract the readers' attention. As indicated by Rivers and Rodriguez (1995: 29-30), "Most fragments are so punchy, they interrupt a reader's flow of thought. For the advertiser,

that power to distract is an advantage. Fragments force many readers and listeners to abandon whatever they're thinking about and pay attention to advertisements.”

According to Kessler and McDonald Theory (1984: 37), fragment is a group of words sheared off from or never attached to the sentence. The group of words may lack a subject, a predicate, a complete thought or any combination of the three.

1. Single-words
2. Subject-deletion
3. Lengthy dependent clauses.

In writing advertisement, the writer uses sentence fragment for a purpose of conciseness and attention-grabbing. As mentioned by Bly (1985: 51), “Sentence fragments help keep your average sentence length to a respectable number of words. And sentence fragments can add drama and rhythm to your copy.”

As also indicated by Charles (1995: 29-30), “Within advertisements, we can find the language that is clearly written to be read and not spoken, like logos. At the same time, we also find patterns that are typical of spoken language and that are intended to represent spoken language, like the use of contractions or sentence fragments.”

To sum up, there are many types of sentences in writing including sentence fragments. Each type of sentence fits with each purpose of writing. For writing advertisement, one of the basic guidelines for writing a good headline for print advertisements is the use of simple words and sentence. As mentioned earlier, a short and simple sentence makes the readers understand and remember a product easily.

Furthermore, some advertisements use sentence fragments to make headlines more concise and catchy.

3. Type of Adjectives

According to Kessler and McDonald Theory (1984: 20) "This is important, not far behind is the need to select appropriate and creative adjective. Adjectives are picture words; they enhance the framework of a sentence."

1. Descriptive Adjectives

Descriptive adjectives usually indicate an inherent quality (beautiful, intelligent), or a physical state such as age, size, color. They also set mood.

For examples:

A woman's delicate, purple scarf hung from a jagged piece of metal.

The pilot's cap was crushed and muddied.

2. Determiners

Whereas the descriptive adjective stresses things artistic and colorful, a determiner which sometimes called limiting adjective, is simple and plain. Determiners consist of a small group of structure words without any characteristic form.

1. Article- the, a-an

2. Demonstrative adjectives- this-that, these-those

3. Possessive adjectives

3.1 From pronouns- my, your, one's, etc.

3.2 From nouns- John's, etc., the girl's, etc.

4. Numeral adjectives

4.1 Cardinal- four, twenty-five, one hundred, etc.

4.2 Ordinal - fourth, twenty-fifth, one hundredth, etc.

5. Adjectives of indefinite quantity- some, few, all, more, etc.

6. Relative and interrogative adjectives- whose, what, which, etc.

For examples:

The lost hunters hiked 12 miles to reach help.

(The miles are not described as tortuous or snow-clogged. In limiting this modifier (12), the writer merely wants to give us an exact view.)

Do you know any ways to improve your writing?

(In a sense, the adjective any is limiting in that it gives extremely wide boundaries but does not describe them.)

Adjectives are used to make each sentence more interesting and give a clear picture of a product or a service that an advertiser wants to communicate. According to Brierley (1998: 179), "The advertiser uses adjectives to build up the brand. Adjectives convey mood and emotion. These are the imagistic elements of the brand, these are what makes the brand rise above being a product. Their purpose is to add value to the product and the brand."

As also illustrated by Dyer (1990: 149), adjectives are the key part of speech for advertisers. They are trigger words because they can stimulate envy, dreams and desires by evoking looks, touch, taste, smell and sounds without actually misrepresenting a product. Words like big, small, and long are relatively easy to imagine in connection with a product.

To sum up, adjectives are used to create pictures and set moods in the readers' minds. They make sentences more colorful. Adjectives are very useful in advertisements, especially when an advertiser wants to launch a new product or reminds an old one to the readers.

The most common adjectives used in advertising are good/better/best, free, fresh, delicious, full, sure, clean, wonderful, special, fine, big, great, real, easy, bright, extra, rich and golden. But new is probably the favorite. It is used in connection with almost every type of product or service to present its character and feature: size, shape, color, formula and so on.

Example of adjectives used in advertisements:

So Farley's, so good. (Farley's Baby Food)

Not just nearly clean, but really clean. (Ariel Ultra)

The best way of expressing your intelligence. (Zenith Data Systems)

We make it better. (Singer)

It makes your house look bigger. (Volkswagen Beetle)

Previous Research

In order to achieve the objectives of the study, the researcher collected previous research from various secondary sources related to this study as follows.

With reference to Utachee's research (1999) entitled, *The Language Style in Thai Print Advertising*, the language style used in print advertising was introduced. The results of the study showed that when choosing an advertising style, the target groups needed to be taken into consideration, children, adults, social, and educational groups, for instance. In terms of economic background, copywriters had to select words that were suitable for the consumer's income. Moreover, the researcher realized that the advertising style could not be judged as good or bad, since there were no criteria for judgement. So, no single style was better than others. Instead, the criteria of accomplishment were how easily the message was remembered and how effectively the message could persuade the consumers to buy the product. In sum, language could and did play an important role in the process of commercial persuasion. It was the primary vehicle for conveying the messages to the consumers. And it also played an important role in facilitating the consumer memory regarding the product or service desirability.

According to Thintrakul's research (2000) entitled, *A Study of Airline Advertisement Language Style in English Daily Newspaper*, the type of headlines, body copies, and the language styles and tones in advertisements were identified and

analyzed in this study. The results of the study indicated that the main characteristics of the writing style in airline advertisements were the use of conversational language. All advertisements talked to their consumers in short and simple sentences, using the present tense, the active voice and sounding like a conversation. The most significant tone found in advertisements was warm, gentle, friendly, loving and fun. Furthermore, the researcher realized that airline advertisements shared common features with other kinds of advertisements. They had interesting headlines, body copies, and illustrations. The language style was simple and written in a conversational style that is easy to understand and remember. And the language was also motive, informative and explanatory, informing the readers why they should try and buy the products or services.

In Siripat's study (1986) entitled, *An Analysis of Advertising Writing in Magazines*, the techniques of copywriting advertisements were presented in the study. The results indicated that each writing style fits appropriately with different types of products. And the researcher found that advertising language should be simple and not complicated to show the unique selling point of the product. Moreover, the advertising language should provoke consumers' attention and desire. In conclusion, the study showed that the headline style which copywriters used most was news/information headline because this style could communicate the product's information to the consumers clearly.

In Burachon's study (1956; citing Suree Siripat, 1986), *The Study of Advertising Theory*, the headline styles and copywriting guidelines were introduced in this study. The results indicated that the advertising headlines should be short and easy to

understand so that the consumers could remember and understand them easily. And a copywriter should conduct himself as a consumer, not advertising people, and then wrote the fact about the product. Furthermore, the researcher realized that the copywriter should use understatement and avoid clichés.

In conclusion, there are many styles in writing advertising to make words and sentences catchy and memorable. Each writing style fits for each product, service, and the target group. A headline is one of the most important parts in print advertisement because it is the first line that catches the readers' eyes. If it is catchy and easy to remember, it can live in the readers' mind and create product awareness. So, in this study the researcher focused only on the writing style of VW Beetle headlines. And many of the above-mentioned theories were used as a potential framework for this analysis. The followings are theories used in this analysis i.e. 1) Writing Style in Advertising; 2) Types of Sentences and Sentence Fragments and 3) Types of Adjectives.

CHAPTER 3

METHODOLOGY

This chapter described the procedures used in this study. The framework of an analysis, the accumulation of data, data analysis, and analysis presentation were also presented. Additionally, examples of some catchy words and sentences used in Volkswagen Beetle advertisements were included.

The collected data came from a diverse source of documents or electronically stored information. The researcher gathered all advertisements from overseas media because this study focused only on Volkswagen Beetle advertisements in the United States.

Procedures

The procedures of this study were divided into three steps:

1. Volkswagen Beetle headlines were collected from many media such as general magazines, advertising books, and advertising websites. However, the researcher focused only on the advertisements published in the United States between 1960s–2000. There were many VW Beetle's advertisements created during that period but some advertisements used plain headlines. Therefore, the researcher gathered 50 advertisements used interesting writing styles which were useful for this study. However, some of advertisements shared the same headlines so only 40 examples were presented in this study.

2. Those headlines were categorized according to their writing styles, based on writing style in advertising by Dyer's theory (1990). Furthermore, they were categorized according to their types of sentences and adjectives, based on Kessler's and McDonald's theory (1984).

3. The simple calculation of frequencies of occurrence of each writing style, types of sentences and sentence fragments, and types of adjectives were also employed.

Framework of an Analysis

After collecting and grouping the data, an analysis of catchy words and sentences focused on three topics: writing style in advertising, types of sentences and sentence fragments, and types of adjectives used in VW Beetle advertisements.

Accumulation of Data

Most data and information analyzed came from American textbooks, advertising textbooks, marketing books, and the Internet because this study focused on the effectiveness of catchy words and sentences in American automobile market. So, the researcher gathered most data and information from overseas sources. And other data came from collecting Volkswagen Beetle advertisements from an advertising book entitled *Remember those great Volkswagen ads?*, advertising websites, and from *ARCHIVE* (Ads and Posters worldwide magazine). 50 advertisements of Volkswagen Beetle published in the United States between 1960s–2000 were collected. However,

some of these advertisements shared the same headlines so only 40 examples were presented in this study.

The following is a list of all Volkswagen Beetle headlines which the researcher gathered from various media. Those 40 headlines were categorized after their writing styles in the next chapter.

Table 1 A list of Volkswagen headlines

No.	Volkswagen Beetle headlines
1.	It makes your house look bigger.
2.	Ugly is only skin-deep.
3.	It's ugly, but it gets you there.
4.	We don't have anything to show you in our new models.
5.	Nobody even stare at our shape.
6.	The guy at the gas station doesn't ask where the gas gone.
7.	Nobody's perfect.
8.	2 shapes known the world over.
9.	Some shapes are hard to improve on.
10.	We never make it big.
11.	It majors in economics.
12.	The good dies old.
13.	If you were really good in past life, you come back as something better.
14.	A car like this comes around only twice in a lifetime.
15.	The engine is in the front, but its heart's in the same place.
16.	If you sold your soul in the 80s, here's your chance to buy it back.
17.	The roundest car in its class.
18.	It's not the fastest. It's not the smallest. It's just the coolest.
19.	The 1970 VW will stay ugly longer.
20.	Few things in life work as well as a Volkswagen.

Table 1 (continued)

No.	Volkswagen Beetle headlines
21.	Do you earn too much to afford one?
22.	Will we ever kill the bug?
23.	Is it possible to go backwards and forwards at the same time?
24.	Think small.
25.	If gas pains persist, try Volkswagen.
26.	Live below your means.
27.	Don't laugh.
28.	Don't let the low price scare you off.
29.	Save water.
30.	Save gas.
31.	Small wonder.
32.	Accept no substitutes.
33.	Water bug.
34.	Relieves gas pain.
35.	Buy low. Sell high.
36.	Driver wanted.
37.	Hug it? Drive it? Hug it? Drive it?
38.	Come with wonderful new features. Like heat.
39.	Less flower. More power.
40.	The new Beetle. Fun on the outside, serious underneath.

Data Analysis and Analysis Presentation

Data analysis was divided into two sections.

1. First of all, the collected 40 headlines were categorized, based on writing style in advertising by Dyer's theory (1990), including pun, alliteration, rhyme, and repetition. And the frequency of occurrence of each writing style was calculated.

2. Then, these 40 headlines were also categorized, based on types of sentences and adjectives by Kessler's and McDonald's theory (1984). And finally, the results of the most used sentences and adjectives were calculated in percentage.

The following are some examples of VW Beetle headlines categorized under writing style in advertising.

Example of analysis:

Hug it? Drive it? Hug it? Drive it?

This headline plays with the repetition. It repeats words Hug it? Drive it? twice to make this headline memorable. As mentioned earlier in chapter 2, repetition is one of the most effective styles that can draw and catch the readers' attention and imagination. This line also shows the passion of the car's owner and suggests that this car will be a joy and special to its owner.

It makes your house look bigger.

This headline is a kind of pun. It plays on word bigger which is a contrast to the size of a Volkswagen Beetle. The copywriter picked up a disadvantage of a car that was small and turned it to be an advantage. As mentioned earlier, a pun is a humorous writing style used to make the readers smile and have fun with something they read. And this line does that quite well. It makes the readers smile every time they read and let them think of the shape of the Beetle. In summary, the headline with a pun is usually an effective technique to catch the readers' attention and make them like this car.

The following are some examples of VW headlines categorized under types of sentences and adjectives.

Example of analysis:

Small wonder.

This line falls into a kind of the single-words sentence fragment with a descriptive adjective. It comes with a visual of the Volkswagen Beetle. Using descriptive adjective small makes a clear picture of a car in the readers' minds. This adjective also presents the distinguishable character of a VW Beetle which is a small car but its capability is bigger than its size.

The roundest car in its class.

This line falls into a kind of the single-words sentence fragment with descriptive adjectives and determiners. This sentence fragment simply states the fact of a Volkswagen Beetle's shape. The copywriter chose an adjective that presented an outstanding shape of a car and wrote it straightforwardly. Further more, adjective roundest in this sentence presents a clear image of a VW Beetle and makes the readers remember the car easily. Adjective the, roundest, and its, come together to stress a specific character of the VW Beetle. They make the readers feel that a VW Beetle is the only car that has this shape. It creates a specific feeling and also makes a VW Beetle memorable. (These two advertisements are shown in the Appendix.)

