

LATVIJAS UNIVERSITĀTE

BAKALaura DARBS

RĪGA 2016

UNIVERSITY OF LATVIA
FACULTY OF HUMANITIES
DEPARTMENT OF ENGLISH STUDIES

EXPRESSIVE MEANS IN CAR ADVERTISEMENTS

**MĀKSLINIECISKĀS IZTEIKSMES LĪDZEKĻI VIEGLO
AUTOMAŠĪNU REKLĀMĀS**

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RĪGA 2016

ACKNOWLEDGMENTS

I would like to express my sincere gratitude to my adviser lect. Lauma Terēze Lapa. Her support and valuable suggestions were highly appreciated during the planning and developing the present research.

ANOTĀCIJA

Reklāmām ir nepieciešams būt pievilcīgām un pārliecinošām, ņemot vērā, ka to mērķis ir piesaistīt mērķauditorijas uzmanību un pārliecināt iegādāties produktu.

Tādējādi par šī bakalaura darba centrālo pētījuma objektu kļūst reklāmu ekspresivitāte, kura tiek sasniegta, izmantojot tekstveida un attēla atveidojuma aspektus.

Bakalaura darbā analizē, kā “Volkswagen” vieglo automašīnu drukātās reklāmas ir veidotas no tekstveida un attēla atveidojuma rakursa. Pētījuma korpuss sastāv no 41 drukātās vieglo automašīnu reklāmas, kuras aptver laika periodu 2000.- 2015. gads. Pētījuma teorētiskā bāze ir balstīta uz Leech un Short (1981) un Bergera (2011) raksta un reklāmu analīzes metodēm.

Izvēlēto reklāmu analīze ir veikta, izmantojot plānu, kurš ir izstrādāts, balstoties uz Leech & Short un Bergera teoriju.

Galvenie rezultāti atklāj, ka vienkāršība, kopējas pieredzes attēlošana un humoriski līdzekļi ir ļoti svarīgi, lai padarītu reklāmas efektīvas un piesaistošas. Tās veicina mērķauditorijas vēlmi iegādāties produktu.

Atslēgvārdi: izteiksmes līdzekļi, reklāmas, vieglās automašīnas, “Volkswagen”, reklāmu analīze.

ABSTRACT

Advertisements should be engaging and persuasive as those intend to attract attention of the target audience and they aim to convince to buy the product.

Thus focus point of the present research becomes expressiveness of advertisements achieved through written and pictorial aspects.

The present Bachelor's paper aims to analyse how 'Volkswagen' car printed advertisements are constructed in terms of both written and pictorial aspects. The corpus of the research comprises 40 printed car advertisements covering time period 2000-2015. The theoretical framework of the research rests on Leech and Short (1981) and Berger's (2011) methods on analysing a text and advertisement.

The analysis of the selected advertisements is made by using a developed framework that is based on Leech & Short and Berger's theory.

The major findings show that simplicity, display of common experience and humorous means are very important to make advertisements effective and attractive. That leads to the target audience being eager to buy the product.

Key words: expressive means, advertisements, cars, 'Volkswagen', analysis of advertisement.

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INTRODUCTION

Advertising is an intriguing field of study since we see it all around us in streets, on TV, in magazines or it is impossible to watch a movie without noticing that the main character drinks some particular refreshing drinks. Yet there is more to the advertising than displaying a certain product or product info. Ads express also cultural, social or political beliefs that exist within the time period of their creation, so that ad content and construction reveal more than something to convince the customer to purchase the item. The study of advertising is done by Cook (1992), Vahid (2012), Berger (2011) or many other scholars that concentrate on various aspects.

Particularly car advertising must be creative and persuasive since it needs to promote a rather technical item in such a way that also the general public with no specific technical knowledge could be interested and eager to buy the car. Company 'Volkswagen' is well-known for its commercials and advertisements, as well as it has gained various prizes for the best advertising campaigns. This made the author of this paper curious about the way how 'Volkswagen' printed ads are constructed and how they are expressed in order to persuade the customer to purchase the car. Additionally, it was found out that there is a lack of studies that investigate both pictorial and written aspects of the 'Volkswagen' printed aspects so that this paper fills the gap.

Therefore **the goal of the research** is set to analyze how 'Volkswagen' car printed advertisements are constructed in terms of both pictorial and written aspects.

The following **research questions** proceed from the goal:

- How do the pictorial elements try to persuade the customer to buy the product?
- How the written elements are constructed in the 'Volkswagen' car advertisements?
- What common values, beliefs or attitudes are expressed in the car advertisements of 'Volkswagen'?

In order to reach the goal and find the answers to the research questions, the following **enabling objects** are set:

- To analyze the theoretical literature on discourse of advertising and stylistics;
- To analyze the theoretical literature on Leech & Short text analysis method, Berger's approach on analyzing advertisement, and 'Volkswagen' company;
- To develop a framework for advertisement analysis;
- To select 40 advertisements for the analysis;
- To analyze advertisements according to the developed framework;
- To highlight the most popular elements in 'Volkswagen' poster advertisements.

Research methods used in theoretical and empirical part include both quantitative and qualitative methods, and will be described in Chapter 4.

The main theory sources cover aspects of discourse of advertising (Cook, 1992), stylistics (Galperin, 1981), text analysis (Leech and Short, 1981), advertisement analysis (Berger, 2011), and discussion of 'Volkswagen' company based on information available on the official www.volkswagen.com.

Chapter 1 focuses on discourse of advertising. It provides insight into definition of advertising, its types and aim.

Chapter 2 discusses stylistics as matter of relationship between various elements and what does it focus on.

Chapter 3 includes description two methods on analyzing and ad. Those are Leech and Short's (1981) method on analyzing a text and Berger's (2011) approach on analyzing an ad.

Chapter 4 is devoted to discussion of 'Volkswagen' company, its advertising activities and methodology used in the analysis.

Chapter 5 is based on description of findings within 'Volkswagen' car advertisements. It includes nine subchapters that discuss each ad group.

1. DISCOURSE OF ADVERTISING

This chapter deals with the discussion of discourse of advertising examining ads as a discourse type and peculiarities of language used in contemporary advertising.

Cook accentuates that advertising does not include anymore only various combinations of language, pictures, and music as it was decades ago. On the contrary, nowadays advertising arouses also such aspects as social, political and moral, so it can be considered as a representation of specific time period in many ways (1992:3-4). Clearly advertising has been a topical subject of significant number of studies, yet it remains its importance. Ahmen states that ‘whether from a quantitative, qualitative or interpretive perspective, whether a researcher follows the modern social scientific approach, critical theory perspective or postmodernist approach, analysis of advertising and other media content is of growing importance’(2000:11).

In order to conduct analysis of ‘Volkswagen’ car advertisements it is essential to define and see the background of this concept of advertising. The term ‘advertising’ comes from a Latin verb ‘advertere’ which bears a meaning ‘to direct people’s attention to the availability, qualities, and/or cost of specific commodities or services’ (El-daly, 2011:1). Oxford English dictionary provides a definition of the verb which intends that advertising stands for ‘the activity or profession of producing advertisements for commercial products or services’ (Online 1). Cambridge dictionary provides with a definition that the verb ‘advertising’ stands for ‘the business of trying to persuade people to buy products or services’ (Online 2). Thus this dictionary also reveals that the noun ‘advertisement’ can be explained by ‘a picture, short film, song, etc. that tries to persuade people to buy a product or service, or a piece of text that tells people about a job, etc.’ (Online 3).

Advertising itself falls into various categories according to its types and placement. Blog ‘Boundless’ offers four types of placement: TV commercial, radio advertising, online advertising, and press advertising (Online 4). Accordingly, TV commercials are generally believed to be the most effective format, and it is reflected by the high prices TV networks charge for an opportunity to air a commercial during popular TV events. Radio advertising uses the medium of radio in order to persuade customers and clients, online advertising uses Internet for the same purpose, but press advertising includes commercial activities in printed media, for instance, newspapers, magazines, trade journals, etc. (ibid.). Furthermore, El-daly (2011) suggests that advertising can be divided into three categories:

1. *Consumer advertising – directed towards the promotion of some product or service to the general public,*
2. *Trade advertising – directed to dealers and professionals through appropriate trade publications and media,*

3. *Public relations advertising – directed towards society or community groups, or by politicians, in order to promote some issue of social concern or political agenda.* (El-daly, 2011:1).

The current paper chooses to focus on consumer advertising since car advertisements which are chosen for the empirical research are directed towards the promotion of a product to the general public.

Turning to discourse of advertising more specifically, Cook in his substantial book ‘The Discourse of Advertising’ (1992) refers to discourse as a combination of text and context which are interacting so that the message is perceived meaningful and unified by the discourse participants (Cook, 1992:2). Fairclough (2003) views it as a particular language view where elements of social life are closely interconnected with language being used (Fairclough, 2003:3). Thus this term is widely used among individuals and societies in various fields, Cook explains that it is one’s cultural competence to divide discourse into some categories or specific units (Cook, 1992:4). These categories and subcategories can extend into hundreds, and even then mergers between them exist. In addition, categorization include such characteristics as: by situation, by participants, by function, by text, by substance, or by combination of these factors (ibid.). In the case of an ad there is an interaction of various elements which are presented in Figure 1.1. further on.

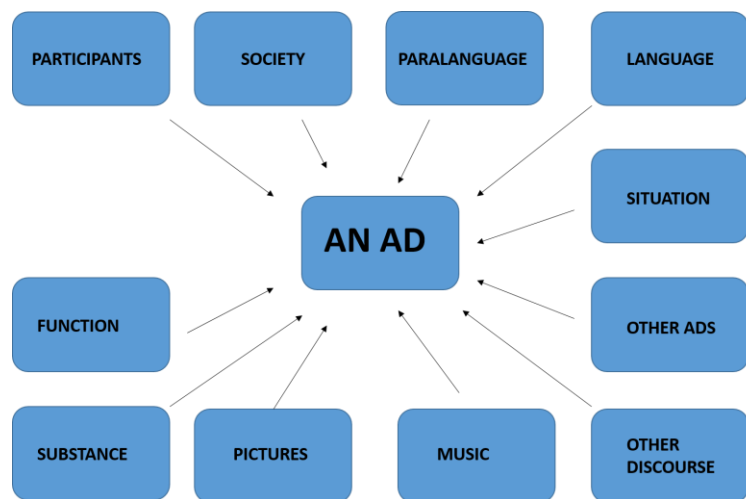


Figure 1.1. Interaction of elements in ads (ibid:3)

As it can be observed in the Figure 1.1., discourse of advertising may consist of such elements as music, pictures, substance, function, participants, society, paralanguage, language, situation, other ads, and other discourse.

Cook also emphasizes that in most cases scholars tend to concentrate only on one or few of these elements depending which is ‘interested party’. For example, receivers of the ads, i.e., customers (Cook, 1992:3).

In order to differentiate, Cook suggests that recognition of advertising discourse occurs when the function of it is noticed – persuade a customer/client to buy specific product/service, and, whatever is said in the ad, it must contain the name of a product (ibid.:5). By this it can be stated that specific discourse can be referred as advertising discourse. However, these interaction elements in ads are many, and the present research of expressive means in ‘Volkswagen’ printed car ads has its limitations. Therefore the present paper examines choice of pictures, language in the written part, social, political and cultural background excluding other elements which cannot be applied, or demand knowledge in other research fields.

Furthermore, Cook (1992) mentions also that not always one is the particular target audience for the specific ad. For instance, he/she may see an ad of a holiday offer in China, but if he/she has limited funds, probably he/she will not even consider to buy this product. Yet it does not mean that the ad does not cause any reaction from a person. This is also observed in the case of ‘Volkswagen’ ads. Namely, even the researcher is not the target audience of car advertisements, there is reaction/opinion caused from posters. For this reason, Cook offers advertising function types, such as addresser-function, sender-function, addressee-function and receiver-function (Cook, 1992:6). According to them, it shall be pointed out that in the case of the present research one may serve as receiver having receiver-function.

As the ‘Volkswagen’ car ad analysis examines social, political and cultural aspects, ads shall be seen also as a part of social discourse. Messages sent through advertising does not cover only the language, pictures, participants, etc., they also represent cultural, political attitudes and believes existing at a specific time period. As Beasley and Danesi point out, ‘brand names, logos, trademarks, jingles and slogans have become part and parcel of the ‘mental encyclopaedia’ of virtually everyone who lives in a modern-day society’ (2002:1). Domains of persuasion have increased throughout contemporary culture because of development of persuasion techniques and tools. El-daly (2011) believes that ‘advertising has developed, since the first decades of the 20th century, into a privileged form of social discourse that has unparalleled rhetorical force’ (2011:2). According to this assumption, this practice has changed both in structure and language, and such items as clothes, beverages, or cars are promoted through inventive new techniques. One of these techniques includes usage of more colloquial, informal, and personal language. Indeed Dyer (1982) claims that nowadays advertisers use ‘simplified’ language in order to address the customer to attract his/her attention. By exploiting certain rhetorical devices, advertising approaches the customer by letting him/her feel more familiar and closer to the product. By the start of this tendency, ads became a component of social discourse which suggested that the basic ways of communication within people (advertisers and customers) changed (Dyer, 1982:32). El-daly (2011) supports this by

mentioning in his research that nowadays the messages in ads and commercials express not only description of the product itself, but also focusses on consumer that can identify him/herself with the product. It can cover such aspects as religion, family values, life positions, etc. (2011:3).

Turning to studies of discourse of advertising, various scholars have approached this matter. Regarding genre analysis, Bhatia (1993) has examined this aspect. Another aspect of pedagogical views is approached by O'Donnell and Todd (1991). Still having a great impact on current theories is Leeches's (1966) study on linguistic devices used in display advertising. However, a seminal work by Cook (1992) still remains the basis of further attempts to approach the matter of discourse analysis.