In conclusion, this chapter presents the analysis examples and the procedures employed in the study, including the three steps of the analyzing sampling collected and a brief analysis presentation. Further analysis will be discussed in the next chapter.

CHAPTER 4

FINDINGS

This chapter presents the results of the three steps of the analysis in accordance with the following objectives.

1. To analyze the writing style of catchy words, fragments and sentences in Volkswagen advertisements.

2. To find out which types of sentences and adjectives are frequently used.

The findings are divided into two parts. The first part presents the results of the writing styles of Volkswagen Beetle headlines categorized under pun, alliteration, rhyme, and repetition according to Dyer's theory (1990: 139-140). The second part presents the results of types of sentence and adjective according to Kessler's and McDonald's theory (1984: 20, 37).

The results of the study are also presented in tables, together with the frequencies of occurrence calculated in percentage for each writing style in advertising, types of sentences and adjectives.

Writing Style in Advertising

As mentioned earlier by Dyer (1990: 139-140), the following are the styles used to categorize Volkswagen Beetle headlines in this study.

Pun

As stated earlier by Hermer'en (2003: Online), a pun is a play on words by using humorous and clever words to attract the readers' attention.

The following is a list of headlines that are considered pun.

Table 2 A list of a Pun Style

No.	Volkswagen Beetle headlines
1.	It makes your house look bigger.
2.	Ugly is only skin-deep.
3.	It's ugly, but it gets you there.
4.	We don't have anything to show you in our new models.
5.	Nobody even stare at our shape.
6.	The guy at the gas station doesn't ask where the gas gone.
7.	Nobody's perfect.
8.	2 shapes known the world over.
9.	Some shapes are hard to improve on.
10.	We never make it big.
11.	It majors in economics.
12.	The good dies old.
13.	If you were really good in past life, you come back as something better.
14.	A car like this comes around only twice in a lifetime.
15.	The engine is in the front, but its heart's in the same place.
16.	If you sold your soul in the 80s, here's your chance to buy it back.
17.	The roundest car in its class.
18.	The 1970 VW will stay ugly longer.
19.	Few things in life work as well as a Volkswagen.
20.	Think small.
21.	If gas pains persist, try Volkswagen.
22.	Live below your means.

Table 2 (continued)

No.	Volkswagen Beetle headlines
23.	Don't laugh.
24.	Don't let the low price scare you off.
25.	Save water.
26.	Save gas.
27.	Small wonder.
28.	Accept no substitutes.
29.	Water bug.
30.	Relieves gas pain.
31.	Buy low. Sell high.
32.	Driver wanted.
33.	Come with wonderful new features. Like heat.
34.	Less flower. More power.
35.	The new Beetle. Fun on the outside, serious underneath.

From Table 2, it can be seen that most of Volkswagen Beetle headlines are puns. They play with words and meaning. A pun attracts the readers' attention by letting them find the meaning by using their imagination.

For example:

It's ugly, but it gets you there.

Ugly is only skin-deep.

The 1970 VW will stay ugly longer.

Nobody even stare at our shape.

It can be stated that the writer turns the negative look of VW Beetle to be the positive one by making words and sentences humorous and also plays with the meaning. The writer writes straightforwardly about the Beetle by accepting its ugly look but in fact the meaning that the writer really wants to communicate to the readers is its quality. Therefore, after reading those headlines, the readers can interpret what the writer wants to communicate to them. Those lines above mean we should not judge the car by its outside look because the most important thing that we should care about is its quality.

Relieves gas pain.

If gas pains persist, try Volkswagen.

These pun headlines play with the double meaning of the word gas: 1) gasoline (noun) – a liquid used for producing power in car engines; 2) gas (noun) – gas which is in our stomachs occurs when we are worried too much about something. These two lines are very cleverly used and interesting because they can convey the double meaning into the readers' mind. Firstly, they mean a VW Beetle consumes less gasoline than other cars. Secondly, it means because a VW Beetle helps we save gasoline so we have nothing to be worried about anymore.

The guy at the gas station doesn't ask where the gas gone.

Instead of telling straightforwardly that the Beetle does not consume too much gas, the writer chooses to play with clever words by writing this line. This pun style makes the headline more interesting.

It majors in economics.

This pun headline also plays with the clever words and meaning. In fact, the Beetle is a car so it cannot study and cannot major in economics. But the writer uses this line to gain the readers' attention to tell them about its benefits.

Think small.

This pun plays with a clever meaning. Usually, people always say Think big, but the writer chooses to write the contrary meaning which makes this line catch the readers' eyes. When the readers are interested in the headline and read through the body copy they will understand and remember what the writer wants to communicate. Here is its body copy: In fact, some people who drive our little flivver don't even think 32 miles to the gallon is going any great guns. Or using five pints of oil instead of five quarts. Or never needing anti-freeze. Or racking up 40,000 miles on a set of tires. That's because once you get used to some of our economies, you don't even think about them anymore. Except when you squeeze into small parking spot. Or renew your small insurance. Or pay a small repair bill. Or trade in your old VW for a new one. Think it over. The writer uses this Think small headline to tell the readers to think small in terms of price and the efficiency of a non-gas guzzler.

And some lines talk about its cheap price by using clever and interesting sentences. For example: Don't let the low price scare you off. and Live below your means.

Furthermore, some lines play with words that talk about the Beetle's funny shape, they all make the readers remember the car and have fun every time they think of it. For example: Some shapes are hard to improve on. and A car like this comes around only twice in a lifetime.

To sum up, words and sentences in Volkswagen Beetle advertisements are puns. They play with words and meaning. Furthermore, they attract the readers by letting them think to find out what the writer wants to communicate. A pun is a very useful technique. It makes the readers pay more attention to the headlines and makes them remember the messages and the products. Moreover, using a clever, humorous and creative headline is a good way to make the readers feel good every time they read the lines and also feel good about the product. Therefore, a pun is a good technique to advertise a funny looking car in a funny way and makes it memorable.

Alliteration

Alliteration is the repetition of consonants. As stated earlier in an article of Ohio DECA - An Association of Marketing Students (*It's all in the AD*. 2003: Online), alliteration is one of the effective writing techniques which brings a positive effect and get attention.

The following is a list of headlines that are considered alliteration.

Table 3 A list of Alliteration Style

No.	Volkswagen Beetle headlines
1.	The <u>g</u> uy at the <u>g</u> as station doesn't ask where the <u>g</u> as <u>g</u> one.
2.	If you <u>s</u> old your <u>s</u> oul in the 80s, here's your chance to <u>b</u> uy it <u>b</u> ack.
3.	If gas <u>p</u> ains <u>p</u> ersist, try Volkswagen
4.	Don't <u>l</u> et the <u>l</u> ow price scare you off.

From Table 3, it can be seen that some of VW headlines are alliteration. In this way, the writer repeats the same consonants to make the lines easy to remember. For example: guy – gas, gas – gone, sold – soul, buy – back, pains – persist, and let – low.

Rhyme

Rhyme occurs when two or more words share the same sound. As illustrated earlier in Advertising Glossary (1998: Online), rhyme is a writing technique which creates a pleasant sound in each line and also makes it memorable.

The following is a list of headlines that are considered rhyme.

Table 4 A list of a Rhyme Style

No.	Volkswagen Beetle headlines
1.	<u>Will</u> we ever <u>kill</u> the bug?
2.	Is it possible to go <u>backwards</u> and <u>forwards</u> at the same time?
3.	Less <u>flower</u> . More <u>power</u> .
4.	It's not the <u>fastest</u> . It's not the <u>smallest</u> , It's just the <u>coolest</u> .

From Table 4, it can be seen that some Volkswagen headlines are rhymes.

The writer uses words that share the same sound. For example: will – kill, backwards – forwards, flower – power, and fastest – smallest – coolest. When lines rhyme, they reinforce the idea being communicated and help the readers to remember them.

Repetition

As mentioned earlier in Linguistic Constructions (2003: Online), repetition makes the line persuasive and memorable.

The following is a list of headlines that are considered repetition.

Table 5 A list of a Repetition Style

No.	Volkswagen Beetle headlines
1.	<u>It's not the</u> fastest. <u>It's not the</u> smallest. <u>It's just the</u> coolest.
2.	<u>Hug it?</u> <u>Drive it?</u> <u>Hug it?</u> <u>Drive it?</u>

From Table 5, it can be seen that some of the Volkswagen headlines are repetition. When the writer repeats words in each line, that line also repeats itself in the readers' minds too. For example: It's not the – It's not the – It's just the, Hug it? – Drive it? – Hug it? – Drive it?

After analyzing VW Beetles' headlines by grouping after their writing styles based on Dyer's theory, the researcher found that some headlines do not only fall into

pun, alliteration, rhyme, or repetition. They are also considered rhetorical questions, which are used to grab attention.

For example:

Do you earn too much to afford one?

Will we ever kill the bug?

Is it possible to go backwards and forwards at the same time?

Hug it? Drive it? Hug it? Drive it?

Rhetorical question is one of the figurative languages. It is merely posed to create curiosity. This is a question which the writer does not actually expect the readers to answer.

The following is a list of headlines that are considered rhetorical question.

Table 6 A list of a Rhetorical Question

No.	Volkswagen Beetle headlines
1.	Do you earn too much to afford one?
2.	Will we ever kill the bug?
3.	Is it possible to go backwards and forwards at the same time?
4.	Hug it? Drive it? Hug it? Drive it?

The results of the above study are presented with the frequencies of occurrence calculated in percentage for pun, alliteration, rhyme, repetition, and rhetorical question as shown in Table 7, 8, 9, 10, and 11.

The data are divided into 5 tables, instead of only one table because some headlines fall into more than one style.

Table 7 Summary of frequency of Occurrence of Pun

Writing style	Frequency of occurrence	
	Number of headlines	Percentage
Pun	35	87.5%
Total	40	100%

Table 8 Summary of frequency of Occurrence of Alliteration

Writing style	Frequency of occurrence	
	Number of headlines	Percentage
Alliteration	4	10%
Total	40	100%

Table 9 Summary of frequency of Occurrence of Rhyme

Writing style	Frequency of occurrence	
	Number of headlines	Percentage
Rhyme	4	10%
Total	40	100%

Table 10 Summary of frequency of Occurrence of Repetition

Writing style	Frequency of occurrence	
	Number of headlines	Percentage
Repetition	2	5%
Total	40	100%

Table 11 Summary of frequency of Occurrence of Rhetorical Question

Writing style	Frequency of occurrence	
	Number of headlines	Percentage
Rhetorical Question	4	10%
Total	40	100%

Table 7, 8, 9, 10, and 11 demonstrate that, from 40 headlines, a pun occurs more frequently than other styles amounted to 87.5%, followed by alliteration, rhyme, and rhetorical question 10%, and repetition 5% respectively.

To sum up, the results show that most Volkswagen Beetle headlines are mostly puns. Even though some lines fall into many styles of writings, a pun is still found more than any styles. Pun is a humorous writing style playing on clever words and meaning to attract the readers' attention. This style fits the character of a Volkswagen Beetle because it is a funny looking car with a distinguishable look. It is small, round, and looks like a bug. To make this kind of car popular, the writer chose to

pick up the fun things about the Beetle and wrote amusing and clever lines about it.

Since, everybody likes to read and listen to fun messages, so a pun is a good technique to catch the readers' eyes and ears.

The Types of Sentences

As mentioned earlier by Kessler's and McDonald's theory (1984), the following are types of sentences used to categorize VW Beetle headlines in this study, including, simple sentences, compound sentences, complex sentences, and sentence fragments.

The following is a list of headlines that are considered simple sentences.

Table 12 A list of Simple Sentences

No.	Simple Sentences
1.	It makes your house look bigger.
2.	Ugly is only skin-deep.
3.	We don't have anything to show you in our new models.
4.	Nobody even stare at our shape
5.	The guy at the gas station doesn't ask where the gas gone.
6.	Nobody's perfect.
7.	2 shapes known the world over.
8.	Some shapes are hard to improve on.
9.	We never make it big.
10.	It majors in economics.
11.	The good dies old.
12.	A car like this comes around only twice in a lifetime.
13.	It's not the fastest. It's not the smallest. It's just the coolest.
14.	The 1970 VW will stay ugly longer.

Table 12 (continued)

No.	Simple Sentences
15.	Few things in life work as well as a Volkswagen.
16.	Do you earn too much to afford one?
17.	Will we ever kill the bug?
18.	Is it possible to go backwards and forwards at the same time?
19.	Think small.
20.	Live below your means.
21.	Don't laugh.
22.	Don't let the low price scare you off.

From Table 12, it can be noticed that a simple sentence is used often because it is easy to remember and understand. When the readers read each advertisement, they can understand what copywriters want to communicate to them instantly without wasting their time. People buy magazines or newspapers to read their contents not the words or sentences in advertisements. Then, using a simple sentence is a good way to gain the readers' attention. Furthermore, there are a lot of advertisements in each magazine and newspaper. The readers have many things to read. If a copywriter uses a complex sentence, the readers can be bored and confused. So using the simple sentence is an effective way.

The following is a list of headlines that are considered compound sentences.

Table 13 A list of Compound Sentences

No.	Compound Sentences
1.	It's ugly, but it gets you there.
2.	The engine is in the front, but it's heart's in the same place.

The following is a list of headlines that are considered complex sentences.

Table 14 A list of Complex Sentences

No.	Complex Sentences
1.	If you were really good in past life, you come back as something better.
2.	If you sold your soul in the 80's, here's your chance to buy it back.
3.	If gas pains persist, try Volkswagen.

From Table 13 and 14, compound and complex sentences are used less than simple sentences because the readers have to combine the meaning of two sentences in their minds to understand the messages in advertisements. When the sentence is complex, it takes more time to get a message. So it is possible that the readers may not read it.

The following is a list of headlines that are considered single-words sentence fragments.

Table 15 A list of Single-Words Sentence Fragments

No.	Single-words sentence fragments
1.	Small wonder.
2.	Water bug.
3.	Buy low. Sell high.
4.	Driver wanted.
5.	Hug it? Drive it? Hug it? Drive it?
6.	Less flower. More power.
7.	The roundest car in its class.
8.	The New Beetle. Fun on the outside, serious underneath.

The following is a list of headlines that are considered subject-deletion sentence fragments.

Table 16 A list of Subject-Deletion Sentence Fragments

No.	Subject-deletion sentence fragments
1.	Save water.
2.	Save gas.
3.	Accept no substitutes.
4.	Relieves gas pain.
5.	Come with wonderful new features. Like heat.

From Table 15 and 16, it can be seen that sentence fragments are used to make each line interesting and catch the readers' eyes. These kinds of sentences are short and concise. They range from the single-words sentence fragment to subject-deletion sentence fragment as above. Please note that, even though the headlines in

Table 16 may look like imperative sentences, they are not that type of sentence. Those sentences are subject-deletion sentence fragments and their objectives are not used for commands. These types of fragments tend to relate to other parts of an advertisement such as the visual aid of a product and the body copy.

For example:

Save Gas., it is a subject-deletion sentence fragment, not the imperative sentence. This line comes with a visual of the Volkswagen Beetle. This picture makes the readers know instantly what saves gas; that is, the VW Beetle. And also with the body copy: The Beetle gets about 25 miles a gallon – a lot more than the average domestic car. The readers can see a picture, headline, and the body copy at the same time. Therefore, all elements in an advertisement help the readers to understand the message that the advertisers are trying to communicate. As mentioned by Barton (1956: 180), “This headline-and-picture combination is a fine attention-getter.”

Save Water., it is also a subject-deletion sentence fragment. After reading the body copy, the readers will understand what saves water. Here is the body copy: Presented by Volkswagen, the car with the air-cooled engine that doesn't use any.

Another example: Water Bug., it is a single-words sentence fragment. This line comes with a visual of the Volkswagen Beetle driving along a road covered with water, together with this body copy: Rush hour on the Saw Mill River Parkway. While thousands were stuck at home or on the road, the man in the VW was sailing along. With the mentioned picture and the body copy, the readers will understand what a water bug is and they also know its capability. (These three advertisements are shown in the

Appendix.) In advertising, where the subject is dropped, it can be represented by recovering the image. Moreover, the researcher also found that the readers still understood all messages although they are ungrammatical. In other words, these irregularities are allowed to occur in the headlines or copies of advertising for the purpose of eye-catching.

The results of the above study are presented with the frequencies of occurrence calculated in percentage for types of sentence as shown in Table 17.

Table 17 Frequency of Occurrence of Type of Sentence

Type of sentence	Frequency of occurrence	
	Number of headlines	Percentage
Simple Sentence	22	55%
Compound Sentence	2	5%
Complex Sentence	3	7.5%
Single-Words Sentence Fragment	8	20%
Subject-Deletion Sentence Fragment	5	12.5%
Total	40	100%

Table 17 shows that, from 40 headlines, the Simple Sentence occurs more frequently than other types amounted to 55%, followed by Single-Words Sentence Fragments 20%, Subject-Deletion Sentence Fragments 12.5%, Complex Sentences 7.5%, and Compound Sentences 5% respectively.

To sum up, it is very important to find an effective way to inform and make the readers understand about a product easily and clearly. And a simple sentence is a good way to communicate to the readers about the features or benefits of the product because it is concise, short and not complex. As mentioned earlier, people buy magazines because they are interested in the contents not the advertisements, so the headlines in advertisements should present the facts or information about products in a way that enables the readers to understand them quickly and easily. As also indicated by Brierley (1998: 176), "Most people on average take 1.5 seconds to read each print ad, the style of copy has to be as short and concise as possible."

Types of Adjectives

As illustrated earlier by Kessler and McDonald (1984: 20-21), the following are the types of adjectives used in VW headlines.

Table 18 A list of Descriptive Adjectives

No.	Descriptive Adjectives
1.	It makes your house look <u>bigger</u> .
2.	<u>Ugly</u> is only <u>skin-deep</u> .
3.	It's <u>ugly</u> , but it gets you there.
4.	We don't have anything to show you in our <u>new</u> models.
5.	Nobody's <u>perfect</u> .
6.	Some shapes are <u>hard</u> to improve on.
7.	We never make it <u>big</u> .
8.	The good dies <u>old</u> .

Table 18 (continued)

No.	Descriptive Adjectives
9.	If you were really <u>good</u> in <u>past</u> life, you come back as something <u>better</u> .
10.	The <u>roundest</u> car in its class.
11.	It's not the <u>fastest</u> . It's not the <u>smallest</u> . It's just the <u>coolest</u> .
12.	The 1970 VW will stay <u>ugly</u> longer.
13.	Is it <u>possible</u> to go backwards and forwards at the <u>same</u> time?
14.	Don't let the <u>low</u> price scare you off.
15.	<u>Small</u> wonder.
16.	<u>Water</u> bug.
17.	Come with <u>wonderful new</u> features. Like heat.
18.	<u>Driver wanted</u> .
19.	The <u>new</u> Beetle. <u>Fun</u> on the outside, <u>serious</u> underneath.
20.	The engine is in the front, but its heart's in the <u>same</u> place.

Table 18, it shows that most of the VW headlines used descriptive adjectives to create an image, a character, and capability of a VW in the readers' minds. These adjectives make words and sentences more interesting and colorful. They also paint more detail into the product. The readers get a clear picture of VW after reading each headline. These kinds of adjectives make the readers remember a VW easily. Descriptive adjectives also indicate clearly about an inherent quality and the physical state of a car. They are very useful for introducing or reminding the brand in the readers' minds. They are grouped as follows:

- 1) To indicate size or shape: big, bigger, roundest, small, and smallest

- 2) To indicate feature, capability, and character: ugly, roundest, fastest, coolest, wonderful, perfect, possible, same, water bug, driver wanted, fun, new, and serious
- 3) To indicate price: low
- 4) To indicate time: old, past

The following is a list of Determiners used in VW headlines.

Table 19 A list of Determiners – Article

No.	Determiners – Article
1.	<u>The</u> guy at <u>the</u> gas station doesn't ask where <u>the</u> gas gone.
2..	<u>2</u> shapes known <u>the</u> world over.
3.	<u>The</u> good dies old.
4.	<u>A</u> car like this comes only twice in a life time.
5.	<u>The</u> engine is in <u>the</u> front, but its heart's in <u>the</u> same place.
6.	<u>The</u> roundest car in its class.
7.	It's not <u>the</u> fastest. It's not <u>the</u> smallest. It's just <u>the</u> coolest.
8.	<u>The</u> 1970 VW will stay ugly longer.
9.	Few things in life work as well as <u>a</u> Volkswagen.
10.	If you sold your soul in <u>the</u> 80s, here's your chance to buy it back.
11.	Don't let <u>the</u> low price scare you off.
12.	Will we ever kill <u>the</u> bug?
13.	Is it possible to go backwards and forwards at <u>the</u> same time?
14.	<u>The</u> new Beetle. Fun on <u>the</u> outside, serious underneath.

Table 20 A list of Determiners – Possessive adjectives

No.	Determiners – Possessive adjectives
1.	It makes <u>your</u> house look bigger.
2..	We don't have anything to show you in <u>our</u> new models.
3.	Nobody even stare at <u>our</u> shape.
4.	The engine is in the front, but <u>its</u> heart's in the same place.
5.	If you sold <u>your</u> soul in the 80s, here's your chance to buy it back.
6.	The roundest car in <u>its</u> class.
7.	Live below <u>your</u> mean.

Table 21 A list of Determiners – Adjectives of indefinite quantity

No.	Determiners – Adjectives of indefinite quantity
1.	<u>Some</u> shapes are hard to improve on.
2..	<u>Few</u> things in life work as well as a Volkswagen.
3.	Do you earn too <u>much</u> to afford one?
4.	<u>Less</u> flower. <u>More</u> power.

Table 22 A list of Determiners – Numeral adjective

No.	Determiners – Numeral adjective
1.	<u>2</u> shapes known the world over.

From Table 19, 20, 21, and 22, it can be seen that determiners are used to state possession, indefinite quantity, and specific. They are grouped as follows:

- 1) To indicate possession: your, our, its
- 2) To indicate indefinite quantity: some, few, much, less, more
- 3) To indicate specific and general thing: a, an, the

Even though these adjectives may not state a character of a product, they state specific feeling to a product.

For example:

The roundest car in its class.

The adjective the, roundest, and its, are used to emphasize a specific character to a VW. They make the readers feel that a VW is the only car that has this shape. It creates a specific feeling in the readers' minds and also makes the VW memorable.

The engine is in the front, but its heart's in the same place.

Using the in this sentence helps make the reader focus their attention only on a VW because it is the only car whose engine used to be in the rear. Now its engine is in the front so to introduce this new Beetle a copywriter uses the to stress the important information that he/she wants to communicate to the readers.

If you sold your soul in the 80s, here's your chance to buy it back.

your is a possessive adjective which a copywriter uses to make the readers feel related or relevant to the VW. Possessive adjectives create positive good feelings. This adjective expresses good feeling between the readers and the VW and also reminds

them of their good old day with the old Beetle. And now with the introduction of the new one, they will love it again. As mentioned by Tanaka (1994: 22), “Relevance is the key to human cognition. Human tends to pay attention to those phenomena which are most relevant to them.”

The results of the above study are presented with the frequencies of occurrence calculated in percentage for types of adjectives shown in Table 23, 24, 25, 26, and 27.

The researcher divides the data into 5 tables for clarity.

Table 23 Summary of frequency of Occurrence of Descriptive Adjectives

Type of Adjective	Frequency of occurrence	
	Number of headlines	Percentage
Descriptive Adjective	20	50%
Total	40	100%

Table 24 Summary of frequency of Occurrence of Determiners – Article

Type of Adjective	Frequency of occurrence	
	Number of headlines	Percentage
Determiners – Article	14	35%
Total	40	100%

Table 25 Summary of frequency of Occurrence of Determiners – Possessive adjectives

Type of Adjective	Frequency of occurrence	
	Number of headlines	Percentage
Determiners – Possessive adjectives	7	17.5%
Total	40	100%

Table 26 Summary of frequency of Occurrence of Determiners – Adjectives of indefinite quantity

Type of Adjective	Frequency of occurrence	
	Number of headlines	Percentage
Determiners – Adjectives of indefinite quantity	4	10%
Total	40	100%

Table 27 Summary of frequency of Occurrence of Determiners – Numeral adjective

Type of Adjective	Frequency of occurrence	
	Number of headlines	Percentage
Determiners – Numeral adjective	1	2.5%
Total	40	100%

Tables 23, 24, 25, 26, and 27, show that, from 40 headlines, the Descriptive Adjectives are used most frequently amounted to 50%, Determiners – Article 35 %, Determiners – Possessive adjectives 17.5%, Determiners – Adjectives of indefinite quantity 10%, and Determiners – Numeral adjective 2.5% respectively.

From the above tables, it can be seen that the frequencies of occurrences of both descriptive adjectives and determiners are slightly different. Some headlines used both of them to make those lines more interesting, specific, colorful, and easy to remember. It can be concluded that both descriptive adjectives and determiners help make each advertising headline more specific and colorful and give a clear picture of the VW to the readers.

In conclusion, this chapter demonstrates the types and frequencies of occurrences of each writing style in advertising, types of sentences, and types of adjectives used in Volkswagen Beetle's advertisements.

CHAPTER 5

CONCLUSIONS, DISCUSSIONS AND RECOMMENDATIONS

In this chapter, the analyzed data are discussed according to the objectives of the study as described in the previous chapter. Hence, this chapter is divided into three sections: Conclusions, Discussions and Recommendations.

Conclusions

The conclusions of the study are described according to the purposes of the study that plan to find out the followings:

1. What writing styles of catchy words and sentences are used in Volkswagen advertisements?

The results show that, from 40 headlines, there are four styles of writing that make Volkswagen headlines catchy. They are pun, alliteration, rhyme, and repetition. Among the various styles of writing, the frequencies of occurrence of each style are Pun 95%, Alliteration 10%, Rhyme 10%, Rhetorical Question 10%, and Repetition 5% respectively.

2. What types of sentences and sentence fragments, and types of adjectives are used the most in Volkswagen advertisements?

The results show that most of Volkswagen Beetle headlines are written in Simple Sentence 55%, followed by Single-Words Sentence Fragment 20%, Subject-Deletion Sentence Fragment 12.5%, Complex Sentence 7.5%, and Compound Sentence 5% respectively.

As for Types of Adjectives, in terms of the frequency of occurrence, Descriptive Adjectives are used most frequently amounted to 50%, Determiners – Article amounted to 35 %, Determiners – Possessive adjectives amounted to 17.5%, Determiners – Adjectives of indefinite quantity amounted to 10%, and Determiners – Numeral adjective 2.5% respectively.