Discourse of advertising is a wide subject which may include various factors, approaches and matters giving certain impact on analysis. As it was stated by scholars, discourse of advertising includes language peculiarities, combination between text and context, and social aspects. Therefore this paper discusses usage of language in ads based on Leeches's theory (1981) on language analysis, and Berger's (2011) approach to analyse printed ads by various factors including general ambience, signs and symbols, attitudes and beliefs expressed in the ad. This allows to create a framework for a valid analysis.

The following chapter is devoted to the discussion of stylistics, including matter of expressive means and main ideas regarding significance of stylistics.

2. STYLISTICS

The following chapter discusses Geoffrey N. Leech, Michael H. Short, Galperin's and Simpson's theory on stylistics and expressive means. This theory is applied in order to discuss written material in printed car advertisements of 'Volkswagen'.

As to the style itself, Leech and Short mention that there is a Latin tag saying 'Stilus virum arguit' ('The style proclaims the man'). They explain that 'the author's identity can be noticed by some small detail reflecting a habit of expression or thought, and this seems to confirm that each writer has a linguistic 'thumb-print', and individual combination of linguistic habits which somehow betrays him in all that he writes' (1981:12). This is also defined by Galperin who defines individual style as 'unique combination of language units, expressive means and stylistic devices peculiar to a given writer, which makes that writer's works or even utterances easily recognizable' (1981:17).

The focus of the present research is the matter of expressive which is a part of general linguistics, namely stylistics. Galperin (1981) suggests that it mainly deals with two matters. Accordingly, 'the investigation of the inventory of special language media which by their ontological features secure the desirable effect of the utterance' and 'certain types of texts (discourse) which due to their choice and arrangement of language means are distinguished by the pragmatic aspect of the communication' (1981:9). The author also claims that any type of text can be analysed if specific linguistic components are presented within their interaction (ibid.). He continues also that 'the special media of language which secure the desirable effect of the utterance are called stylistic devices and expressive means' (ibid.).

Simpson (2004) describes stylistics as 'method of textual interpretation which primacy of place is assigned to language' (2004:2). The author also explains that the role of language is so significant since its various forms, patterns and levels that form linguistic structure, are an important indicator of the function of the text (ibid.). Leech and Short describe it as 'study of style undertaken as an exercise in describing what use is made of language' (1981:13). Indeed many linguistics see stylistics as a relation between language and its artistic function. In order to address this matter one should consider not only such motivating questions as 'what', 'why' and 'how', but more concentrate on the linguist's angle 'why does the author here choose to express himself in this particular way?' (ibid.).

Simpson emphasizes that stylistics include counting for qualification, however the branch itself focuses more on 'language as function of texts, and it acknowledges that utterances (literary or otherwise) are produced in a time, a place, and in a cultural and cognitive context' (ibid.).

Intriguing is Simpson's (2004) idea of the purpose of stylistics, he characterizes it as 'doing stylistics thereby enriches our way of thinking about language' and 'it offers a substantial purchase on our understanding of literary texts' (2004:3). Basically he believes that stylistics allow to explore 'rules' of the language, and it helps to understand and perceive all the information within the text. This branch shall be considered as a significant in terms of fact that language expresses our way of thinking as it was mentioned by Lakoff & Johnson (1973) when they employed the Conceptual Metaphor theory in order to show how our brain works when we create or use metaphor in our writings and utterances. Therefore one may say that the appropriate choice of language in advertisements reveals a lot about the author and his expectations about the addressee since the main aim of advertising is to persuade the customer to buy the product.

Galperin mentions that there is a way how to foreground, i.e. make utterance more conspicuous, more effective and therefore import additional information. This is done by usage of expressive means which, according to him, are often referred also as stylistic means, stylistic markers, stylistic devices, tropes, figures of speech and other (1981:25). The present paper chooses to use the term 'expressive means' in order to discuss the matter. Galperin's defines expressive means as 'those phonetic, morphological, word-building, lexical, phraseological and syntactical forms which exist in language-as-a-system for the purpose of logical and/or emotional intensification of language' (ibid. 27). Expressive means are characterised as 'having special function in making the utterance emphatic' (ibid.). It also stated that expressive means can be found at all levels of language, and their purpose is to intensify the utterance by phonetic, morphological, word-building, lexical, phraseological and syntactical tools (Online 5).

All in all, no doubt stylistics is an extensive branch that gathers various aspects including use of language, interaction within its elements, desirable effects and other. Expressive means and their interaction with the pictorial elements are important for judging how the communication between the ad and the target audience is made. Accordingly, the present research focusses on this matter, however it is complemented by the analysis of other aspects such as ambience, attitudes, believes, use of white space and other in order to observe the interaction within various elements.

The next chapter deals with methods on analysing an advertisement. That includes Leech and Short's (1981) method on analysing text that includes analysis of expressive means and Berger's approach on advertisement analysis. This will help to develop an appropriate framework for 'Volkswagen' car printed advertisement analysis.

3. METHODS ON ANALYSING AN ADVERTISEMENT

3.1. Leech and Short's Method on Analysing

This chapter focuses on text analysing method provided by Geoffrey N. Leech and Michael H. Short in their work 'Style in Fiction' (1981). This approach is applied in order to analyse written material found in 'Volkswagen' car advertisements which are the main focus of the present paper.

The authors introduce their approach by stating that 'every analysis of style is an attempt to find the artistic principles underlying a writer's choice of language'. Moreover, they state that 'all authors have their individual qualities and purpose of writing' (1981:74). Accordingly, if one aims to analyse text there is no infallible technique for selecting which qualities shall or shall not be selected for this purpose. Nevertheless, it is useful to have a list of features, i.e. checklist with features which can be used as characteristics that yield stylistically relevant information. For this purpose Leech and Short offer a checklist of linguistic and stylistic categories discussed further.

A Lexical categories

This includes discussion of general characteristics such as complexity and the use of tense; nouns being abstract or concrete; adjectives referring either to physical, visual, emotive, etc. aspects or being gradable or non-gradable; verbs referring to states (stative or dynamic); adverb semantic function, for example, manner, place, direction, time, degree, etc. (Leech and Short, 75-76).

B Grammatical categories

The analysis of grammatical features includes discussion of sentence types, complexity, clause types, clause structure, noun phrases, verb phrases, word classes and general overview of grammatical constructions (ibid.).

C Cohesion

Leech and Short provide description of cohesion by stating that it refers to 'ways in which one part of a text is linked to another' or 'the ways in which sentences are connected' (ibid.: 79). The authors imply that 'the units must be implicitly or explicitly bound together' and as well that 'the connectivity of the elements is essentially a matter of meaning' (ibid.:196). This can be referred to the connectivity between the pictorial material and written material within analysed car advertisements. Accordingly, they both have a strong link together, and they supplement each other.

As the present paper examines car advertisements which are in a printed form, the section 'figures of speech' is excluded since its features include phonological schemes which cannot be applied in the case of printed ads.

In their book 'Style in Fiction' Leech and Short show their method and test in on several works. For the purpose to start the procedure they propose start with a general impressions of the material and continue with making a selective use of items from the checklist. One should consider which of the markers from the checklist are representative and 'stand out' so that they can characterize the text. In order to analyse written material in 'Volkswagen' car advertisements the same approach will be applied since only significant markers can help to find specific peculiarities and characteristics of the text.

Nevertheless, Leech and Short method can be considered as a valuable tool to conduct advertisements' analysis, it is not extensive. In order to make research output more valuable, two other categories described by Leech and Short are added to the framework of the ad analysis which are not mentioned in the original method. These are described by Leech and Short as grammatical and lexical schemes and tropes. Accordingly, grammatical and lexical schemes deal with formal and structural repetition while tropes discuss text departures from the linguistic code (ibid.78).

Further on, description of devices that fall in the category of troops are provided. Those are investigated by Leech and Short (1981), however description below is adapted from webpage www.literarydevices.net since it provides with a simple explanation of each literary device. Only figures that are found in 'Volkswagen' car advertisements are discussed.

- Personification – projection of characteristics that normally belong only to humans onto inanimate objects, animal, deities, or forces of nature;
- Alliteration – repetition of the same consonant sounds at the beginning of words that are close proximity to each other;
- Allusion – literary device used to reference another object outside of the work of literature. They can be shorthand for adding emotion or significance to a passage by drawing on the reader's prior associations with the object.
- Metaphor – rhetorical figure of speech that compares two subjects without use of 'like' or 'as'. It asserts a correlation or resemblance between two things that are otherwise unrelated.
- Pun – a play on words which usually hinges on a word more than one meaning or substitution of a homonym that changes the meaning of the sentence for humorous or rhetoric effect.

- Parallelism- usage of repeating word and forms to give pattern and rhythm to a passage in literature. Usually it helps to join similar concepts in order to show their connection
- Oxymoron – figure of speech in which two ideas are joined together even they have a different meaning (Online 6).

Leech and Short's created check list can be considered as a great tool in order to examine written material in 'Volkswagen' car advertisements. This is chosen to be one of the methods applied in order to approach expressive means in car advertisements. The following subchapter discusses Berger's (2011) approach on analysing an ad which complements Leech and Short's linguistic analysis in the 'Volkswagen' car advertisement analysis framework.

3.2. Berger's Approach on Analysing an Advertisement

This chapter deals with Arthur Asa Berger's (2011) approach on analysing an advertisement by various factors. It describes the framework itself and provides examples provided by the scholar. The specific approach is applied in order to analyse 'Volkswagen' car advertisements in terms of the pictorial aspect. Additionally, it is combined with Leech and Short's method of written material analysis discussed in the previous chapter.

In his book 'Ads, Fads, and Consumer Culture' (2011) Arthur Asa Berger discusses the role of advertisement in American society and culture including insight into sexuality in advertising and political advertisements. Berger in his book suggests to use a list of aspects to analyse when dealing with printed advertisements. Indeed the present research paper aims to analyse printed advertisements therefore Berger's approach is useful tool in order to develop a framework. This helps to distinguish various factors that influence consumer's reaction to the ad, and show the expressive means represented in the ad.

Berger also suggests two very important considerations that should be kept in mind. Namely:

- '1. Everything in a text such as a commercial is important;
2. The more you know, the more you can see in a text'

(Berger, 2011:152)

These two assumptions show that texts store a tremendous amount of ideas and information that might be much more complicated as first assumed. Berger explains this by giving example of reading a novel several times or watching a movie more than once. Accordingly, ideas and experience may differ. This belief justifies subjectivity of the analysis since the particular analyst has his/her own perception, experience and knowledge about the subject.

Berger's list of topics helps one to foster an awareness of effective ad's communication. Following the characteristics and questions to be answered are provided. Those are adapted from webpage www.medialitorg.org where Berger provides these aspects.

1. General ambience of the advertisement – mood created, the way how it is done,
2. Design of the advertisement – what is it, how it shall be characterised, does it use axial balance or any other form, arrangement of basic components shall be discussed within this aspect,
3. Relationship between pictorial and written material – what message it conveys,
4. Use of space – how it could be characterized in general, use of 'white space', graphic and written material placement,
5. Signs and symbols – what are they, their role and impact to the addressee,
6. Figures (people, animals) – if are any, the general look, facial expressions, poses, hairstyle, age, sex, hair colour, ethnicity, education, occupation, relationships among participants,
7. Background – where the advertisement is taking place, what significance does it have,
8. Action – how it could be described, what significance it has, can be named as the ad's plot,
9. Theme – themes of the ad, what the advertisement is about,
10. Language used – does it provide any information or just generates emotional response, technique of the copywriter: humour, alliteration, definitions of life, comparisons, sexual intentions,
11. Typefaces – how typefaces could be described, what is the impression given,
12. Item – what is being advertised, its role in culture and society,
13. Aesthetic decisions – description of them, if a photograph – shot size (long, medium, close-up), lighting, colour, angle of the shot,
14. Attitudes and believes – sociological, political, economic, or cultural attitudes reflected in the ad.

(Online 7)

Berger explains that the list helps to direct attention to various matters that shall be considered when interpreting and analysing an ad (2011:154).

To conclude, scholar's approach and list of various aspects are used in order to analyse 'Volkswagen' car advertisements. This methods allows the researcher to discuss various matters and their interaction within an ad.

The following chapter discusses 'Volkswagen' company and introduces with methodology used in order to conduct the analysis of advertisements.

4. 'VOLKSWAGEN' COMPANY AND ANALYSIS OF METHODOLOGY

4.1. 'Volkswagen' Company and Its Advertising Activities

This chapter discusses company 'Volkswagen' by introducing historical insight into company and its activities as well describing its remarkable advertising activities over decades.

The Volkswagen Group is one of the world's biggest automobile manufacturers having its headquarters in Wolfsburg, Germany. According to the official webpage www.volkswagen.com, in 2014 the Group increased the vehicles delivered to customers to 10.137 million having 12.9 % share of the world's passenger car market (Online 8). The company share with people on their website also that in Western Europe more than one in four cars is made by the Volkswagen Group, and their sales revenues reached € 202 billion having profit after tax € 11.1 billion in year 2014 (ibid.). Such numbers does not seem to be surprising since the Volkswagen Group comprises twelve brands originating from seven European countries. Those are: Volkswagen Passenger Cars, Audi, SEAR, Skoda, Bentley, Bugatti, Lamborghini, Porsche, Ducati, Volkswagen Commercial Vehicles, Scania and MAN (ibid.).

First, for an average person it seems that this company concentrates on car manufacturing, however they point that their business activities include also manufacturing large-bore diesel engines for marine and stationary applications, turbochargers, turbomachinery, compressors and chemical reactors, testing systems, and others. By May 26, 2015 The Volkswagen Group operated plants in 20 European countries and 11 other countries in the Americas, Asia and Africa. There are employed 592,586 employees and produced almost 41 thousand vehicles every weekday which are sold in 153 countries (ibid.).