Discussions

This study was aimed to analyze the writing style in advertising, together with types of sentences, and types of adjectives in Volkswagen advertisements.

The results showed that the most popular writing style was a pun. A pun attracts the readers by relaxing the readers' attitude. Copywriters used words that can reflect to the character of a VW and combined them together to make it more interesting and humorous. As illustrated by Tanaka (1994: 65), "Without an attention-grabbing device such as a pun, an audience might pay no attention to an advertisement, which would thus achieve no effects at all." And the most popular type of sentence was Simple Sentence. This is because this type of sentence can communicate information to the readers easily and briefly. Simple sentence in an advertisement takes less time to understand and it doesn't annoy the readers. As mentioned by Barton (1956: 191),

“The more time it takes to receive and understand each sentence, the less time and attention can be given to the contained idea; and the less vividly will that idea be conceived.”

For the types of adjectives, the researcher found that descriptive adjectives were used frequently. This is because they can illustrate a feature and character of a VW clearly and also imprint the picture of the car into the readers' minds. Descriptive adjectives are very useful when advertisers want to build brand awareness or remind a product to the readers. As mentioned earlier by Brierley (1998: 179), adjectives help build up the brand. They can convey an image of a product and its value to the readers. As also illustrated by Dyer (1990: 149), “Adjectives often substitutes for clear and reasonable description in advertising.”

Recommendations

1. There should be a comparative study of other automobile advertisements to see the different writing styles that attract the readers' attention, especially the Japanese brands which become popular in many countries.

2. Owing to millions of products and brands in the market, advertisements from various categories such as fashion, food, services, audio and video, and sports should be studied further.

3. There should be a further study on the writing style using lyrics because songwriters also use many styles of writing to imprint their lyrical hook of the song onto the listener's mind.

4. A further study should concentrate more on the relationship between language and styles in advertising because the more we understand their relationship, the more we can create interesting and powerful headlines.

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APPENDIX
EXAMPLES OF VOLKSWAGEN ADS

VW Beetle Advertisement No. 1



© 1962 VOLKSWAGEN OF AMERICA, INC.

Think small.

Our little car isn't so much of a novelty any more.

A couple of dozen college kids don't try to squeeze inside it.

The guy at the gas station doesn't ask where the gas goes.

Nobody even stares at our shape.

In fact, some people who drive our little

flivver don't even think 32 miles to the gallon is going any great guns.

Or using five pints of oil instead of five quarts.

Or never needing anti-freeze.

Or racking up 40,000 miles on a set of tires.

That's because once you get used to

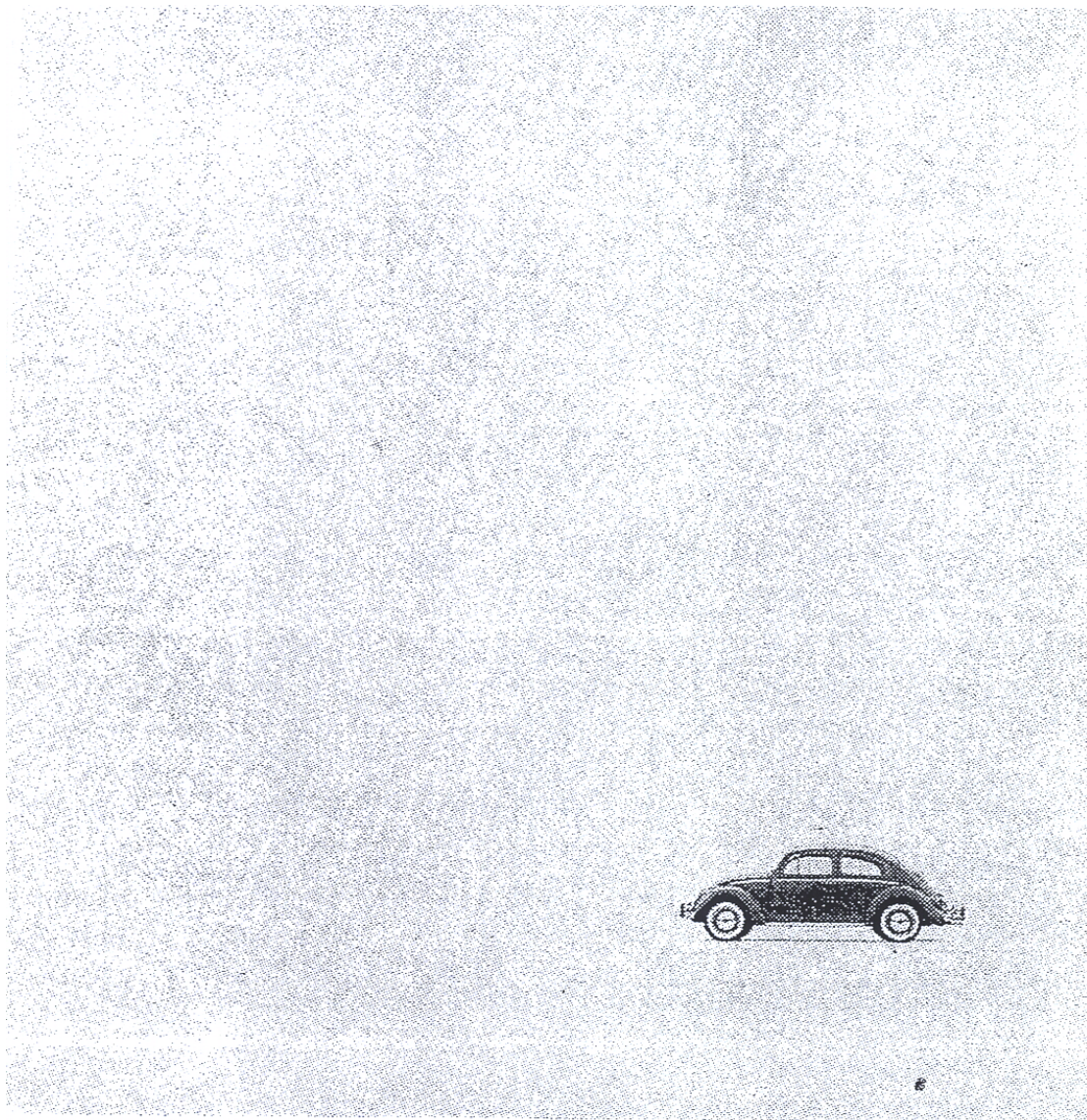
some of our economies, you don't even think about them any more.

Except when you squeeze into a small parking spot. Or renew your small insurance. Or pay a small repair bill. Or trade in your old VW for a new one.

Think it over.



VW Beetle Advertisement No. 2



It makes your house look bigger.

Cars are getting to be bigger, so houses are getting to look smaller.

But one little Volkswagen can put everything back in its proper perspective.

A VW parked in front does big things for your house. And your garage. To say nothing of small parking spots and narrow roads.

On the other hand, a VW does make

some things smaller.

Gas bills, for instance. (At 32 mpg, they'll probably be half what you pay now.)

You'll probably never add oil between changes. You'll certainly never need anti-freeze. Tires go 40,000 miles. And even insurance costs less.

One thing you'd think might be smaller

in a Volkswagen is the inside.

But there's as much legroom in front of a VW as there is in the biggest cars.

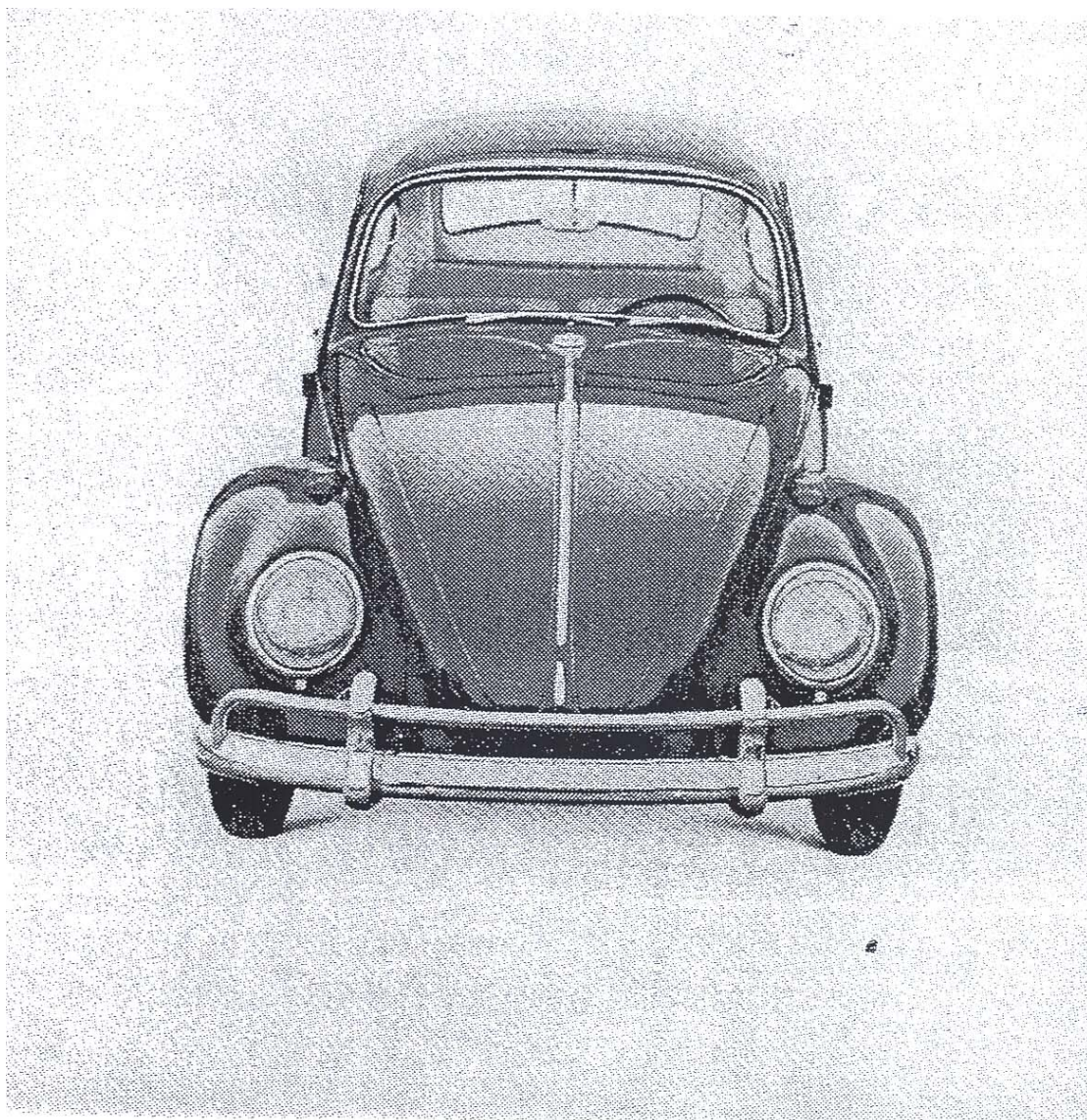
When you think about it, you really have only two choices:

You can buy a bigger house for who-knows-how-much.

Or a Volkswagen for \$1,595.*



VW Beetle Advertisement No. 3



Ugly is only skin-deep.

It may not be much to look at. But beneath that humble exterior beats an air-cooled engine. It won't boil over and ruin your piston rings. It won't freeze over and ruin your life. It's in the back of the car for better traction in snow and sand. And it will give you about 29 miles to a gallon of gas.

After a while you get to like so much

about the VW, you even get to like what it looks like.

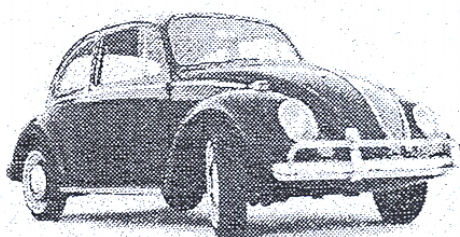
You find that there's enough legroom for almost anybody's legs. Enough headroom for almost anybody's head. With a hat on it. Snug-fitting bucket seats. Doors that close so well you can hardly close them. (They're so airtight, it's better to open the window a crack first.)

Those plain, unglamorous wheels are each suspended independently. So when a bump makes one wheel bounce, the bounce doesn't make the other wheel bump. It's things like that you pay the \$1585* for, when you buy a VW. The ugliness doesn't add a thing to the cost of the car.

That's the beauty of it.



VW Beetle Advertisement No. 4



Don't let the low price scare you off.

\$1574.*

That's the price of a new Volkswagen. But some people won't buy one: They feel they deserve something costlier. That's the price we pay for the price we charge. And some people are afraid to buy one: They don't see how we can turn out a cheap car without having it turn out cheap. This is how: Since the factory doesn't change the

bug's shape every year, we don't have to change the factory every year.

What we don't spend on looks, we spend on improvements to make more people buy the car.

Mass production cuts costs. And VWs have been produced in a greater mass (over 10 million to date) than any car model in history.

Our air-cooled rear engine cuts costs,

too, by eliminating the need for a radiator, water pump, and drive shaft.

There are no fancy gadgets, run by push buttons.