The Volkswagen Group is a large car manufacturer which comprises several vehicle brands, but the present paper concentrates on noticeably most recognized brand – Volkswagen (Volkswagen Passenger Cars).

For the purpose to understand the phenomena of 'Volkswagen' first history aspects shall be disclosed to reveal how the company has gained its importance. The company was founded on May 28th 1937 with a name 'Gesellschaft zur Vorbereitung des Deutschen Volkswagen mbH', in the following year it got its name 'Volkswagen' (Online 9). As back then having a car was a sign of wealth, only every 50 German could afford something more than a motorbike. First 'Volkswagen' designer Ferdinand Porsche had an idea of creating a car which is available for everyone. It needed to be cheap, light and dependable vehicle which everyone could afford. This is where comes the name of the car 'Volkswagen' which in translation means 'people's car' (Online 10).

German Nazi party had its wing which was called 'Kraft durch Freude (KdF) (Strength through Joy) which intention was to 'motivate the German workforce through the provision of recreational activities and entertainment' (ibid.). Accordingly they saw an opportunity in Volkswagen, so by the great encouragement of Nazi leader Adolph Hitler, KdF took over the Volkswagen project in year 1938. The main idea supposed that the price of the car will be 990 Reichsmarks (astonishingly low for the vehicle for that time) and the special saving scheme was made in order to help workers put aside specific amount of money each month which was meant for purchase of the car (ibid).

The start was great, but, unfortunately, during World War II the factory of Volkswagen was demolished by British army, as well leaving more than 20,000 people without their desired basic Beetle cars (ibid.).

However, Volkswagen recovered rapidly and during time when Heinz Nordhoff was director of the company established a sales and service network, as well as post-war export restrictions lifting of helped to make influx of foreign exchange. By the end of 1950s Volkswagen proudly could announce that they are the fourth largest motor manufacturer in the world (ibid.).

During the following decades new car models were introduced such as Audi, Golf and Ford since the market demanded front-wheel drive vehicles and water-cooled engines (Online 8). In addition, autoguide.com has announced that Volkswagen Golf, Volkswagen Beetle and Volkswagen Beetle are best-selling cars of all time (Online 11).

Yet in 2015 company was involved in the CO2 emissions and fuel-efficient technology scandal. In September that year the company needed to admit that they have rigged CO2 emissions in their cars. This meant that the company was supposed to pay tens of billions of euros in fines and compensations (Online 12). This affected VW consumer confidence in their brand, and on their official website the company has announced that they will return 'damaged' car models and they apologize the society for the created damage. Hence results of this scandal will be seen only in longer time.

Regarding Volkswagen advertising activities, the company is well-known for its original and creative advertising campaigns. Their famous advertising campaign 'Lemon. Think small.' in 1950s which introduced the slogan 'We pluck the lemons, you get the plums'. It has been announced to be the world's greatest advertisement of 20th century (Online 13). This particular ad was made in order to promote Volkswagen Beetle which was rather poor quality, but the style of advertising introduced new wave of advertising campaigns in general. Garfield (1999) characterises it as 'droll, conversational, self-deprecating style of the copy' and he mentions that 'Beetle ownership allowed you to show off that you didn't show off' (ibid). The author even

suggests that 'Lemon' ad campaign 'discernibly changed the culture of advertising or the popular culture as a whole' (ibid.). By following this example Volkswagen ads were made so that their design is so completed that they could exist on their own as a viable advertisement which not necessary suggested to address all technical or visual aspects of the car (McLeod, 1999:15).

Nowadays 'Volkswagen' advertising campaigns have gained various prizes and awards in the category of best advertising campaign. For example, in 2009 it was awarded with Cannes Lions International Advertising Festival's award 'Best Adviser of the Year' or Nielsen's 'Top Automotive Ad of the Year' in 2015 (Online 13 and 14). The list could be extended with other awards which are not named here.

According to Kapferer (2008), Volkswagen cannot be dissociated from its advertising saga that helped to develop it. The particular author discusses the success of the company's advertising strategy and claims that the brand 'has always freely played with the motifs of both the cars and the logo'. He characterizes brand's style as 'humour only self-derision, false modesty and impertinence towards competitors, and the wide use of paradox' (2008: 197). Kapferer believes that Volkswagen bases its selling on facts and certain values which the brand has always owned: product quality, durability, weather-resistance, reliability, reasonable prizes and good trade-in value (ibid.). Indeed when analysing Volkswagen ads, one can notice these characteristics throughout all the print ads.

The following paragraph provides insight into methodology used in order to carry out the analysis of 'Volkswagen' car advertisements.

4.2. Methodology

In order to conduct the advertisement analysis both quantitative and qualitative research methods are used. Quantitative method is employed for the purpose to gather 41 'Volkswagen' car advertisements that represent time period 2000 – 2015. This approach helps to collect data, interpret the results, and identify tendencies of the ads for the following analysis. As to the qualitative research method, it is employed in order to gain an understanding of each advertisement's content and analysed features.

Leech and Short's and Berger's methods on analysing advertisements allow to reveal various aspects and perception of the ad. Combination of these two approaches helps to analyse both written material and pictorials elements found in advertisements. Accordingly, perception of the ad and their expressiveness through these matters lead to achievement of the goal of this research – to analyse how 'Volkswagen' advertisements are constructed.

In order to simplify and construct the work, the author of this paper created a framework for the analysis purposes. The analysis itself can be found in Appendix 1 where all the advertisements are gathered and each aspect is analysed according to the framework. Furthermore an example is provided to gain an insight into the work.

Advertisement No. 1



New Caddy Maxi Life, infinitely bigger.



Code	2	
No.	Characteristic	Evaluation
1	General ambience	Generated sense of sincerity and feeling of belonging, as well as reminds experienced similar situations
2	Design	The biggest object is in the middle (teddy bear), car being advertised is not showed entirely, unsaturated colours
3	Relationship between pictorial and written material	Written material justifies the pictorial elements.
4	Use of space	In the pictorial part all space is used, whereas for the slogan and logo there is a lot of white space
5	Signs and symbols	The logo of "Volkswagen" is used
6	People/animals	A child, age 5-6 has a casual clothing, curly hair, is in the movement, looks determined of moving the teddy bear
7	Action	A child is carrying an enormous teddy bear to an opened car's trunk
8	Theme	A child wants to take his teddy bear with him in a car, so he carries it.
9	Typefaces	A slogan under the logo sign has slightly smaller case as the ad's slogan phrase
10	Item itself (role in culture and society)	Family values, care of children and their wishes
11	Attitudes/values/beliefs	Family as a value
	Language	Adjective 'new' used to emphasize item's novelty, non-gradable adjective 'infinitely' which cannot be measured. Car model's name is included in the textual information to relate other words with that.

All 41 advertisements are analysed in the same way by evaluating each aspect separately.

Next chapter deals with findings of the analysis of 'Volkswagen' car printed advertisements. Material is grouped by first impression of the theme/values expressed, and the final part provides with conclusions of the main characteristics.

5. ANALYSIS OF ‘VOLKSWAGEN’ CAR ADVERTISEMENTS

This chapter deals with findings in ‘Volkswagen’ car advertisements that discuss both pictorial material and written material. Analysis is done by following patterns provided by Bergen (2011) and Short & Leech (1981) that are discussed in the previous chapters.

To commence, the analysis of ‘Volkswagen’ printed car advertisements cannot be characterised a simple task by any means. First of all, the appropriate methodology must be chosen since not all the features which are described by scholars can be included in the present research. It is caused by the lack of several aspects in the ads. For instance, cohesion cannot be included since most of the ads contained only one or maybe two sentences, and it would not be appropriate to discuss this aspect. The approach itself was already explained in the methodology part, but it needs to be emphasized again that various attempts were made in order to even develop a framework. Secondly, each of us has his/her own views, experience and knowledge that affects the work and things seen in the ad. Thirdly, some of the messages can be read only by the second or even third attempt. This is just how our minds work – not everything is clear just at the first glance.

Nevertheless, in order to discuss the characteristics and expressiveness of the ‘Volkswagen’ printed car advertisements, the author decided to group material by values/topic expressed in the ad based on the general ambience. This helps to evaluate and describe the group of ads that share at least one common characteristic – topic. Accordingly, these groups are (descending order of items within the group):

1. Quality & money (8 items) – expresses quality matters, including money aspect and their relation (code 4);
2. Other (6 items) – other aspects which does not apply to any other category above (code 8);
3. Family & relationships between people (5 items) – expresses relations between people, including family (code 1);
4. Practicability (5 items) – expresses how practical is the item (code 6);
5. Time (5 items) – expresses time matters, including efficiency by the period of time (code 3);
6. Political & social standards (4 items) – expresses existing standards in the society (code 5);
7. Care (4 items) – expresses care about others, also empathy (code 7);

8. Safety & stability (4 items) – expresses security matters, including being stable (code 2).

Code in the brackets identifies belonging to the group - the same code numbers can be found in advertisement analysis (Appendix).

All together 41 advertisements were analysed covering time period year 2000 – 2015. Further on, the present paper discusses characteristics of the advertisements within one group. An example of advertisement representing the group is added.

5.1. Quality and Money

Advertisement No. 9



The group of advertisements, where such matters as quality and money can be marked as characteristics, contains 8 items: ad No. 4, ad No. 9, ad No. 10, ad No. 18, ad No. 25, ad No. 26, ad No. 30, and ad No. 31 (Appendix 1).

General ambience includes music concert (ad No. 4), general incomprehension (ad No. 9), time spent at the seaside (ad. No. 10), comparison of two items (ad No. 18), being in trouble (ad No 25.), end of something (ad No. 26), trust (ad. No. 30), and quality no matter what (ad. No.31). It can be observed that within this ad group general ambience relates to quality or time. For instance, advertisement No. 26 contains a candle which has burned out, this gives a general feeling of the end of some process. The same can be referred to the trust in advertisement No. 18 where expert-look-a-like person is looking at a car model with a concerned face expression. In this way the general ambience of all the ads refer to quality or money. This particularity could be explained as these matters are important for a potential customer.

Relation between pictorial and written material is tight since written text explains how pictorial material should be perceived and understood within the context of cars. For example, in advertisement No. 9 shaved ram animal does not make any sense if the slogan below is not read. By this, extra curiosity is created in a way that one by looking only at the animal is quite

confused and seeks for the explanation that can be found below. This ensures that the potential customer is aware that the particular items advertised 'Volkswagen' car.

Simplicity is observed when the use of space is analysed. Only in three out of eight instances, additional items to main objects can be found in the pictorial material. However, they form the background, e.g., landscape view. To exemplify, this can be referred to ad No. 10 where the main object is car with a man trying to pull out a dog. It is surrounded by beech sand and some green bushes/grass that does not play any significant role. In other five advertisements there is only one main object that is placed in the middle of the ad and do not occupy whole place.

In all eight cases only 'Volkswagen' logo the only symbol used. This logo creates associations with the company so the whole attention can be directed to it. That excludes possibility to have a confusion or misunderstanding of any other symbols or signs used.

In three out of eight advertisements people or animals can be observed. Namely ad No. 9, ad No. 10, and ad No. 30. The only animal is seen in ad No. 9 where a white ram animal with grey/black horns and shaved back part is displayed. The shave makes it too look unnatural. In other two ad (No. 10 and 30) can be seen two men, however they cannot be seen closely. As it is case of ad No. 10, the man can be seen only partly. The expert-look-a-like man in ad No. 30 is complementing the message of the ad since his delighted and concerned facial expression gives an impression that he has struggle to 'say goodbye' to a car. His outfit and body language shows that he is an expert in the field, so that the target audience trust his opinion and see quality in his work i.e. advertised car model. Yet the lack of people or animals in the advertisements helps to focus all attention to other objects.

It is noticed that themes of quality and money advertisements are closely related with general ambience. Particularly, quality for a reasonable amount of money aspect is observed in many different ways. That can be perfectly tuned car, luxurious car for any road, comfort, small price for so qualitative car, technical requirements for a luxurious car, quality can be seen when the car is operating, experts have hardly worked on the specific car model, and the car is appropriate to drive any roads (ads No 4, 9, 10, 18, 25, 26, 30, 31). One may suggest that if the theme of the ad is recognised, then the advertisement can be recognised as successful. This is also the case within quality and money ad group since all themes recognised delivered the message of quality and money – important factors when buying a new car.

In all of the instances written material did not contain any particularities of typefaces that could be pointed out. Moreover, they shall be described as simple, only having in bold name of the car model. This helps to remain simplicity and directs attention to the car model's name.

Items advertised altogether shall be described as qualitative cars that have this reputation also in society. By extra emphasizing it within advertisements, already existing target audience is reminded about the matter, while potential customers are introduced with the concept.

Advertising is thrilling discourse since it is not only about the product or service, but it also reflects existing attitudes, values and beliefs within the society. This particular ad group is not an exception. Indeed, there can be seen such aspects as less noise is better (ad No. 4), poodle dog is believed to be luxurious (ad No. 9), dog walks are important (ad. No. 10), car can be big, but its price small (ad No. 18), luxurious car has to be qualitative (ad No. 25), candle is a symbol of life span (ad No. 26), it is hard to let a thing go if one has invested a lot of effort in it (ad No. 30), and car should be good for driving any roads (ad No. 31). It helps to create a personal connection since one can recognise him/herself in the particular situation.

Language in the textual part of the ads can be described as simple and having short utterances. Nevertheless, adjective choice emphasises quality aspects such as words ‘luxurious’, ‘original’, also phrase ‘let it go’. This figurative utterance create an emotional bond and shows emotions of the person seen in the ad. Important is choice of articles, for example, in ad No. 18, ‘the car’ and ‘the price’ give an extra stress on particular aspects. Parallelism is observed in ad No. 10 where usage of adjective ‘luxurious’ relates to car model’s name – Passat Estate. In general also language can be described as a sample of simplicity.