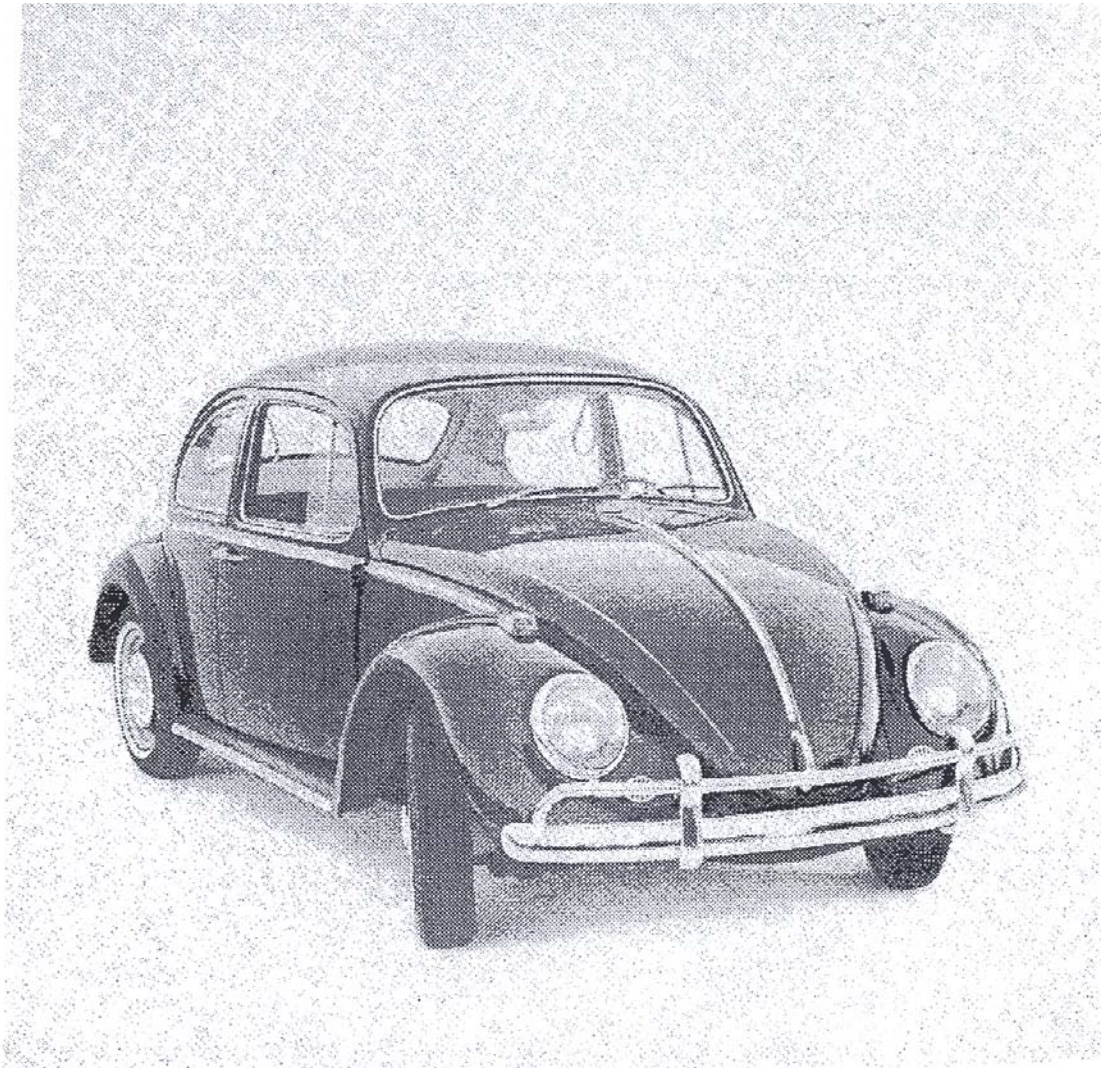
(The only push buttons are on the doors. And those gadgets are run by you.)

When you buy a VW, you get what you pay for. What you don't get is frills. And you don't pay for what you don't get.



*MSRP. EXcludes tax, title, license, and other available or regionally required equipment. Dealer sets actual price. *MSRP. Excludes tax, title, license, and other available or regionally required equipment. Dealer sets actual price.

VW Beetle Advertisement No. 5



Do you earn too much to afford one?

For many people the Volkswagen would be an ideal car. Except for one thing. It doesn't cost enough.

They're afraid nobody will know they have any money, if it doesn't show in their car. In other words, they buy their car for other people. Not themselves.

Then there are those who earn enough to

buy a much better car than the VW. But they don't. Because they can't find one.

For them the best car is one that simply gets them there. Comfortably and economically. One they don't have to worry about. That doesn't make many stops for gas and rarely needs repairs.

A car where rare repairs don't cost very

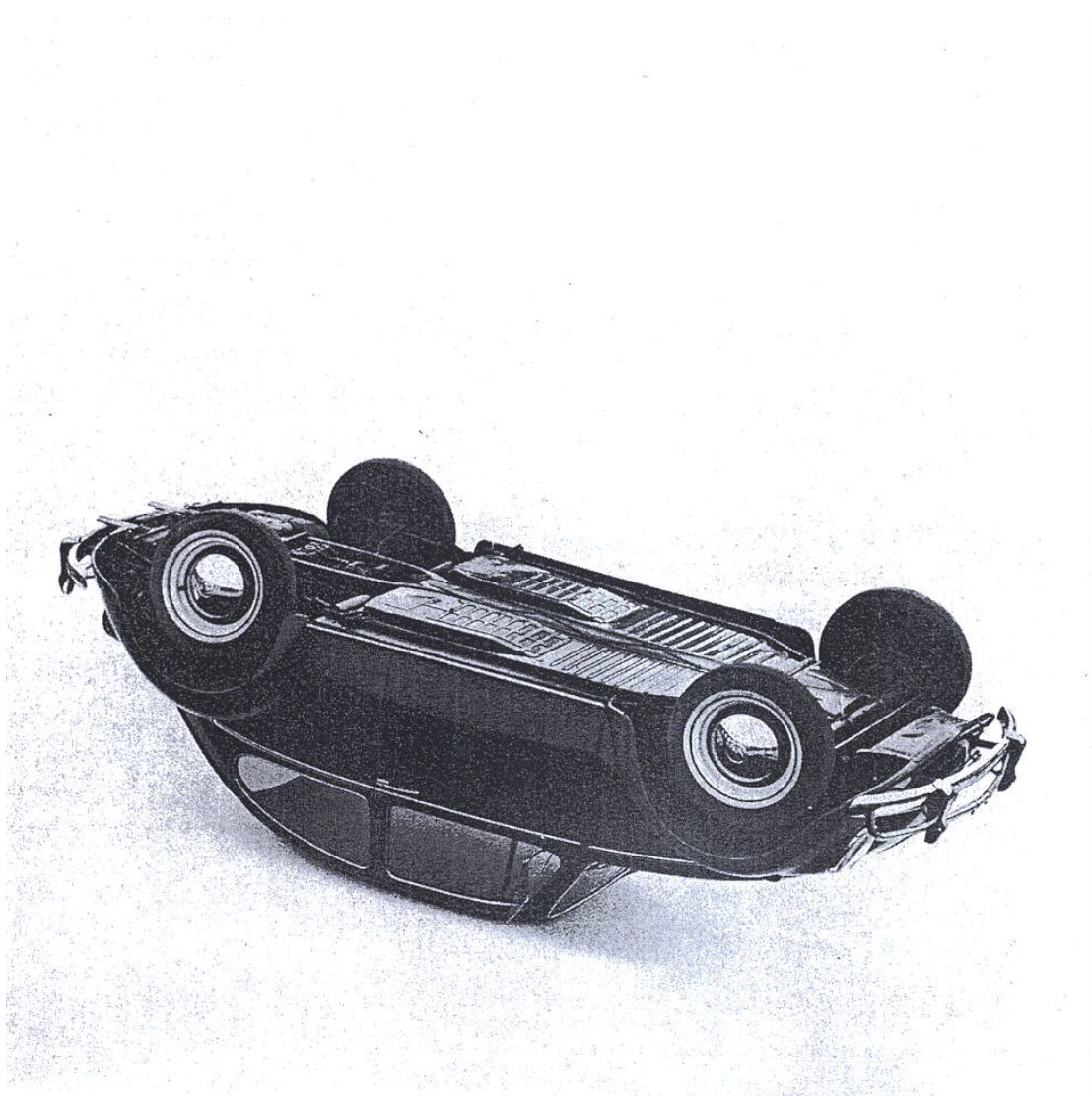
much. A car where the car doesn't even cost very much.

They feel they can afford to save money with a Volkswagen.

Now next time you see somebody driving a VW don't feel sorry for him.

Who knows? Someday the bank might be using his money to give you a new car loan.

VW Beetle Advertisement No. 6



Will we ever kill the bug?

Never.

How could we?

We brought the Volkswagen into the world, and gave it the best years of our life.

When people laughed at its looks, we helped it make friends all over the world. 8 million of them.

And we promised them that this was one car that would never go out of style (much less out of sight!).

We won't deny that the bug's been changed. But not so you'd notice.

The 5,000-odd changes we've made since 1948 don't do a thing to the VW ex-

cept make it work better and longer.

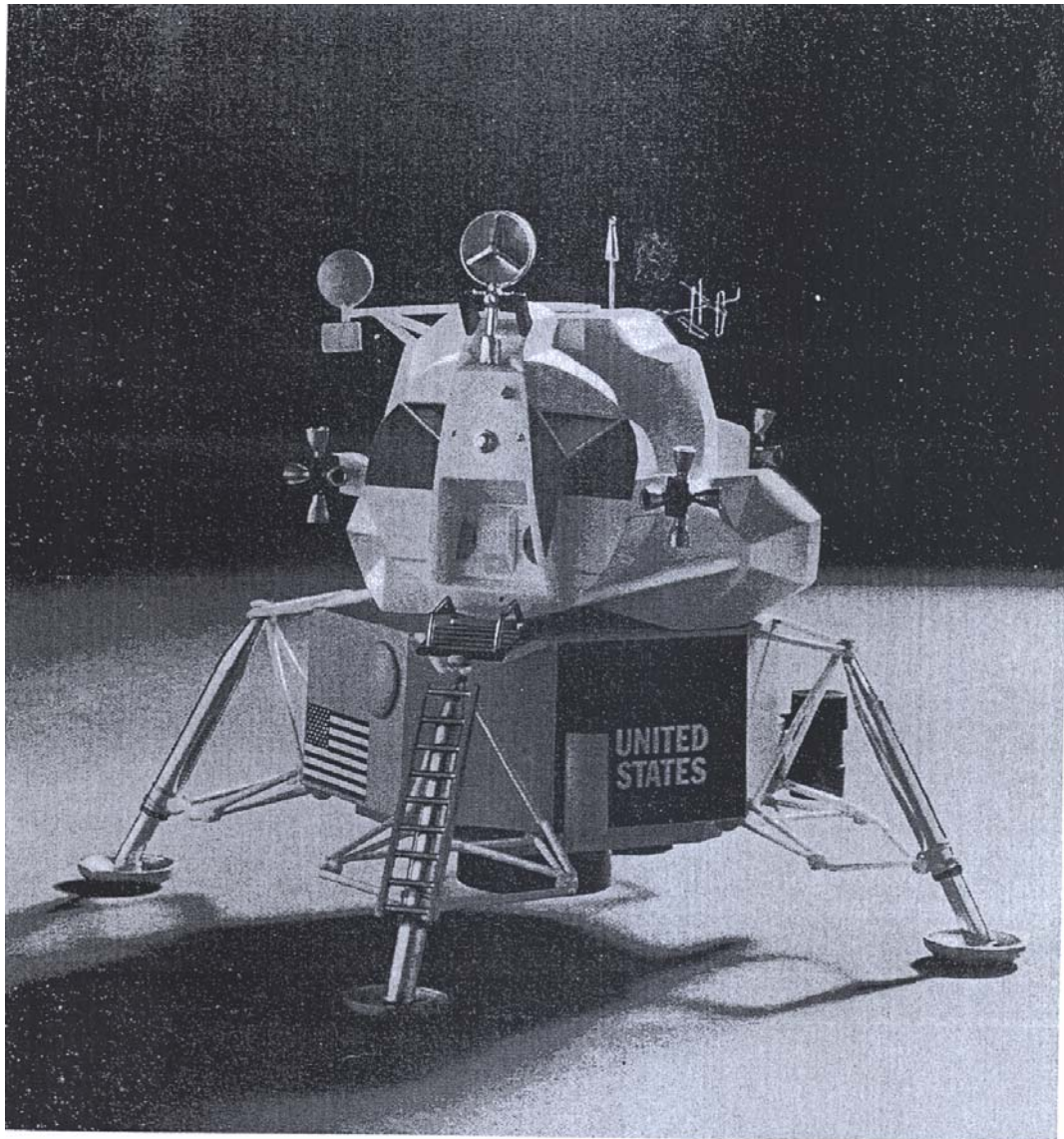
A few purists feel we kill the bug each time we improve it. But we have no choice.

We've got to keep killing the bug every chance we get.

That's the only sure way to keep it from dying.