As to main peculiarities, it shall be concluded that general ambience is closely related to quality and money aspects; ads do not contain numerous big objects, the main ones do not occupy whole space; written material justifies pictorial material; only sign used is ‘Volkswagen’ logo; people or animals do not play a significant role, more like a tool for expressing the message; themes of the ads cover aspects that show quality; typefaces can be characterised as simple with an emphasis to car model’s name; advertised items are known as qualitative cars; beliefs expressed are various, yet they reflect the target audience’s values, and language used is simple, but adjectives used give us the sense of quality and luxury.

The following group discusses the results of analysis of items that could not be divided into any other category.

5.2. Other

Advertisement No. 34



The Golf R 32. 0 – 100 in 6,6 sec. 

The last group gathers six items that cannot be grouped with other elements or do not share a common general idea as any other group. These items are ad No. 11, No 15, No. 22, No. 33, No. 34, and No. 39 (Appendix 1). Further on some general and interesting characteristics will be discussed.

As to the general ambience, ad No. 11 leaves an impression of incomprehension and unrealistic sense; ad No. 15 creates a mystery; ad No. 22 has a general ambience of easiness and levity. On contrary, ad No. 33 causes fear of such a huge bug while ad No. 34 provides with matter of sports activities, but ad No. 39 – leaving. It can be concluded that there exists a wide variety of general ambiences, however it should be kept in mind that cars are the items advertised. In other words, the aspect of car is not the one being recognised first when looking at the advertisement.

In four out of six analysed materials, a car can be seen or recognized in the ad (ad No. 11, 15, 22, 39). Ad No. 33 has a big, brown bug in the middle of the ad and ad No. 34 – a bullet-like golf ball. In material it can be observed that the main item is placed in the centre of the ad, while colours and reality aspects differ.

Although different, material share a common characteristic of the relationship between pictorial and written material. Namely, in all the ads the written material justifies the pictorial material in a way that it describes and explains what is depicted in it.

In all the cases, the main object does not occupy the whole area. Actually, it could be claimed that in all the cases there is left place, so it gives a sense of emptiness, yet not in unpleasant way.

Nevertheless, it was mentioned that a lot of matters differ in these advertisements, there is one more feature common for all the ads. Correspondingly, all of them have ‘Volkswagen’

logo as the only symbol used in the pictorial part. The only exception is ad No. 22 where 'Spotify' logo is used additionally.

Two items have either people or animals in them. First one is ad No. 11 where crossed man's arms are recognised, but that is the only part which can be seen. The other one is ad No. 33 which shows a brown bug (cricket) with two antennas-like horns, green round eyes and an open mouth looking surprised. Other items present an action that could be characterised as static.

Regarding what advertisements are about, this particular group comprises items that share rather different themes. For instance, ad No. 11 shows that one can catch the great price of the car. That is compared expressed by capturing a car in a glass. Other ads express that the car has a great stereo system (ad No. 22), being closer to the road surface (ad No. 33), and the car is fast (ad No. 34). The most interesting is the case No. 39 where 'Volkswagen' appreciates its customers that have been loyal to that particular car model. This advertisement is not the one where something is being promoted. On the contrary, the company has made an advertisement to announce that the car model no longer will be available for the purchase, so it is a 'good-bye' for the car.

As to attitudes, values or beliefs that are recognised, ad No. 11 expresses the desire to catch a thing/opportunity that can escape; ad No. 15 show that one always want to see what is hidden; ad No. 22 turns to those who believe that music never allows one to feel lonely; ad No. 33 directly expresses that things look different if one looks at the them in a zoom; and sport lovers will recognise the golf ball that flies fast in the ad No. 34. Finally, the emotional saying good-bye can be observed in ad No. 39.

Language peculiarities within the group can be described as following. First, sentence constructions are simple, contain no-complex sentences in the present tense. Second, figurative meaning of the word 'catch' is recognised in ad No. 11 where it creates pun effect. Social beliefs are found in the ad No. 15 where 'see what is hidden' is showed in a literal way in the pictorial material, but refers to symbolism in the meaning within the society. The same refers to ad No. 33 where the word 'closer' describes the bug, but it is used in a figurative meaning in order to respond to the company being open about everything related to car technical support. Alliteration can be observed in ad No. 22 where 'playlist' and 'to-do-list' has a rhythmic sound. Ad No. 39 has its own characteristics where antonyms are used instead of their common usage. For example, words 'unintroduction' or 'no dealership'. This oxymoron gives an opposite meaning of words so that good-bye matter is emphasized. An interesting is the case of ad No. 34 where a bullet-golf ball is displayed, but in the bottom part of the ad acceleration of the car is described. That refers to comparison of bullet and the car model.

All in all, this group of advertisements employ many different approaches in order to advertise the car model. First, advertisements do not have the car as the main object. Second, themes of the items cover such aspects as qualities of the car or farewell. Additionally, sentence structures are simple, but the text consists of wide variety of stylistic devices that enrich the material and makes it more attractive for the audience.

The following subchapter deals with advertisements covering family and relationships between people.

5.3. Family and Relationships between People

Advertisement No. 12



All together this group includes 5 items which share common topic observed in the ad. Accordingly, those are family and other relationships between people that includes friendship, family ties, and romantic relationship (Advertisements No. 12, No. 13, No. 19, No. 27, No. 37, Appendix 1).

To begin, general ambience of the ads includes the generated sense of celebration and reminder of entertainment activities (ad No. 12), experience when conversing with a love interest (ad No. 13), parents' pleasure of having a new born (ad No. 19), time spent together with your family members (ad No. 27), and fun activities with friends (ad No. 37). All of these associations created are related to common experiences among people. For instance, experience when conversing with a love interest (ad No. 13). It points to common human experience of at least some awkward moments when people have tried to leave the greatest impression, but have failed because they have not stopped for a moment to reconsider what should be said.

This leads to a conclusion that general ambience of the advertisements reflects common experiences or practices. What is more, the ads of car model which have their target audience as for example, families or other people whom human relationships are essential, reflect common experiences related to parenting (ad No. 27), children birth (ad No. 19), time spent

with family members or friends (ad No.12, 13, 37) . Correspondingly, the ads of car models with young people as their target audience show and remind experiences which are familiar to young people, for example, summer festivals, fun moments when being a student, etc.

To continue, design of the specific ad group differs from one to other. Yet in most of the ads, the main action is placed on the right side of the picture. For example, a father and son peeing by the tree (ad No. 27) is not even the main object in the ad, but is the main message placed on the right side. Additional characteristic of the ads is that most of them does not show or does not concentrate on displaying the specific car model being advertised. For instance, in the advertisement No. 19 there is only a quote ‘Congrats Mrs. Lecter, it’s a boy.’ that could deliver a different message if not seen together with a slogan and ‘Volkswagen’ logo below. Moreover, in some instances the car is just complementing pictorial material without emphasizing that this item is the one promoted. That can be seen in the advertisement No. 12 where the car is just a part of the festival background. Attention to the car is redirected by a slogan placed near by the car model, or placing a smaller picture of the car model below in the white area. This makes one not to feel pressured by the advertisement main object, i.e., car. Moreover, in many instances the pictorial material could exist on its own if not a slogan ‘Volkswagen’ logo below.

Regarding relationship between pictorial and written material, the visual aspects justify the textual part (with an exception in ad No.19). To explain, if one saw only the pictorial material there is a slight chance that he/she would recognise what the item being advertised is, or what is meant by the activities seen in the picture part. An example is the picture of three young people riding a dumpster down the hill, rubbish is flying out of the ‘vehicle’ (advertisement No. 37). This ad could be understood differently if there were no slogan and a small picture of a car model.

Common characteristic is that objects of the ad do not occupy the whole space. In four instances out of five, the bottom part of the ad is a white area consisting only with a slogan and ‘Volkswagen’ logo, or some other small objects that do not occupy the whole area. This gives the impression that the ads are simple, not ‘pushing’, and it creates a sense of modesty.

This group of ads that represent family and other relationships between people, do not show any animals, but only few people can be clearly described. Out of five group components, four demonstrate some people, and one displays drawn human-like figures. In one of the ads (advertisement No. 12) it is impossible to describe people in details since it is a festival scene, and people are just in the background as a jointed blurry group. Yet in rest of three advertisements the common characteristics of people are that they all are white skinned, wearing casual clothing, and have blonde or light brown hair colour. It would be too much to

claim that it means that the particular 'Volkswagen' ads are racist, but yet it is fact that no black skinned or Asian look people are seen in the advertisements. This should be the subject of another research, but as a guess, it may be caused of the fact that 'Volkswagen' company is German and often are characterised as conservative, and they are not opened for such matters.

In 4 out of 5 ads there is an action happening. In general, those can be described as a reflection of general ambience. Accordingly, a father peeing together with a son (advertisement No. 27) reflects time spent with family members, in this case peeing together represent activities that people usually **do** together. In general, activities express matters that one expects to see from the particular characters and the action complements the main message of the ad.

The themes of the ads represent qualities of the car models. For instance, in the case No. 13 specific car model prolongs time before the accident so that there is more time to think and act. In general, it could be stated that the all themes bear the same message - car is the solution of the situation.

Typefaces cannot be evaluated as specific, the only characteristic is that the slogans are in bold. This relates to the usage of space in the sense of simplicity. Since no specific typefaces are used, the written material does not disturb or divert attention from the main picture.

Items advertised are family cars, iconic car models which are safe and protect from dangerous situations, and also are affordable for people with low income, i.e. students. This is connected to target audience and what is important for them.

Attitudes, values or beliefs directly represented in the ads include young people can being crazy (ad No. 37), time spent with a family is precious (ad No. 27), having a new born is not always expected to happen (ad No. 19), one should think before act (ad No. 13), young people find useful to have a wide backseat (ad No. 12), and family as a value (ad No. 1). At the first glance it seems that these attitudes do not share common characteristics. However, they reflect what is important and what attitudes, values or believes share the target audience.

Surprising is similarity between language aspects within ad group. First of all, all the ads use short, consisting of simple sentences which not always can be considered as a finished. For example, in advertisement No. 1 sentence 'New Caddy Maxi Life, infinitely bigger' is basically just a name of car model and adverb characterizing the degree of the adjective. Another common feature is the usage of extreme adjectives and verbs such as 'infinitely'. Additionally, usage of allusion in the word play and events. For instance, in the advertisement No. 19 where child's birth is considered to be 'a dangerous situation' – the same as an accident with a car. Also usage of personal pronouns 'you', 'your' is a common feature in order to address the target audience in a personal manner. All in all, group of the ads uses language that reflects experience

in the past and the result in the present time. That can be described as a short utterance that speaks to one personally regarding one's experience.

To sum up, general ambience of the ads reflect experience and feelings of the target audience; the car model being advertised is not the main object in the ad; written material justifies the pictorial material; objects do not occupy the whole space; the only symbol used is 'Volkswagen' logo; no specific typefaces are used; there is a link between items advertised and message delivered; the car model is the answer to situations showed – how to do or not to do; ads reflect attitudes, beliefs or values that are considered to be important for the target audience, and the language used is simple and employs personal pronouns.

The next group discussed includes ads that express time concept.

5.4. Time

Advertisement No. 3



This group of five advertisements includes material where time concept is observed as the most typical one. It includes both time in terms of years, and the time of year. The group includes advertisements No. 3, No. 7, No. 14, No. 32, and No. 35 (Appendix 1).

It shall be stated that the time concept is showed in various ways, namely, by a sandglass (ad No. 3), by a man putting a pack of charcoal in car's trunk (ad No 7), by car model not losing value over time (ad No. 14 and 32), and by car item being able to overtake future (ad No. 35). This shall be considered as 'Volkswagen' ad characteristic – show an idea in unpredictable and creative way.

Even the objects and actions differ within advertisement group, it shall be concluded that common tendencies can be found. One of them is that in all the ads the main object is placed in the middle – whether that is a man on a scooter (ad No. 32) or a sandglass (ad No. 3). Another aspect is that in 4 out of 5 cases, a vehicle (a car or a van) is showed in the pictorial material.

In 2 out of 5 analysed materials, one can observe the presence of winter. It may not be the focus on the present paper, yet it could be explained with the fact that target audience of specific advertisements are men, and it is mentioned by researchers (for example, Online 16) that men tend to focus on the objects placed in the middle of a picture, while women – on the actions or objects around it.

Within this group the same pattern as in other groups occurs. Accordingly, justification of pictorial material by the written material can be found. In other words, the main message of the ad can be perceived only when the addressee not only sees the pictorial material, but also reads the written material. It means that without the written material, impression of the ad could be different as it is when those two are linked. This relates to the chapter ‘Volkswagen advertising activities’ where it was mentioned that one of the features of the company’s ads is their independence.

One must claim that there is a common propensity to have a white area in the bottom part (3 out of 5 instances), and in whole, objects do not occupy the whole area of the picture. This makes the design to look simple and creates a common pattern that can be recognised in various company’s advertisements, so that audience associate that with ‘Volkswagen’.

In all 5 instances the only symbol used is ‘Volkswagen’ logo that may be claimed to be known in the public, as well it is placed on ‘Volkswagen’ cars physically. This leads to associations that people have, so it can be supposed that the logo is recognised both in streets and ads. The lack of symbols reduces information that one shall get from the advertisement, so the message is ‘cleaner’, i.e. attention is directed to the main object.

People are observed in two advertisements out of five (ad No 32, ad No. 7). In both instances those are middle age white men who are not directly looking forward and seems that they are in the middle of an activity. Namely, putting a coal bag in car’s trunk or checking whether it is safe to ride a scooter. One of them is dressed in casual clothing appropriate for winter (ad No. 7), another – grey suit and is wearing glasses (No. 32). Moreover they could be considered to be the same person in the sense of general ambience. By this, it shall be explained that they are regarded to be ‘typical men’, so that the target audience can personalize them with those characters and imagine themselves in particular situations

In general, all three ads activities describe that someone is on the way to drive somewhere, or is already on the way. Here the aspect of vehicles must be taken into consideration. In other words, the object of advertising in all instances are cars which are originally meant for moving from one place to another. By reason of this, activities observed are related to the product of the advertisements and the ads themselves can be described as simple.

Themes of the advertisements differ, yet they have some common tendencies. Theme of ad No. 3 relates to specific car's quality. Namely, even the car is already used for some years, its value does not decrease. In ad 7 the man is preparing for a summer barbecue even it is winter. In ad No. 14 the main theme is that the van does not lose its value during decades – either in the sense of quality, or price of it. As to ad No. 32, the specific car model does not devalue as fast as other cars. Finally, ad No. 35 expresses the specific car's capability to overtake 'future' and other cars. Altogether, all themes refer to car time that does not influence quality of cars, or time is just a relative aspect when it comes to 'Volkswagen' cars. This can be referred to the matter that time is usually considered to be an important factor since one cannot control it, but the advertisements emphasize that in the case of specific car models it does not influence them.

In all the instances slogan and car's model name are in bold and in some cases bigger case than other material. This shows simplicity, however emphasizes the most important information that one should receive.

Items advertised cover such features as ability to be fast (ad No. 35), qualitative (ad No. 32), practical (ad No. 14), fuel-efficient (ad No. 7), and good way to save money spent on a car (ad No 3). This is also reflected in their advertisements, so that both qualities of the car and the message in the ad does not contrast. This aspect shows that the advertisements convey the message in a way that a target audience gain the right impression.

An interesting matter is attitudes, values and beliefs expressed in the advertisements as they not always reflect themes of the ads. In the case of ad No. 3, the wish to find a way how to stop the time flow, ad No. 7 - nature process of season change and future prediction, ad No.14 – some things do not lose their value over time, ad No. 32 – a businessman should drive a car appropriate to his status, and ad No. 35 – if a vehicle is small, it can drive faster. In two of these cases it can be observed that factors cannot be affected by a man. Namely, time flow and season change. There are two other cases of quality of the car, and one – social standards. Overall, it may be stated that attitudes reflect matters that are important for a person whether those ones which can be influenced or not. This gives an impression that the advertisements suggest how to deal with those, or how to change unchangeable.

Language peculiarities include such aspects as a usage of a strong adverb, e.g. 'never', employ the present and past tense, simple construction sentences, rhetoric question, advice giving sentence, pun effect constructions, and comparative adjective. It shall be generalized that in all of the instances there is a common tendency to use simple and short sentences, also such aspect as an expression of a certain attitude (advice giving, rhetoric question) are common. These matters help to convey already a certain attitude or impression. For instance, as to the case of pun effect, it gives a double meaning to the written utterance, yet it also delivers a

humorous effect that is recognised in various ‘Volkswagen’ advertisements. In general, simple sentence constructions that are combined with humorous devices create a clear message that can be easier remembered for a longer time.

To sum up the group of advertisements, their general ambience is ironic and makes one think of the time flow in various situation. The main object is placed in the middle of the ad to direct attention to the vehicle or action. Written material is closely related to the pictorial material, so that they both complement each other. In addition, simplicity is achieved by wide usage of white space and only one symbol – ‘Volkswagen’ logo. People in the ads are preparing to go on their way, or the movement is showed directly. The themes of ads cover matter of time flown and time concept in general in various ways for perceiving them. In the ads only slogan and name of the car model is in bold, so that it is emphasized. The message delivered reflect items advertised. As to attitudes, values and beliefs, they suggest that time is an important factor in our lives, and in some cases there is an attempt to show that we can change it. Finally, language of material is simple, does not contain complex utterances, yet humorous effect is created by usage of puns.

The following group of ads emphasizes practicability.

5.5. Practicability

Advertisement No. 17



The group of advertisements where practicability aspect is one most obvious observed consists of 5 items. Those are advertisements No. 16, No. 17, No. 20, No. 24, and No. 29 (Appendix 1).

As to general ambience, ad No. 16 expresses two words being together. Namely, those are nature and mechanics (car). Similar aspect can be referred to ad No. 17 where the power of nature is contrasting with technologies. Other three advertisements provide audience with unrealistic situation and created incomprehension (ad No. 20), mystery (ad No. 24), and creativeness (ad No. 29). Yet in four out of five analysed materials, the power of nature is shown

directly, while in the case of advertisement No. the main emphasis is on the car which can overcome natural obstacle, i.e. it can drive in a river. Nevertheless, all ads share a common ambience of showing how the car model can be practical and useful in various conditions. The only exception is ad No. 20 with a bear-squirrel creature where car model is not shown, yet it expresses that with the specific car model even processes in nature can be changed. This presents that practicability can be expressed by car ability to deal with different nature processes.

All ads have the design where the action or car is placed in nature, so colours and landscape correspond to that. In ads No. 16 and 20 the main object is placed on the right side, in ads No. 17 and 29 on the left side, but in the ad No. 24 the main emphasis is in the middle of the pictorial material. Having the main object not in the middle helps to keep the balance between nature environment and the vehicle interrupting it. As to the ad No. 24, having the main emphasis in the middle creates associations with a realistic situation when one must clean car windows when there is a heavy rain.

In all cases the written material helps to comprehend and perceive the pictorial material. That shows that there is a strong linkage between those two and they complement each other.

Ad group has also a common characteristic of having a white area in the bottom part of the ad where is placed only 'Volkswagen' logo, slogan and name of the car model. This helps to recognise company's advertisements since this is a common feature..

The only ad that has an animal and action in it, is item No. 20 where a rather unrealistic creature roaring can be seen. It is a combination of a squirrel and bear – a body of a squirrel and a head of a bear. For this advertisement that has an important impact since its size and appearance complements the message of 'small but ferocious'.

Themes of advertisements cover such aspects as: a suspension system protects car when it is washed (ad No. 16), car can drive different quality roads, so a driver can experience a wide range of emotions (ad No. 17), the specific car model may be small, but it is ferocious and powerful (ad No. 20), car wiper blades help to clean the front window even there is a bad weather (ad No. 24), and the specific car model is so well equipped that it is possible to drive along a river/canal (ad No. 29). All themes are rather different, however they represent car model/their features that are practical in any weather conditions or environments.

Typefaces used are simple, car model's name is on bold in order to emphasize it. Items advertised are practical and they are convenient to drive various road covers - whether within urban or rural areas. Moreover, it is pointed out that bad weather conditions are not an obstacle for a comfortable and pleasant ride. Car model in ad No. 20 is an exception of the group since it promotes a car model that is small and compact.

Nature aspect is represented in attitudes and beliefs of the advertisements. Ad No. 16 expresses that being closer to the nature should be considered as desirable; ad No. 17 shows how majestic the power of nature is; ad No. 20 depicts the belief that a small animal can be a ferocious creature; ad No. 24 shows that there is a light in the end even the way to it looks scary or bad, and ad No. 29 expresses people's attempt to avoid traffic jams as much as possible. Such variety found leads to the assumption that those attitudes, values or beliefs are important for the target audience and they can find themselves in similar situations.

Language used in the written material shows usage of figurative meaning. For instance, in ad No. 16 'car wash' contrasts the pictorial material since not the common way of doing can be observed. The same ad employs simple sentence constructions and measurements that are expressed in numbers that can also be observed in ad No. 17. Interesting is the use of 'multi-story' as adjective to describe a car park in the item. It is not a common way to describe it, yet that gives artistic feature and creates a metonymy effect. Adjective 'permanent' accentuates that a drive can remain the same quality under different conditions.

Language of ad No. 20 can be characterised as humorous. Sentence constructions are short and non-complex. Yet a comparison of two things can be observed in the case of 'small but ferocious' where adjectives are used as antonyms. By their literal meaning that is not the case, however the advertisement language employs them in a neologism way.

In ad No. 24 interesting is the case of a word 'superior' where it can reflect the pictorial material or can be referred as an allusion since this is a common way how people imagine the power of nature – both in a religious or nature sense.

In ad No. 29 rhythmic pattern of 'could' and 'would' provides with an alliteration effect since those two have similar soundings. Contrast is made by usage of 'not' in the first part of the sentence that is followed by 'could' in the second.

All in all, this group of advertisements express practicability within nature aspects. Their design reflects naturalistic landscapes (pictures) where the written material justifies and explains what is being advertised and how it is related to what is seen. As an only symbol 'Volkswagen' logo is used which can be recognized since that is a repeating pattern of this company's advertisements. Themes of the ads cover such matters as practicability, technical support and equipment that is convenient for driving under various conditions. These themes also reflect items advertised. As to attitudes or beliefs observed in the material, those express how powerful the nature is and how it can co-exist with a human. Finally, the language delivers humorous effect by rich usage of figurative language that is expressed in short, non-complex sentences.

Furthermore, analysis provides with a discussion of findings within ad group that expresses political and social standards.

5.6. Political and Social Standards

Advertisement No. 6



A special offer for those who need some privacy.
Purchasing any Volkswagen, you get a window film for free.

Recreio
Volkswagen

The group of these advertisements consists of four items where expression of political and social standards is observed as the main aspect. Accordingly, these ads are No. 5, No. 6, No. 28, and No. 40 (Appendix 1).

General ambience covers such aspects as relaxation in a warm summer day (ad No. 5), need for privacy and suspiciousness (ad No. 6), annoying pets (ad No. 28), and unexpected content of shape (ad No. 40). To explain how such aspects can relate to political and social standards, it shall be pointed out that all four items express social and political standards in a way. For example, in ad No. 40 one can see a fish shape on the left, but on the right there is a cat in the same shape as the fish. This expresses that there is a standard of fish and one suppose that only fish has that shape. Yet this advertisement disproves that only one item can have this specific shape.

All four items are rather different by their look, yet they have common characteristics as: main object is in the middle, 'Volkswagen' logo and slogan is placed in the bottom part of the ad, and there is no wide variety of colour use. These all common features help the target audience concentrate on the main message (as the main object is in the middle), people also recognize 'Volkswagen' by the fact that company's logo is always placed at one place, and usage of natural colours simplifies message and makes it less obtrusive.

In three out of four cases written material justifies pictorial material. To explain, text reflects the idea of what is visually expressed. By this it can be stated that there is a strong

connection between those two aspects, so that one is complementing other. As to the ad No. 5, the word 'topless' literally describes what is meant by the pixel spot on the roof of the car.

In three instances (ad No. 40, No. 28, No.5) the main object does not occupy whole space. In other three (ad No. 6, No. 28, No.40) there is a white area in the bottom part of the advertisement. This use of space implies that not all space needs to be used in order to provide target audience with the message, as well as that creates a simplicity.

In all group items 'Volkswagen' logo is used as the only symbol, yet in ad No. 5 there is also a pixel spot which can be referred as a symbol. That is typically used in order to cover something that is not socially accepted, e.g. woman's naked bottom part. The pixel spot directly expresses social standards which determine that car's 'topless' part must be covered since it is compared with woman's top part. In this case this symbol has an important role in the advertisement. As to cases of 'Volkswagen' logo used, it is commonly recognised in the society and informs that the specific car model is made by this company.

In two of four advertisements there are people or animals. Accordingly, in ad No. 6 an Arabic look man can be seen and he has black beard and he is wearing a white Muslin cap. This person has a big impact on the message of the ad since the slogan states that the car is 'for those who need some privacy'. This could be assumed to be a bit racist utterance to claim that Arabic men need privacy since it is a stereotype among society. Yet his look and outfit helps to convey message of privacy matters. In ad No. 40 a tabby cat that is sitting can be observed so that it is forming a shape of a fish. The choice of cat first may seem to be random, but it complements the message 'don't rely on something just because it fits'. A cat is a natural enemy of a fish, so even they have the same shape they are two 'opposite' beings. This creates more impressive emphasis.

Themes of advertisements cover such aspects as humanization of a car by comparing its roofless with topless (ad No.5); tinted windows provide extra privacy (ad No. 6); the car has extra silence in its cabin (ad No. 28), and non-original car parts can cause extra damage (ad No. 40). The choice of advertisement pictorial and written material shows creativity of their producers because ad themes reflected can be still found in the advertisements.

Typefaces of advertisements within the group can be characterised as simple, only having in bold shrift name of car models. An exception is advertisement No. 28 where the shrift used creates a pleasant composition with the pictorial material. In this advertisement shrift in upper part is well designed and has an artistic look. Yet information about the car model below is in simple shrift with no specifics.

Items advertised can be characterised as: a free time car known for decades (ad No. 5), well-known model which is in the list of top sold cars (ad No. 6 and 28), and it is commonly believed that original car parts are better to be used (ad No. 40).

Car advertisements represent various attitudes, values and beliefs that are common in society. Those include social standard that woman's topless part must be covered (ad No. 5), political and social standard at the same time that Arabic look people want to hide and have their privacy (ad No. 6), Chihuahua dogs and Paris Hilton look-a-like people are considered to be annoying (ad No. 28), and that the first impression can be wrong (ad No. 40). Thus these attitudes and beliefs are different, yet they represent social and political standards that exist in the society. The use of their expression in the advertisements shows that the target audience recognizes them and it is acquainted with such attitudes and beliefs.

Usage of language is interesting in a way that allusion is used (ad No.5) when a cabriolet car is personalized with a woman. The same aspect is observed in ad No. 6 where the text refers to the information about people who want to hide. As to lexical devices, phrasal verb 'rely on' is used in a figurative meaning (ad No. 40). Associative usage of a verb 'yapp' is observed in ad No. 28 where also an epithet 'shrilly' provides with negative associations with the sound of a dog. All in all, mainly sentences are simple and employ the present or past tense, as well as wh- clause are used in one case (ad No. 6).