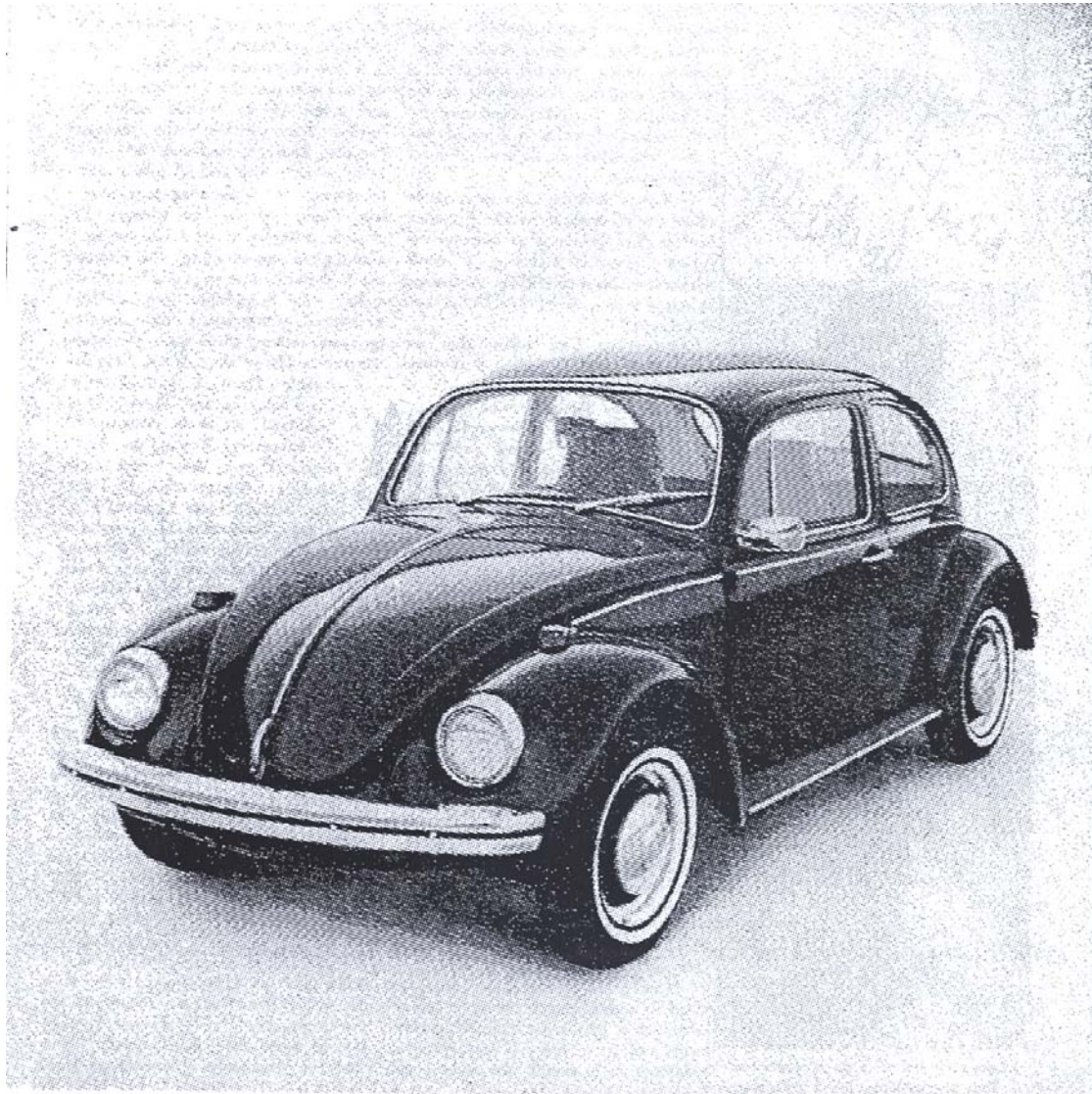
VW Beetle Advertisement No. 7



It's ugly, but it gets you there.



VW Beetle Advertisement No. 8



Live below your means.

If you'd like to get around the high cost of living, we have a suggestion:

Cut down on the high cost of getting around.

And buy a Volkswagen. It's only \$1699*.

That's around \$1200 less than the average amount paid for a new car today. (Leave it in the bank. More's coming.)

A VW saves you hundreds of dollars on upkeep over the years.

It takes pints, not quarts, of oil.

Not one iota of antifreeze.

And it gets about 27 miles to the gallon. The average car thirsty devil that it is only gets 14.

So the more you drive, the more you save.

And chances are, you'll drive it for years and years. (Since we never change the style, a VW never goes out of style.)

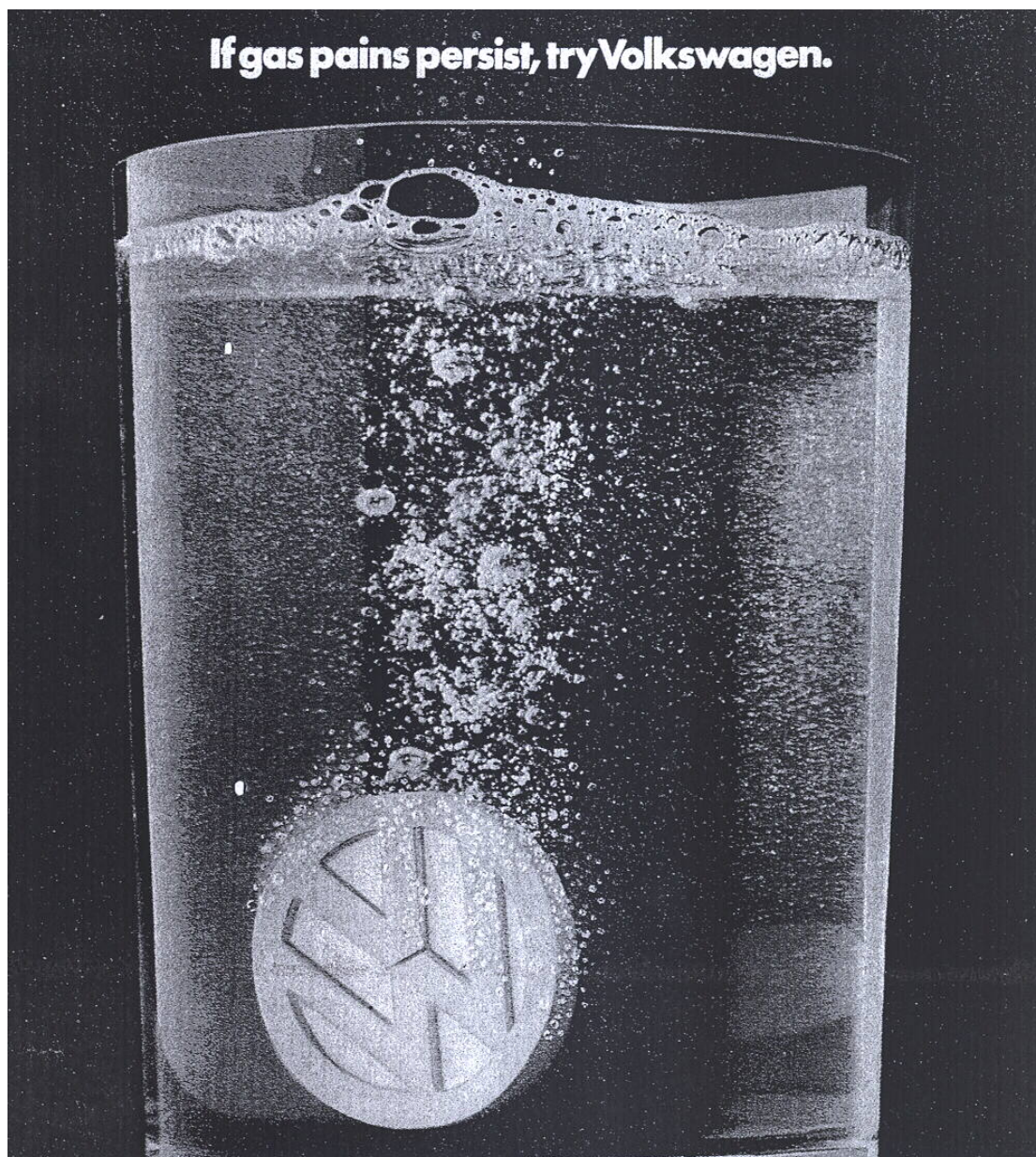
Of course, a VW's not much to look at. So a lot of people buy a big flashy car just to save face.

Try putting that in the bank.



*MSRP. Excludes destination charge, taxes, license, title, and dealer fees. Actual dealer price may vary. ©1979 Volkswagen of America, Inc. All rights reserved.

VW Beetle Advertisement No. 9



A VW goes a long way in relieving gas problems—by getting terrific gas mileage.

It also relieves those little headaches—by needing pints of oil instead of quarts. And not needing antifreeze.

Plus it gets rid of nervous upsets due to

owning a new car. With Volkswagen's Owner's Security Blanket, you're provided with the best care any car can have...in sickness and in health.

The fact is Volkswagen can cure lots of problems that most cars can't.

Maybe you should take two.

VW Beetle Advertisement No. 10



Don't laugh.

A Volkswagen police car may seem like a funny idea to you, but it makes a lot of sense to the city of Scottsboro, Alabama.

They wanted a car that could take Police Officer H. L. Wilkerson on parking meter patrol; all day, 6 days a week, in stop-and-go traffic. Without breaking down. And without breaking the taxpayers.

So, in 1964, they bought Car S-5: a VW

with a dome light, siren, and 2-way radio.

That was the year of Scottsboro's only 12" snowfall. The other police cars were in trouble up to their hubcaps. But Car S-5 was a credit to the Force. It went uphill. And downhill. And Officer Wilkerson didn't even bother to put the chains on.

Officer Wilkerson isn't supposed to go after speeders. But one day (in 1965) he

chased one. And caught him. It's hard to say who was more surprised.

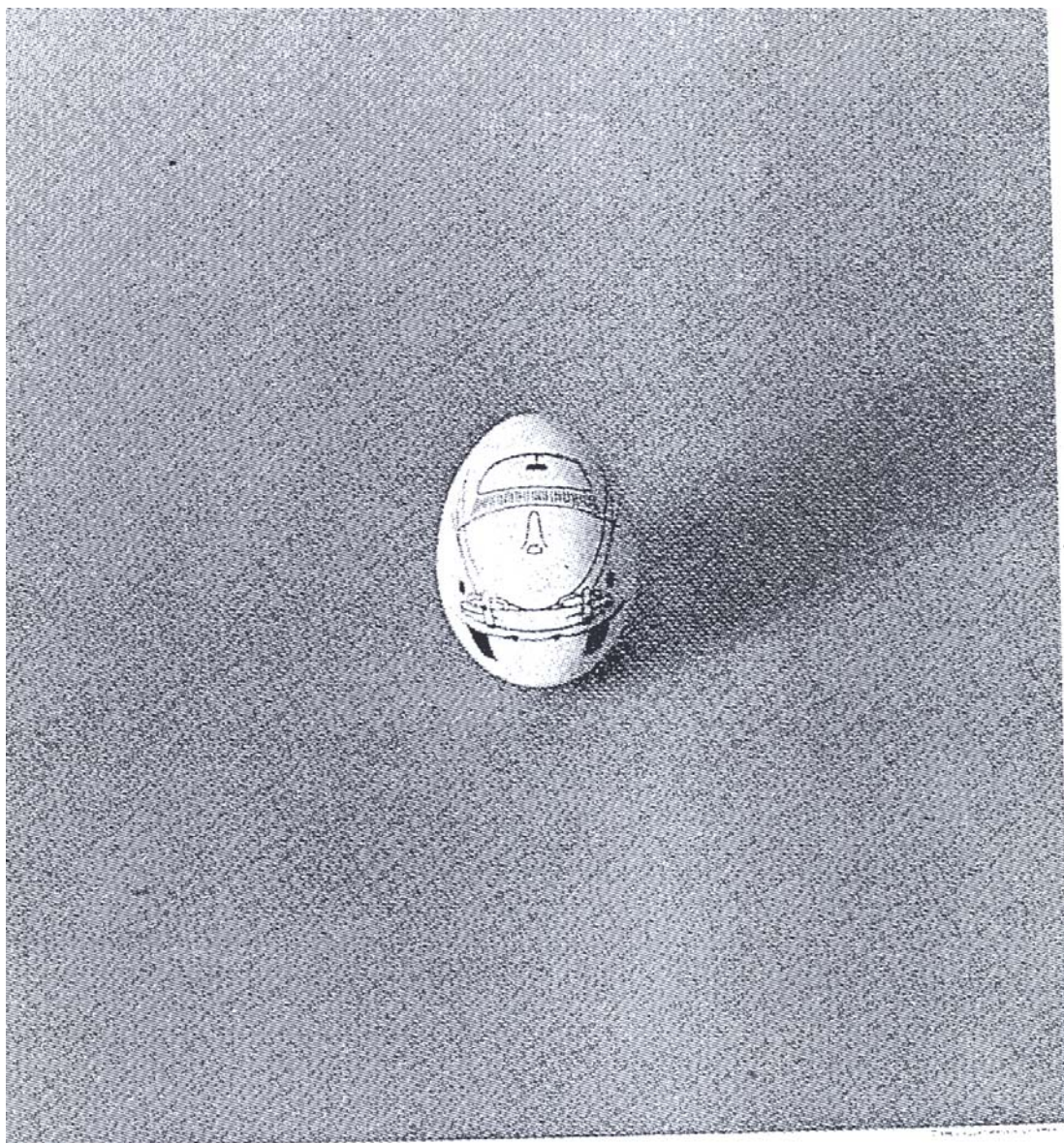
Car S-5 still averages 29 miles per gallon. It still doesn't use any oil between changes. And it's never had a breakdown.

After a year and a half of continuous use, it had its clutch replaced, and its valves adjusted.