To summarise this group, expression of attitudes, values and beliefs are reflected by both representation of people and themes, as well by usage of symbols. In all the ads the main object is placed in the middle of the ad, as well as not all the space is used. Additionally, language is simple, yet contains interesting lexical devices that enrich the message.

The following subchapter is devoted to the discussion of peculiarities within ad group representing care aspects.

5.7. Care

Advertisement No. 8



The group consists of four advertisements where care and empathy are recognised as the emphasized characteristics. These ads are: No. 8, 21, 36 and 38 (Appendix 1).

The general ambience of two of the items is particularly the sense of empathy and compassion (ad No. 8) and care of children (ad No. 21). Other two can be characterised as romantic relationship (ad No. 36) and family time in summer (ad No. 38). Nevertheless, they do not share common ambience features, all four advertisements relate to the care in way of taking care of people or animals, only the approach of its expression differs. This shows that it is believed that the target audience considers care or empathy as a close matter to them.

Analysed material shares a common aspect of having real life related situations. The only exception is the case of ad No. 8 where the action does not reflect day-to-day activities, however the accident itself is. In advertisements No. 8, 21, and 36 the main objects and action are placed in the middle part of the picture, but in ad No. 38 the main actions are taking place on the left side. Moreover, the action in three of four cases is not directly related to a car (ad No. 8, 36, 3), and even in ad No. 21 the main focus is on a little girl, not the car placed in the middle.

As with the other ad groups, repeatedly in all four advertisement it can be observed that the written material justifies the pictorial material. By this one can comprehend and find an explanation of what can be seen in the picture. Such elaboration makes both aspects important, yet the pictorial material can exist on its own. If the case, the message delivered to the audience would differ. This shows both element linkage and inseparability.

Three items (ad No. 8, 21, 36) out of four have a white area in the bottom part where only a slogan and company's logo is placed. Yet in all the cases objects occupy only partly the pictorial part, the rest is a background depiction. Such usage of place creates an effect of simplicity and makes the situation to look realistic.

The only used symbol is 'Volkswagen' logo that serves as a reminder which company's cars are advertised since it is widely recognised among the society, and there is no a necessity to emphasize it.

All advertisements show people. In ad No. 8 that is a middle age man wearing a suit and trying to help the dead animal. Ad No. 21 has a little girl (4-5 years old) who is playing with a ball. Additionally, a copy of her is placed on the other side of the car. In ad No. 36 a couple (both about 30) can be seen. Both people are dressed in a casual clothing. Finally, last item, No. 38, shows a man and a little boy supposed to be his son. They both are hugging each other in a pleasant manner.

People and animals being in these ads can be recognized as a logical aspect. Namely, the relationship and interaction between them show care and empathy to each other that cannot be express being alone. It could be claimed that ‘Volkswagen’ attempts to express such emotional aspects and ‘play with feelings’ since people care about those they love and are sorry to lose.

Themes in the ads represent aspects important for the target audience. Those are: being suitable for those who care about animals and nature, car that can prevent inattention accidents, care for a lifetime, and car models that are trustful and can justify promises given by the company. Basically, themes reveal that if one cares about nature, his/her family members or romantic partner, the specific car is appropriate for a person. Accordingly, such qualities own items themselves: being environment friendly, being a family car, a car lasting for a long time, and a car one can trust on since it has a great quality.

Typefaces used reveal that the main focus is not on the shrifts or specific look of them. On contrary, textual material is designed simple, having in bold and bigger case only the name of the car models. By this, the main emphasis is on the delivery of the car’s name, and not grasping attention from other aspects.

It may declared that this group is rather expressive in the means of showing its focus aspect. Accordingly, attitudes, values or believes that can be found in the advertisements represent idea of ‘think green’ (ad No. 8), dangerous situations caused by inattention may occur often (ad No. 21), a strong marriage should last for the rest of the life (ad No. 36), and keeping promises to children is important (ad No. 38).

As to the language aspects, it can be describes as simple, expressed in the present tense. In ad No. 8 such features are used as wh- clause, pronoun ‘those’ in order to refer to the specific group of people sharing common interest of caring. That is also emphasized by usage of word ‘care’ which creates empathic mode. Personification of seeing the car as a human being can be found in the ad No. 36 where the expression ‘one and only’ is referred to car not human beings (lovers). In order to make the message more personal, pronoun ‘your’ is used so that one can feel as the approached one. The aspect of care can be observed in the case of ‘rest on’ usage. This phrasal verb is associated with emotional connection and trust between people. As to ad

No. 38, usage of ‘it’s’ repetition can be observed. Personal addressing is made by the personal pronoun ‘your’. Phrasal verb ‘keep promises’ directly shows the matter of trust and care.

To generalize, care and empathy aspects are showed through various aspects: people and animal relationship in the pictorial part, usage of personal pronouns and emotional phrasal verbs. Additionally, cars advertised are meant for those whom these aspects showed and described are important. All in all, the simplicity, realistic examples of care and empathy promote car models so that their target audience may recognise their own values in the ads.

The following subchapter deals with the final group of advertisements that express safety and stability matters.

5.8. Safety and Stability

Advertisement No. 2



This group gathers 4 items that express security and the sense of stability that includes advertisements No. 1, 2, 23, and 41 (Appendix 1).

This group is poorer in the number of items gathered as the previous one since only 4 items express security and stability as the main and the most obvious characteristic. Yet all three are different when it comes to the general ambience. Accordingly, advertisement 1 demonstrates a child carrying a teddy bear to the car; advertisement No. 2 shows an unrealistic situation (position of the electrician) that creates disbelief; advertisement No. 23 makes one think what cause of the dangerous situations is, and advertisement No. 41 provides with the first impression of a funny word play. This shows that security and stability can be shown in many ways – either as an example of one, or brings some associations of ‘danger’ to be misunderstood by incorrect grammatical construction.

Main action and objects are on the left in ad No. 2 while in other items the main objects are placed in the middle. The common feature of the all ads in within the group is that the logo of 'Volkswagen' is placed in the bottom right corner. In the three out of four advertisements there is a usage of only one colour (or a slight shade difference of one colour), in the remaining one - all the colours are nature based: brown with a slight difference in shades, and blue in the sky. This can be explained as the fact that bright colours are commonly used in the most of the ads of other products as it is claimed to be a good marketing approach, so 'Volkswagen' ads stand out, and also the company's advertisement campaigns are characterized as being simple without egregious effects.

Within this group the relationship between pictorial and written material can be described as that written material justifies the pictorial material. This can be found in two cases out of three, since one does not contain pictorial material at all. For this reason it can be claimed that the pictorial material seen separately could be understood differently and as well as it emphasizes textual information. In general, the advertisements show the creativeness of their producers since ads show such matters as stability and security in an expected way, so that these items stand out from other advertisements or commercials, and probably they are memorised for a longer time.

The common feature is that advertisements have a lot of free space and the main objects do not occupy the whole area. Moreover, the bottom part of all four advertisements is a white area consisting of a slogan, name of the car model, a little car model (in two of the cases), and 'Volkswagen' logo on the right. This makes the message clear and does not include unnecessary and unrelated matters.

The only symbol used in all advertisements is 'Volkswagen' logo which is placed in the bottom right corner.

The only advertisements which include people are items No. 1 and 2. In advertisement No. 1 a little boy, age 4-5, is wearing casual clothing and has light curly hair. However the man in ad No. 2 cannot be described in details what is caused by his remoteness. It can be observed that he is dressed in a uniform and is wearing a yellow helmet while repairing an electricity power line. Yet he has a significant role in the ad as being the main object and describing the message sent – he looks stable on the surface which is not considered to be safe. This is the emphasis of the advertisement as his activity shows that it is actually possible, i.e., one is so stable that he can **do** something, and that is connected with the item's advertising purposes.

Themes of the ads are following: if a child is determined to manage something he/she will do as he/she wants (ad No.1) an electrician can manage his work having an incredible stability (ad No. 2); the right distance between items make the difference (ad No. 23), and

syntax is important in order to convey the right and appropriate message (ad No. 41). This also is linked with the grouping – stability and security, as stable can be referred as secure. These two aspects complement each other and reflect the qualities of the advertised cars. This is what ‘Volkswagen’ emphasizes as its cars’ characteristics, accordingly this is clearly noticeable in the advertisements discussed.

In all of the advertisements it can be observed that there are no use of specific typefaces. Only in both advertisements (No. 23 and No. 41) where written material is the main object, it is in bold and bigger case as the text in the bottom part. Another characteristic is that the car model’s name all the words are capitalised that follows the grammar rules. This also shows that the message is conveyed as simple as possible.

The advertised items directly are linked with what is emphasized in the ads. Namely, advertisement No. 2 promotes a car which has a target audience of manual workers who highly value stability and practical aspects as it is important for their work. While advertisements No. 23 and No. 41 are considered to be safe (good brake system, reliable cruise control system). These cars are desirable for customers who value safety and consider that as a significant feature of the car when buying one. Accordingly, the message provided in the ads is linked with the qualities of the specific items.

Attitudes, values and beliefs are as following: family is a value (ad No. 1); stability is important for physical workers (ad No. 2); anger can cause dangerous situations (ad No. 23), and stopping at the right moment makes a significant difference (ad No. 41). All of them are related to safety aspects. This shows that the advertisements are successful if one can perceive the desirable message of stability and safety.

The common characteristic for all the ads is that written material employs simple sentences and the present tense. Also personal pronouns are used and adjectives that relate to superlative forms are used. For example, ‘highest’ and ‘the best’. As regards both advertisements that consist of written material as the main message (advertisement No 23 and No. 41), alliteration effect is created between ‘endanger’ and ‘end danger’ as they share similar soundings. Interesting is also the case of double meaning in the advertisement No 23. Accordingly, the sentence ‘the right distance makes all the difference’ can be referred either to the grammatical construction above or dangerous situations when driving a car. Emotional expression ‘the right moment’ is used in the advertisement No. 41 that makes one think what is the right moment. All in all, the advertisements play with grammar rules by showing how it can be linked with expression of safety.

To conclude, the main characteristics of the advertisements discussed above include general ambience of how important stability and safety is; simple design with a white area in

the bottom part of the ad; written material justifies pictorial material if any; main objects do not occupy the whole area. In addition, 'Volkswagen' logo is the only symbol used in the ads; there is no emphasis on the look of the people; actions represent people's occupation; theme of the ads emphasizes safety and stability, and the specific car models are considered safe vehicles. Attitudes, values, and beliefs reflect how important safety is, and use of language draws parallels between being cautious on roads and being cautious when writing.

Next, the final, subchapter gathers general conclusions on all the advertisement groups.

5.9. Conclusions of All the Groups

In order to sum up all the groups of advertisements and finding within them, further on general characteristics of each aspect of the analysis framework will be discussed separately.

1. General ambience

Common experience that can be recognized by the target audience is found in all of the items. That includes emotions, states, concerns, thoughts, etc. aspects that relate to day-to-day life. This helps to make the ad more personal and create a bond with a potential customer since he/she can imagine him/her being in the same situation.

2. Design

Natural colours and realistic landscapes or situations are observed in $\frac{3}{4}$ of the ads. In 14 of the cases the main object is not placed in the middle of the ad while in 21 the main object is in the middle. Also relatively high number of ads (12 items) even do not contain the car model being advertised so that one could not recognise first that the item is a car ad. This makes the advertisements as independent pieces of art.

Bottom part of the advertisement is left as a white area having only a slogan and 'Volkswagen' logo there in 35 items. This simplicity makes ads non obtrusive, so that the target audience does not feel the pressure of promoting activities.

3. Relationship between pictorial elements and written material

Generally the written material justifies and explains the pictorial material. This is observed in 36 instances. That creates a link between the two and they can be seen as interconnected elements that complement each other.

4. Use of space

All in all, objects do not occupy whole space of the ad, also there are a lot of 'white spaces' in majority of them (4/5 of items). This helps to emphasize the main objects of the ads.

5. Signs and symbols

'Volkswagen' logo is the only symbol placed in all advertisements. That helps to concentrate on other objects in the ad, as well as the logo is recognised by the public. This helps one to associate the ad with the 'Volkswagen' company.

6. People/animals

The advertisements are not rich in the representation of people or animals. People are recognized in 16 items, while animals in 6 items. Yet people they are generally middle age, white men (11 items). Animals not realistic or having some unnatural features/body parts (5 items). As to the people, it could be claimed that they refer and attempt to describe the target audience. Animals found in the advertisements are used in order to create humorous effect (their poses, expressions, etc.).

7. Action

Action is not a common feature of the advertisements, only 17 contained some activity. Other advertisements expressed no activity at all. However if there is any activity observed in the ad, that seems to be naturalistic or appropriate for the person or animals that do it. The lack of action may be explained by the attempt to capture the moment and let one stop and think of the experience that is shared in the ad.

8. Theme

Themes of the ads cover a wide range of matters. They are related to car practicability, stability and safety, common beliefs of various life aspects: relationships, family, social issues, etc. These aspects are represented by the grouping that includes 8 matters.

This could be interpreted so that ads try to attract the target audience by showing matters that are important for people and can be relate to the specific car model.

9. Typefaces

Generally there is no specific usage of shrifts. Name of the car model is commonly in bold and bigger letter case than the rest of the text (38 instances). This puts an emphasis on the name, yet does not contradict the pictorial material.

10. Items itself

Cars advertised corresponds to the theme that is expressed within the ad. In 5 cases historical value of the car model is highlighted.

11. Attitudes, values, beliefs

These aspects cover wide range of common beliefs, attitudes or values that exist within the society. That includes social, political or cultural beliefs. As advertising is part of the representation of the society, it reflects common beliefs, values or attitudes held by the people.

12. Language

In general the language of the ads can be described as simple in terms of sentence constructions (4/5 of the material). Those are simple, non-complex sentences, commonly employing the present tense. However the textual part is rich in the usage of stylistic devices that make it more attractive, gives a humorous effect, or make one to think of ideas expressed. Additionally, usage of numbers is common when it refers to expression of car measurements/technical information (marked in 4 cases).

The 'Volkswagen' advertisements attract attention since they are well constructed in terms of both the pictorial and written material; the ads are seemingly simple, but a deeper analysis reveals multi-layered and well-connected thoughts, images and ideas.

CONCLUSIONS

The goal of the present research was to reveal how 'Volkswagen' car printed advertisements are constructed in terms of both pictorial and written aspects. In order to reach it, following enabling objects were set: to analyze theoretical literature regarding discourse of advertising, stylistics, Leech & Short method on analyzing text, Berger's approach on analyzing an ad, and 'Volkswagen' company; to develop a framework for advertising analysis; to select 41 advertisements for the analysis which were analyzed according to the developed framework, and, finally, to draw relevant conclusions.

By employing the developed framework, the author of this paper conducted analysis of 41 printed advertisements that represent time period 2000 -2015. This revealed textual and pictorial peculiarities that express construction of ads. First of all, general ambience expresses common experience that can be recognized by the target audience. Design of items can be characterized as simple since objects do not occupy whole space, the only symbol used is 'Volkswagen' logo and as well as written material justifies pictorial material.

Research results revealed that general ambience expresses common experience that can be recognized by the target audience. That includes daily situations, family events, friend gatherings, etc. As a common peculiarity pictorial material justification by written material shall be highlighted since in all the cases that was observed. This creates a cohesion between both items so they are connected and complement each other. In order to emphasize main items in the advertisements, objects do not occupy whole space as well as advertisements lack any other symbols than 'Volkswagen' logo. This aspect directs attention to item being advertised not any other unrelated matter.

People in advertisements represent the target audience, while animals are unrealistic. Yet actions are not common in advertisements. Thus its lack can be explained as an attempt to capture the moment and let one to stop and think of the experience that is shared in the ad. An interesting finding is that all the people (except an Arabic look man in the ad No. 6) are white skinned and have blonde or light brown hair. Moreover, none of the ads demonstrate any other race. This could be a subject of another research, however it shows what 'Volkswagen' target audience is considered to be, and that they may be conservative, if not even having racist views.

Themes cover such aspects as practicability, stability, safety, common beliefs of life aspects, relationships, social issues and time spent with family. Those reflect matters that are important for people and can be related to car qualities.

No specific typefaces are used. The only peculiarity observed is having in bold name of the car model that helps to attract an attention and emphasize it.

Qualities of cars advertised correspond to the themes of the advertisements. In 1/8 of items historical value of the car is highlighted so that company's experience in car industry is emphasized.

Attitudes, values and beliefs represent matters that are existing in the society. Those include social, political and cultural aspects, so they represent matters that are common during the time period 2000-2015.

Advertisements use simple sentence constructions that employ the present tense. However, the textual part is rich in usage of stylistic devices that make material more attractive and gives humorous effect.

The present analysis showed how 'Volkswagen' car printed ads are constructed regarding various aspects. Correspondingly, the goal of the research is achieved. The results show that 'Volkswagen' advertising activities success is based on advertisement simplicity, display of common experiences and humorous approach used in both pictorial and written material demonstration. This could help people who work in advertising field to understand what makes an ad attractive and persuasive.

It shall be suggested that the analysis could be extended by discussing longer time period and including more items within the corpus. That could help to gain more reliable data.

THESES

1. Nowadays advertising includes also such aspects as social, political and moral, so it can be considered as a representation of specific time period in many ways.
2. Advertising discourse aims to persuade a customer/client to buy specific product/service. Cook (1992) defines it as 'combination of text and context which are interacting so that the message is perceived meaningful and unified' (Cook, 1992:2).
3. Any type of text can be analysed if specific linguistic components are presented within their interaction.
4. Leech and Short's check-list allows to examine textual information in the ad, while Berger's approach helps to distinguish various pictorial factors that influence the target audience.
5. 'Volkswagen' advertising campaigns have gained various prizes and awards in the category of best advertising.
6. 'Volkswagen' cannot be dissociated from its advertising saga that helped to develop it and build up its reputation.
7. Common experience helps to make the ad more personal and create a bond with a potential customer since one can imagine him/her being in the same situation.
8. Themes of ads cover such aspects as practicability, stability, safety, common beliefs of life, relationships, social issues and time spent with family. These themes reveal that ads try to attract the target audience by showing matters that are important for people and can be related to the specific car model.
9. Textural part is rich in the usage of stylistic devices that make it more attractive, give a humorous effect, or make one to think of ideas expressed.
10. The results show that 'Volkswagen' advertising activities success is based on advertisement simplicity, display of common experiences and humorous approach both in usage of written and pictorial material. Advertisements can be characterized as well constructed and attract attention.
11. Research findings could help people who work in advertising field to understand what makes an ad attractive and persuasive.

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APPENDIX

***Code** – which group the ad belongs to

The corpus is available on <https://adsoftheworld.com/taxonomy/brand/volkswagen> (Online 17).



New Caddy Maxi Life, infinitely bigger.



For the love of automobiles

Code	2	
No.	Characteristic	Evaluation
1	General ambience	Generated sense of sincerity and feeling of belonging, as well as reminds experienced similar situations
2	Design	The biggest object is in the middle (teddy bear), car being advertised is not showed entirely, unsaturated colours
3	Relationship between pictorial and written material	Written material justifies the pictorial elements.
4	Use of space	In the pictorial part all space is used, whereas for the slogan and logo there is a lot of white space
5	Signs and symbols	The logo of “Volkswagen” is used
6	People/animals	A child, age 5-6 has a casual clothing, curly hair, is in the movement, looks determined of moving the teddy bear
7	Action	A child is carrying an enormous teddy bear to an opened car’s trunk
8	Theme	A child wants to take his teddy bear with him in a car, so he carries it.
9	Typefaces	A slogan under the logo sign has slightly smaller case as the ad’s slogan phrase
10	Item itself (role in culture and society)	Family values, care of children and their wishes
11	Attitudes/values/beliefs	Family as a value
	Language	Adjective ‘new’ used to emphasize item’s novelty, non-gradable adjective ‘infinitely’ which cannot be

		measured. Car model's name is included in the textual information to relate other words with that.
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Advertisement No. 2



New Volkswagen Transporter 4MOTION. Maximum stability on any surface.



Code	2	
No.	Characteristic	Evaluation
1	General ambience	Unrealistic situation (position of the electrician), disbelief
2	Design	A wild landscape with electricity power lines. An electrician is working on one of the lines. Main action is on the left of the ad.
3	Relationship between pictorial and written material	Written material justifies the pictorial elements.
4	Use of space	White space at the slogan's placement, space is not widely used since the electrician is only at one small spot.
5	Signs and symbols	The logo of "Volkswagen" is used
6	People/animals	A men, undeterminable age, currently is in repairing action, dressed in a uniform, wearing a yellow helmet.
7	Action	The action relates to the car model since it is meant for workers. The electrician's position while doing the action plays a significant role for the advertising purposes.
8	Theme	An electrician works on an electricity power line having an incredible stability.

9	Typeface	Car model's name is in upper case.
10	Item itself (role in culture and society)	Car for different kinds of physical workers who need a place for their tools. In society it is recognized as a practical vehicle.
11	Attitudes/values/beliefs	Stability is important for physical workers to do their job the best.
	Language	Name of the car model is mentioned, simple sentence structure used, adjective 'maximum' used as the strong adjective of 'highest' or 'the best', emphasis on the highest possible limit.

Advertisement No. 3



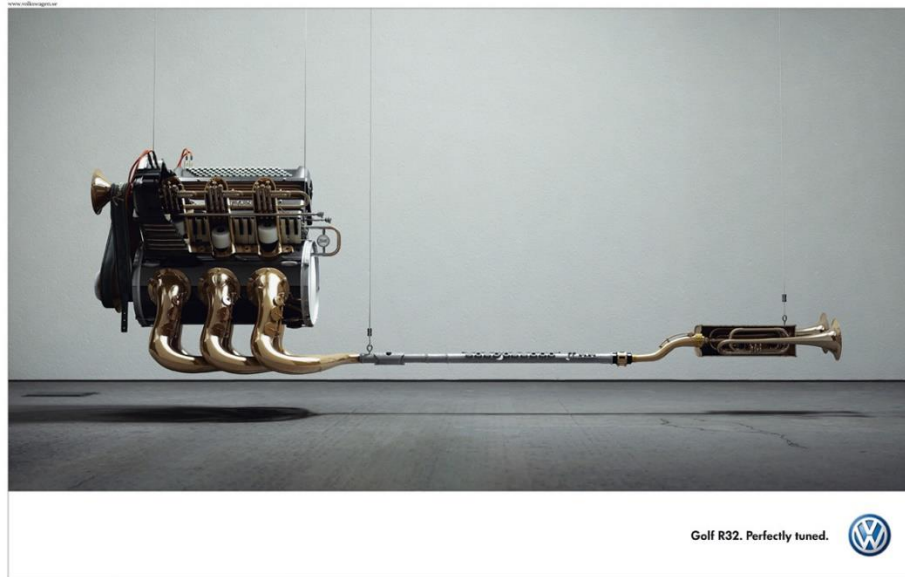
Time never passes for a Volkswagen.
Volkswagen Used Cars.



Code	3	
No.	Characteristic	Evaluation
1	General ambience	Time flow which is stopped
2	Design	In the middle of the ad there is a metallic sandglass having rocks inside in the upper part.
3	Relationship between pictorial and written material	Written material justifies the pictorial material.
4	Use of space	The main object is in the middle of the ad. Background is grey area without anything; a lot of white space in the slogan part.
5	Signs and symbols	The logo of "Volkswagen" is used
6	People/animals	-
7	Action	Static action
8	Theme	Typical sand is replaced with rocks in a sandglass, so there is no typical action of a sand flow. Slogan helps to understand that the ad aims to advertise used cars by showing that they can last for a long time.

9	Typefaces	A slogan is in bold and bigger case while type of cars being advertised is smaller case.
10	Item itself	Used cars are a common way how to save money on buying vehicle
11	Attitudes/values/beliefs	The wish to find a way how to stop the time flow.
	Language	Usage of an article 'a' points out that 'Volkswagen' is referred as a separate item/car, not as a company's name. Strong adverb 'never' is used.

Advertisement No. 4



Code	4	
No.	Characteristic	Evaluation
1	General ambience	Sense of a music concert
2	Design	A big engine-like item is on the left hanged in strings, a narrowed tube leads to a small two-trumpet item on the right of the ad.
3	Relationship between pictorial and written material	Written material justifies the pictorial material.
4	Use of space	White space below the picture – only slogan and a Volkswagen logo. Two main objects do not occupy all the space, there is a grey background.
5	Signs and symbols	The logo of "Volkswagen" is used
6	People/animals	-
7	Action	Static action
8	Theme	A specific car model is perfectly tuned so that the sound reminds rather music that the typical sound of a car
9	Typefaces	-
10	Item itself	Golf car is known as a practical vehicle for middle income drivers
11	Attitudes/values/beliefs	Less noise is better

	Language	Simple, short sentence. Usage of ‘perfectly’ – evaluative adjective with an extreme meaning; present tense.
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Advertisement No. 5



Code	5	
No.	Characteristic	Evaluation
1	General ambience	Warm summer day, relaxation, enjoying the ride with a car
2	Design	In the middle of the ad a light blue cabriolet car is placed; where a roof should be, there is a pixel spot which is commonly used for covering inappropriate symbols; behind the car there are palm trees and some lamp poles. A word ‘topless’ is placed in the middle of the ad above the car. Volkswagen logo and slogan is placed in the down right corner.
3	Relationship between pictorial and written material	‘Topless’ represents and explains the pixel spot on the roof place. Name placed in the down right corner represents the car model being advertised.
4	Use of space	The main objects are in the middle of the ad, sky landscape is surrounding it.
5	Signs and symbols	The logo of “Volkswagen” and a pixel spot is used.
6	People/animals	-
7	Action	Static action
8	Theme	The car is being humanized by comparing it with a human. As for a woman it is not appropriate to show her top part naked in public, it is commonly covered by a pixel spot in the pictures, etc. In this ad the same is done with non-existing roof of the car by complimenting it with a word ‘topless’.

9	Typefaces	The word in the middle of the ad is bigger case as the car model and slogan of the company.
10	Item itself	The specific car model for years has been a holiday car, and has a significant role in the car history for decades.
11	Attitudes/values/beliefs	Topless part must be covered
	Language	Besides name of the car model and company's slogan, an adjective 'topless' is used. It describes a cabriolet type of car, but traditionally it is used in order to describe women (allusion).

Advertisement No. 6



A special offer for those who need some privacy.
Purchasing any Volkswagen, you get a window film for free.



Code	5	
No.	Characteristic	Evaluation
1	General ambience	Need for privacy; mystery, suspiciousness
2	Design	A man is sitting in a white car with tinted windows, driver's window is partly opened. A slogan, "Volkswagen" logo is placed in the down right corner. On the background there are some trees/bushes.
3	Relationship between pictorial and written material	Written material justifies the pictorial material.
4	Use of space	All space is used except white spot where the slogan and logo is placed
5	Signs and symbols	The logo of "Volkswagen" is used
6	People/animals	An Arabic look man with beard, wearing a white muslin cap, looking to the front left.
7	Action	A man seems to be stopping and opening the window to ask for something. The window is partly opened.
8	Theme	Car's tinted windows can provide extra privacy.

9	Typefaces	Ad slogan's two lines have the same letter case, but the upper one is in bold; car model's name is bigger case and in bold
10	Item itself	"Recreio" is the biggest car dealer in Brazil and Latin America
11	Attitudes/values/beliefs	Arabic look people want to hide and have their privacy
	Language	Complex sentences, refer to the belief that those who need some privacy may use toned car windows; used wh- clause, present tense. Allusion referring to the information about people who want hide/need privacy, and also pictorial material.