That is all.



VW Beetle Advertisement No. 11

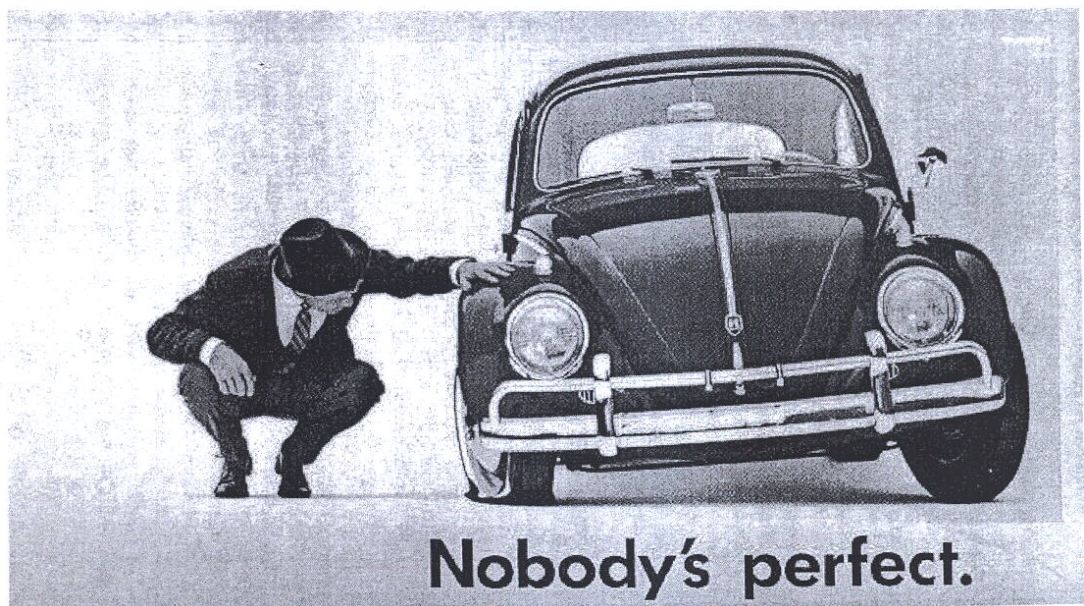


Some shapes are hard to improve on.

Ask any hen.
You just can't design a more functional
shape for an egg.
And we figure the same is true of the
VW Sedan. Don't think we haven't tried.

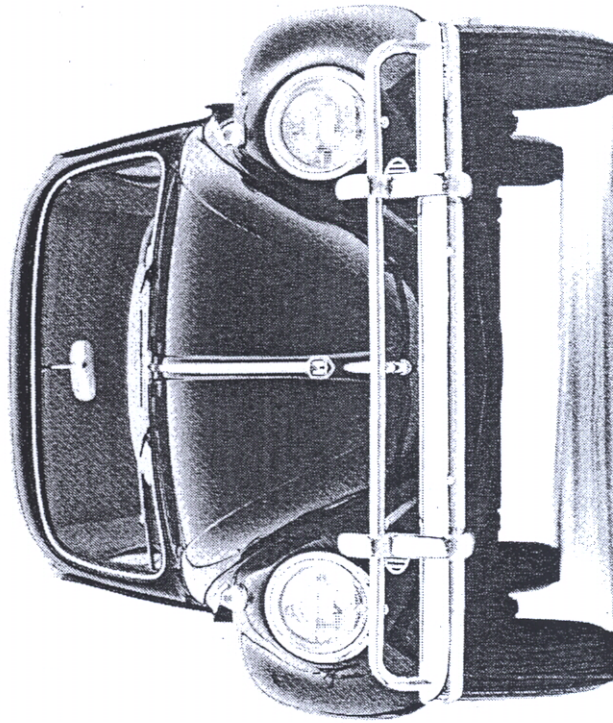
But we can't improve our basic design.
Like the egg, it's the right kind of pack-
age for what goes inside.
So that's where most of our energy
goes. To get more power without using

As a result, our package carries four
adults, and their luggage, at about 22
miles to a gallon of regular gas, and
40,000 miles to a set of tires.
We've made a few external changes

VW Beetle Advertisement No. 12

VW Beetle Advertisement No. 13





2 shapes known the world over.

Nobody really notices. Cote bottles or Volkswagens any more.
They're so well known, they blend in with the scenery.
It doesn't matter what the scenery is, either. You can walk in and buy a VW in any one of 136 countries.
And that takes in lots of scenery.

Deserts, Mountains. Hot places. Cold places.
Volkswagens thrive.
Hot and cold don't matter, the VW engine is air-cooled.
It doesn't use water, so it can't freeze up or boil over.
And having the engine in the back makes all the difference when it comes to mud and sand and snow.

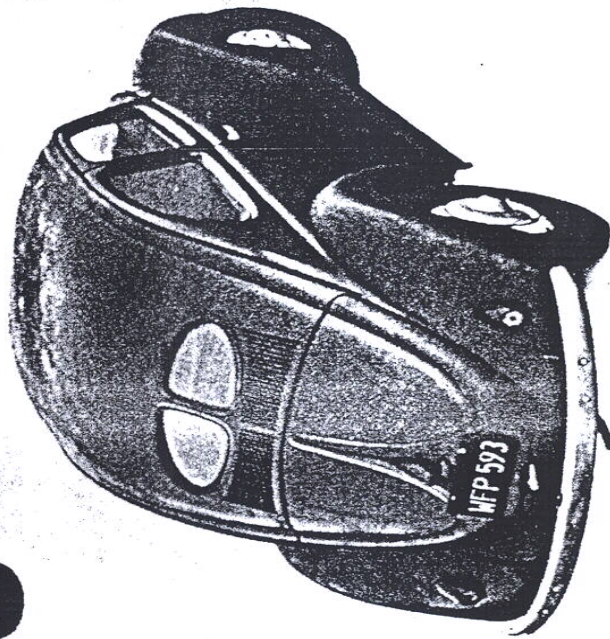
The weight is over the power wheels and so the traction is terrific.
VW's also get along so well wherever they are because our service is as good in Tasmania as it is in Toledo.
The only reason you can't buy a Volkswagen at the North Pole is that we won't sell you one. There's no VW

service around the corner!
We hear that it's possible to buy yourself a Cote at the North Pole, though.
Which makes us suspect there's only one thing that can get through ahead of a Volkswagen.
A Cote truck.



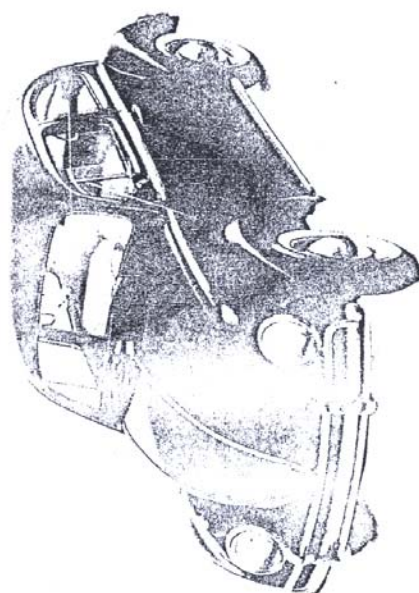
VW Beetle Advertisement No. 15

The good die old.



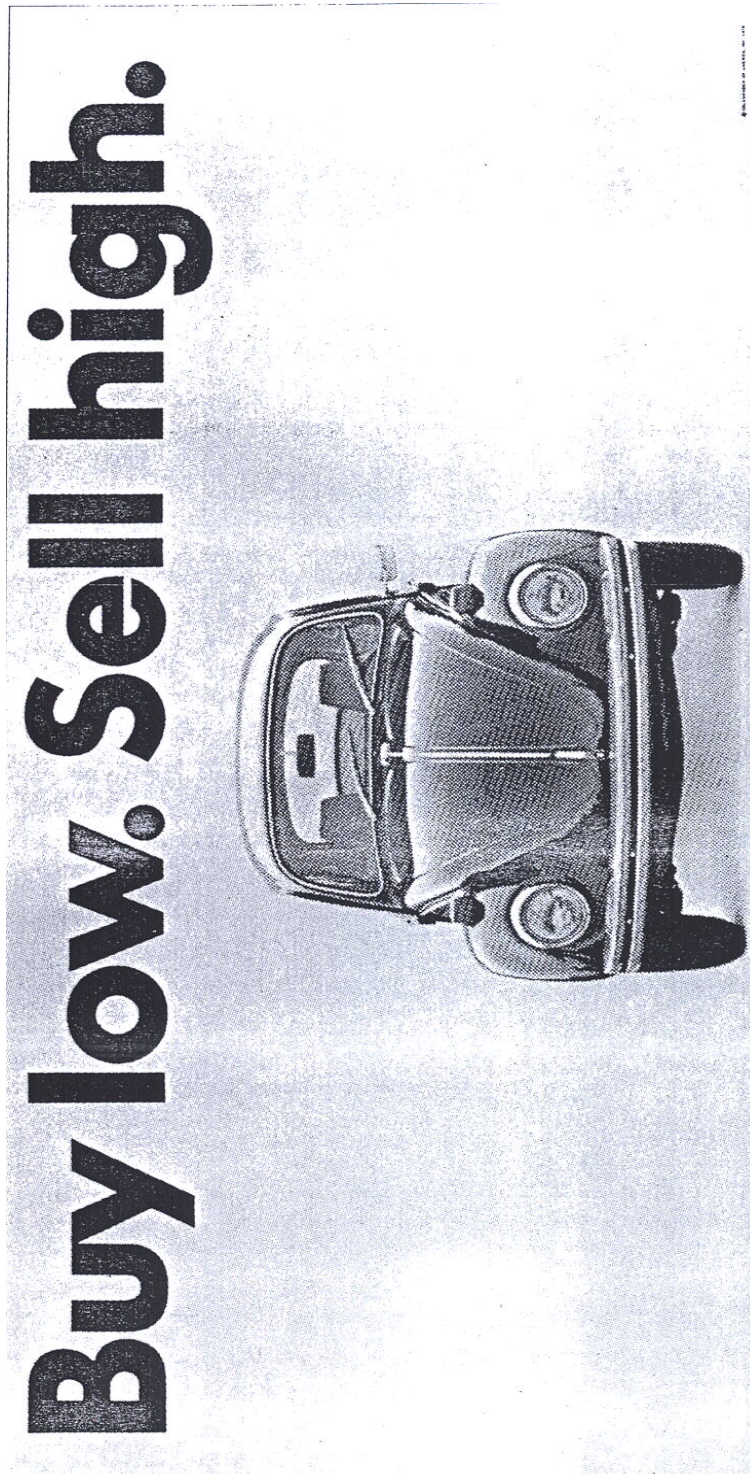
VW Beetle Advertisement No. 16

Relieves gas pains.



1963. V17-reklamerna lämnade ofta kända uttryck och klischeer från annan reklam. Sammanus amerikanska kolleger hade i årtal använt sig av det här uttrycket innan Volkswagen gav det en ny innebörd.

VW Beetle Advertisement No. 17

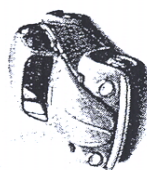


VW Beetle Advertisement No. 18



VW Beetle Advertisement No. 19

Save gas



The Beelle gets about 25 miles a gallon -- a lot more than the average domestic car. You enjoy driving better when you know that mile after mile, year after year, you're saving money.

Few things in life work as well as a Volkswagen



11110 011 001 10000

1973.

Save water.

Presented by Volkswagen, the car with the air-cooled engine that doesn't use any.

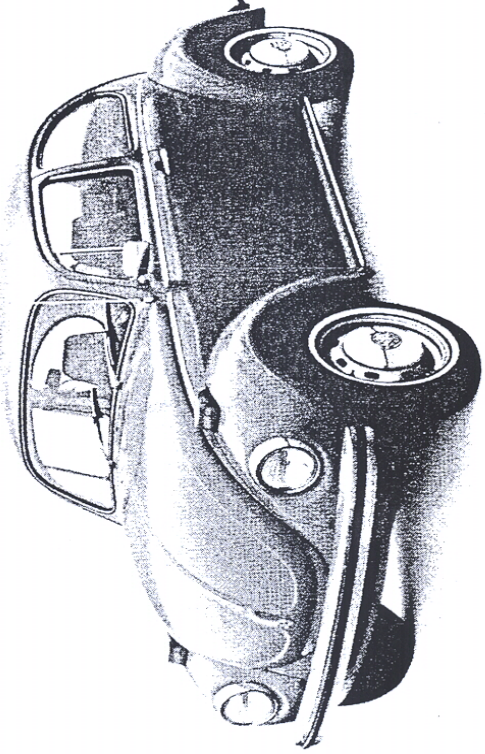
1973.

VW Beetle Advertisement No. 20



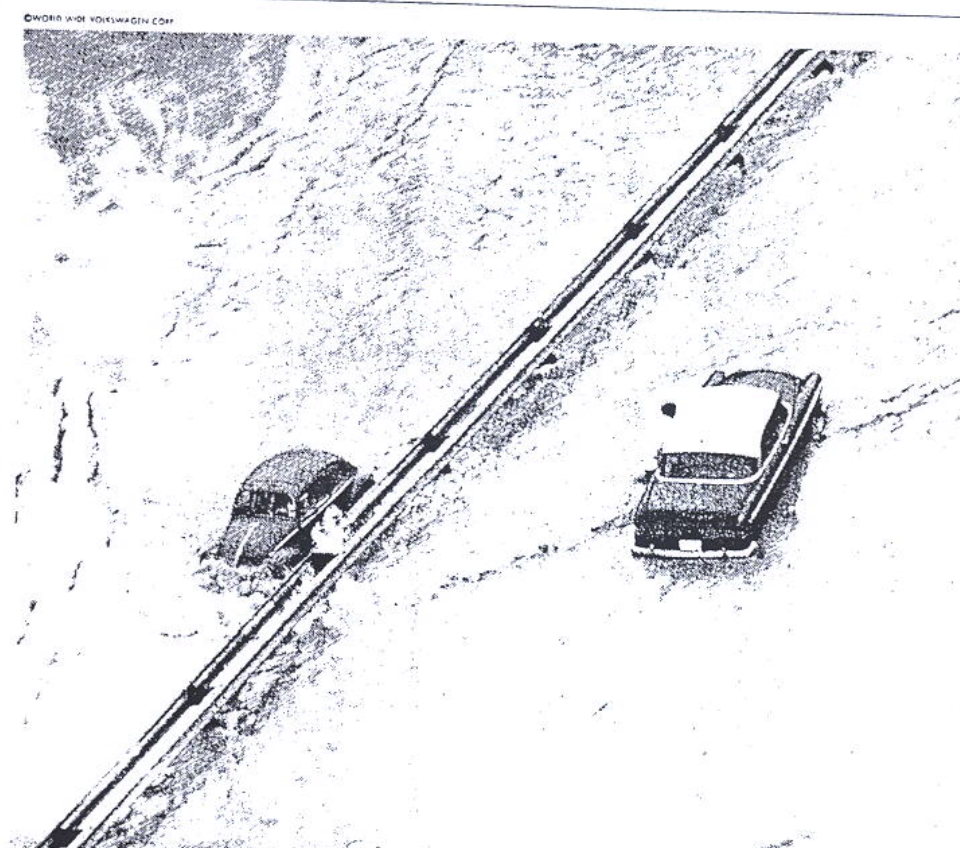
VW Beetle Advertisement No. 21

It majors in economics.



972.

VW Beetle Advertisement No. 22



Water Bug.

When the weather looks its worst, a Volkswagen looks its best.

And this was the picture, last Monday morning, as reported the next day in the New York Daily News:

Rush hour. On the Saw Mill River Parkway.

While thousands were stuck at home or on the road, the man in the VW was sailing along. And was one of the few who made it to work.

What made it possible?

Quite possibly the way we make the Volkswagen.

We seal the bottom of our car to the top of our car. To help protect everything inside against most things outside. Including dampness.

We put our engine in the rear. Above the drive wheels. For extra traction.

We cover our car with 13 pounds of paint—outside and inside. Even in places you can't see, but which corrosion can find.

In fact, the VW is so well put-together, it's practically airtight. And some of the stories you may have heard about VWs in water, aren't just stories.

But even more amazing than what a VW will go through, is what a VW goes for.

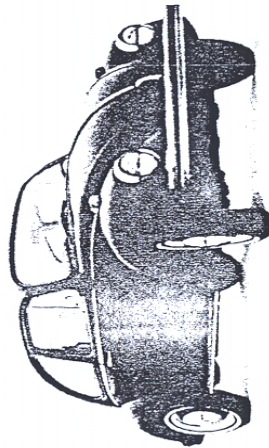
\$1999*.

What other car gives you this kind of quality at this kind of price?

 **\$1999*.**

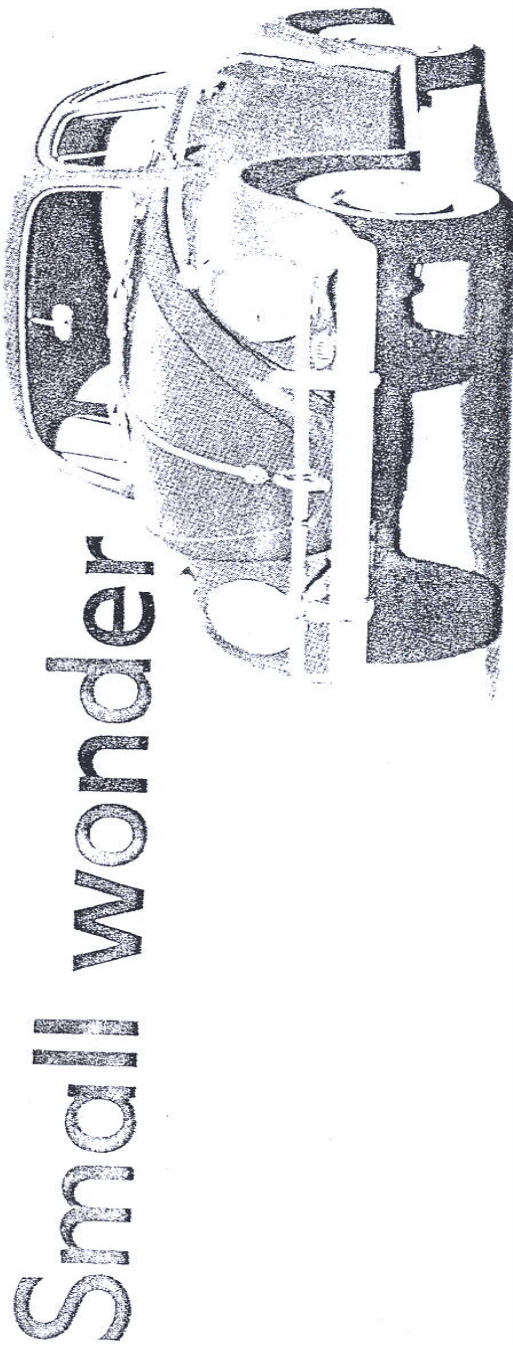
VW Beetle Advertisement No. 23

ACCEPT NO SUBSTITUTES.



1969.

VW Beetle Advertisement No. 24



VW Beetle Advertisement No. 25

The 1970 VW will stay ugly longer.

What hath Volkswagen wrought this year?

A longer-lasting engine, that's what.

It's more powerful than the old engine (top speed: 81 mph vs. 78 mph).

It has better acceleration.

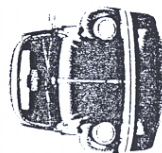
But most important, it doesn't have to work as hard to get you where you're going.

Thus, according to every calculation known to man, it will last even longer.

And just to make sure the engine and every other VW part leads a long, happy life, we have another surprise for 1970.

The Volkswagen Diagnostic Checkup. Now before the name scares you away, listen to what it is.

VW Diagnosis is an exclusive free service checkup by trained technicians using special diagnostic equipment.



The equipment is faster and more thorough than any mechanic alive.

And it's so advanced, it can actually tell you you have a problem early before it becomes a real problem.

For instance, let's say the resistance in one of your spark plug wires is too high.

Nothing serious, but it could reduce your gas mileage and eventually foul up your spark plugs.

During a Diagnostic Checkup, our equipment can find and we can fix this problem in a matter of minutes.

When you buy a new VW, you're entitled to four of these advanced checkups free.

What could be a better deal than that?

You buy a bug. We take care of the bugs.

VW Beetle Advertisement No. 26

Hug it? Drive it? Hug it? Drive it?



Drivers wanted 

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VW Beetle Advertisement No. 27

Comes with wonderful new features.
Like heat.



Drivers wanted

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VW Beetle Advertisement No. 28

If you were really good in a past life,
you come back as something better.



Drivers wanted 

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VW Beetle Advertisement No. 29

Less flower. More power.



Drivers wanted



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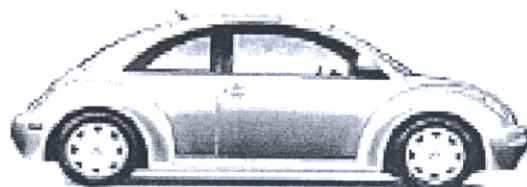
VW Beetle Advertisement No. 30

If you said your soul in the 80s,
here's your chance to buy it back.



Drivers wanted 

www.vw.com

VW Beetle Advertisement No. 31

The roundest car in its class.

Let's be honest, it's the only car in its class. To learn more about the benefits of roundness, see your local Volkswagen dealer.

Drivers wanted!



VW Beetle Advertisement No. 32

Is it possible to go backwards and
forwards at the same time?



Drivers wanted.

© Volkswagen Group of America, Inc. 1997

VW Beetle Advertisement No. 33

The engine's in the front,
but its heart's in the same place.



© 1993 Volkswagen of America, Inc.

Drivers wanted 

VW Beetle Advertisement No. 34

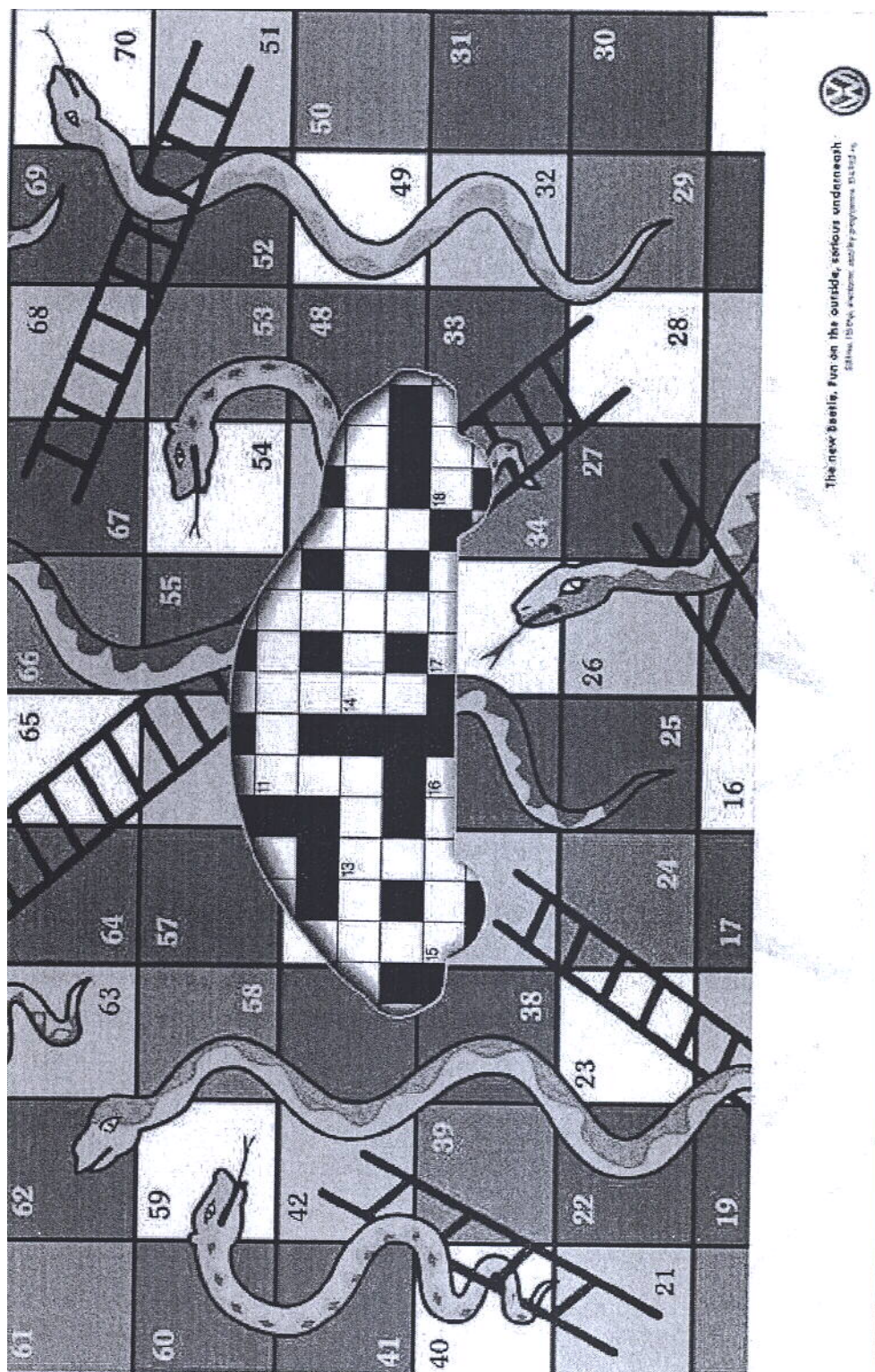
A car like this comes around
only twice in a lifetime.



Drivers wanted

www.vw.co.uk

VW Beetle Advertisement No. 35



VW Beetle Advertisement No. 36



The new Beetle. Fun on the outside, serious underneath.
 33 hp 1.8 liter, standard safety, performance 100 km/h

The new Beetle. Fun on the outside, serious underneath.

VW Beetle Advertisement No. 38



The new Beetle. Fun on the outside, serious underneath.

VISTA

VISTA

Name:	Miss Juntiga Nasunee
Date of Birth:	June 18, 1971
Place of Birth:	Payatai, Bangkok
Address:	39/12 Moo 6, Songprapa Road, Donmuang, Bangkok 10210
Present Position:	Senior Copywriter
Office:	TBWA\THAILAND Company Limited/ Creative Department
Educational Background:	
2004	Master of Arts (Business English for International Communication) Srinakharinwirot University
1993	Bachelor of Arts (Journalism and Mass Communication) Thammasat University
1989	Certificate of Arts (English and German) Satrividhaya School, Bangkok