Advertisement No. 7



Longer between fill ups. Golf BlueMotion.

BlueMotion saves you fuel in lots of ways. A Start/Stop system saves your engine off when not needed, regenerative braking saves energy when you brake and longer gear ratios increase economy. All together they mean more miles on the general market and an improvement of 20% per 100.



Das Auto.

Code	3	
No.	Characteristic	Evaluation
1	General ambience	Sense of incomprehension
2	Design	A winter day, there is snow and wind, in the middle of the ad is a car, at the back of it a man with a red bag of coals is trying to put that in the trunk, grey-blue building is on the background, blue white petrol pump is on the right of the ad.
3	Relationship between pictorial and written material	Written material justifies the pictorial material.
4	Use of space	All the space is taken, the main action is in the middle of the ad; only white spot is where the slogan and logo is placed
5	Signs and symbols	The logo of "Volkswagen" is used
6	People/animals	Middle age man dressed in a winter clothing and a hat
7	Action	A man is opening car's trunk with one hand, but with another – grabbing a coal bag with a name "BBQ"
8	Theme	Despite it is a cold winter day a man is preparing for the summer since he will not need to fill petrol for a long time
9	Typefaces	Slogan and car model's name has bigger and bold letter case than description below.

10	Item itself	A car with fuel- efficient engine
11	Attitudes/values/beliefs	Preparation; thinking about future; after winter there comes summer
	Language	Short an unfinished sentence; present tense. Usage of comparative adjective. Name of the car model is emphasized.

Advertisement No. 8



For those who care about nature.

Let's make things perfectly clear: no animals were harmed in the making of this ad. It wouldn't have made sense to hurt an animal to promote the new Passat BlueMotion, an environmentally responsible car with only 5.1 per 100 km and 136 g of CO2 per km. After all, we're not animals...

Passat BlueMotion®
Less pollution



Code	7	
No.	Characteristic	Evaluation
1	General ambience	Sense of empathy and compassion
2	Design	Dark night, a road location, in front a man with claws and a dead animal, a grey car behind the man
3	Relationship between pictorial and written material	Written material justifies the pictorial material.
4	Use of space	All space is used except white spot where the slogan and logo is placed
5	Signs and symbols	The logo of "Volkswagen" is used
6	People/animals	Middle age man wearing a white shirt, black tie and black trousers; face expression - determined
7	Action	The man stooping over a run over animal
8	Theme	The specific car model is meant for people who care about nature and want to help animals if they have hurt them
9	Typefaces	Slogan of the ad is bold and bigger case than the description below it; on the down right corner the company's name is in bold
10	Item itself	The specific car model is environment friendly and produces less CO2 as other models in the same category

11	Attitudes/values/beliefs	Idea of movement “Think green” can be applied in many situations – both helping animals and driving an eco-friendly car
	Language	Usage of wh- clause, present simple sentence. Simple complexity; usage of pronoun ‘those’. Usage of ‘care’ creates empathy.

Advertisement No. 9



Code	4	
No.	Characteristic	Evaluation
1	General ambience	Sense of incomprehension without textual message.
2	Design	Grey background, white ram animal with grey/brown horns; below white spot with a name of the car model, slogan and Volkswagen logo
3	Relationship between pictorial and written material	Written material justifies the pictorial material.
4	Use of space	The main object does not occupy whole picture place; white spot where the slogan and logo is placed
5	Signs and symbols	The logo of “Volkswagen” is used
6	People/animals	A white ram animal with grey/brown horns, back part is shaved
7	Action	-
8	Theme	The ram animal is shaved as a poodle dog which is believed to be a luxurious pet. The slogan complements the picture by advertising the specific car model being luxurious for all roads.
9	Typefaces	Slogan is in bold
10	Item itself	The specific car model is believed to be comfortable
11	Attitudes/values/beliefs	Poodle dog is believed to be luxurious
	Language	Short, simple sentence; usage of an article ‘the’. Usage of an adjective ‘luxurious’ referring to high class.

Advertisement No. 10



The luxurious New Passat Estate.

When an estate car offers luxuries like 2Zone Climatronic, 10-speaker Dynaudio system, electronic park-brake, parking brake, cargo management system, and rear air suspension – along with a massive 1641 litres of boot space – you may find that staying in is the new walkies. From just 136,000mp. For more information, call 0800 333 666 or visit www.volkswagen.co.uk

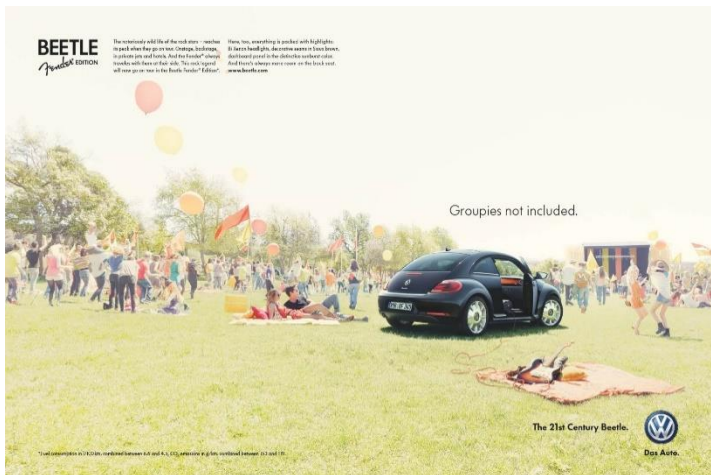


Aus Liebe zum Automobil

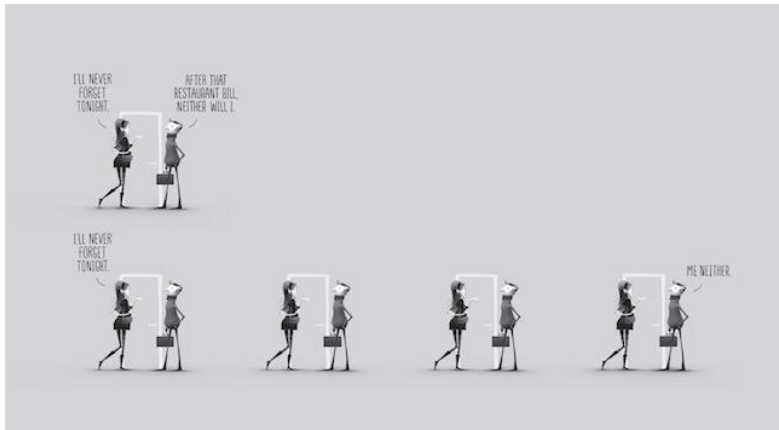
Code	4	
No.	Characteristic	Evaluation
1	General ambience	Time spent at the seaside/beach; having a walk with a dog
2	Design	On the left of the picture green area with some grass plants, on the background sea/lake, in the middle – black car with an opened trunk door, a man on the left is trying to get a dog from the car by dragging a leash
3	Relationship between pictorial and written material	Written material justifies the pictorial material.
4	Use of space	All space is used except white spot where the slogan, description and logo is placed
5	Signs and symbols	The logo of “Volkswagen” is used
6	People/animals	(Seems to be) a man wearing brown trousers and light blue shirt; a Dalmatian breed dog
7	Action	A man is trying to get a dog from car’s trunk by dragging a leash
8	Theme	Car’s trunk is so comfortable than a dog does not want to get out for a walk
9	Typefaces	Slogan is in bold and bigger case than the description
10	Item itself	The specific car model is believed to be comfortable and luxurious for a family
11	Attitudes/values/beliefs	Dogs have their walks at the beach
	Language	A word play between an adjective ‘luxurious’ and car model’s name ‘estate’ as a parallelism. Simple sentence which includes only description of car model with an adjective.



Code	8	
No.	Characteristic	Evaluation
1	General ambience	Incomprehension, unrealistic impression
2	Design	Man's crossed elbows on the right, in the middle a small black car trapped in a glass which is put on a wooden table/surface
3	Relationship between pictorial and written material	Written material justifies the pictorial material.
4	Use of space	Main objects are in the middle and on the right; empty space on the top and around the car trapped in a glass
5	Signs and symbols	The logo of "Volkswagen" is used
6	People/animals	White man
7	Action	Static action
8	Theme	One can catch the great price of the specific car model, it is showed by catching a car in a glass for that not to "escape"
9	Typefaces	Slogan and name of the car model is in the same shrift, name of the model is in bold
10	Item itself	Specific car model is iconic
11	Attitudes/values/beliefs	One needs to catch a thing/opportunity that can escape;
	Language	Usage of numbers (prize), verb 'catch' which refers to movement. Figurative meaning in its usage, 'pun' in the sense of catching car in the glass.



Code	1	
No.	Characteristic	Evaluation
1	General ambience	Sense of celebration; summer festivals and entertainment
2	Design	A crowd of people with balloons are on the left black stage is on the right having people in front of it; on the front side there is a guitar on a blanket; behind the blanket there is placed a black car
3	Relationship between pictorial and written material	Written material justifies the pictorial material.
4	Use of space	The front part is empty, other parts are occupied
5	Signs and symbols	The logo of "Volkswagen" is used
6	People/animals	Youngsters, age 15-35 in summer clothing
7	Action	People are dancing, laughing, moving around the territory
8	Theme	The specific car model is meant for young people who want to have fun; and there is extra space at the backseat of the car which may be important for people taking part in a summer festival
9	Typefaces	Written material in the middle of the ad has a different shrift, description is smaller case than a car's model name
10	Item itself	Iconic model known for decades
11	Attitudes/values/beliefs	Young people want to enjoy a summer festival; for them it is important to have a comfortable and wide backseat.
	Language	Simple sentence; passive voice. Used the word 'groupies' which requires extra knowledge to understand it and the context of the term's usage.



You react better with more time to think.
Front Assist. Keeps you 3 seconds away from an accident.



Code	1	
No.	Characteristic	Evaluation
1	General ambience	Situations from life, conversation between people
2	Design	Grey background; a couple of drawn people placed several times on the ground level of the ad, and one on the left on the upper level; slogan, description and logo is placed at the bottom of the ad
3	Relationship between pictorial and written material	Written material justifies the pictorial material.
4	Use of space	Grey free spot at the upper right corner; white spot where the slogan, description and logo is placed
5	Signs and symbols	The logo of "Volkswagen" is used
6	People/animals	Drawn people are middle aged, a woman and a man, the woman is wearing a black skirt and grey top, the man – light trousers, grey shirt
7	Action	People are standing and having a conversation
8	Theme	In order not to say something one may will regret after, he/she should take some time to think before talk. The specific car model prolongs time before an accident so there is more time to think and act.
9	Typefaces	The conversation text fits to the style of drawings; slogan is in bold and bigger case as a description below
10	Item itself	Volkswagen cars are considered to be safe
11	Attitudes/values/beliefs	One should think before act
	Language	Below: short, simple sentence in present simple tense. Usage of comparative adjective 'better' and adverb 'more'. Numbers and phrasal verb 'keep away' used. Conversation: usage of future simple tense referring the events/experience before.



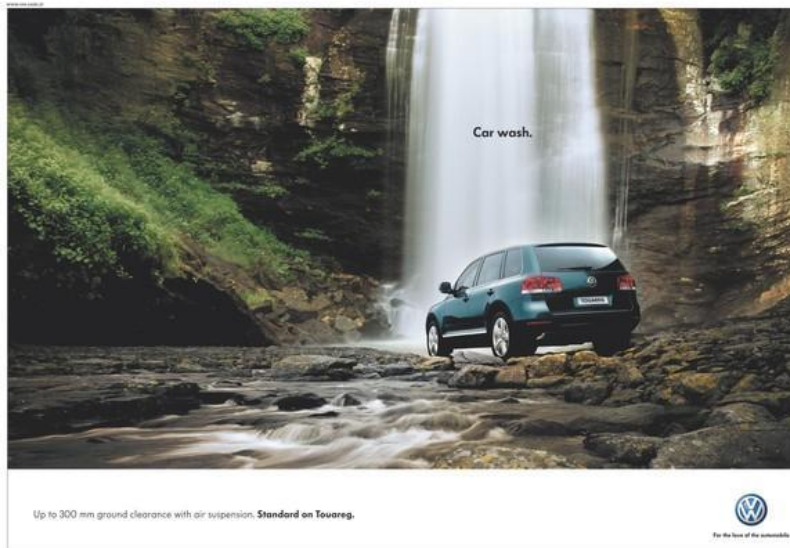
Code	3	
No.	Characteristic	Evaluation
1	General ambience	Vintage impression
2	Design	An orange van with a price tag is placed in the middle of the ad. The area around it is only white. Below the main object there is a slogan and description of the car
3	Relationship between pictorial and written material	Written material justifies the pictorial material.
4	Use of space	A lot of white space
5	Signs and symbols	The logo of "Volkswagen" is used
6	People/animals	-
7	Action	Static action
8	Theme	Volkswagen van does not lose its value during the decades
9	Typefaces	Slogan is in bold and bigger case than a description below.
10	Item itself	A practical vehicle for carrying many people
11	Attitudes/values/beliefs	Some things do not lose their value over decades
	Language	Wh- question (in rhetoric manner), phrasal verb 'keep value' used. Combination of past and present tense.



See what is hidden. The new Touareg with Side Assist.



Code	8	
No.	Characteristic	Evaluation
1	General ambience	Something being hidden, mystery
2	Design	Grey road with white road lines, under a road 'fabric blanket' one can notice a car (in the middle of the ad). Below the main object there's a slogan and company's logo. Area around it is grey and with no objects. Area below is white having only a slogan, name of the car and logo on the right down corner
3	Relationship between pictorial and written material	Written material justifies the pictorial material.
4	Use of space	A lot of empty space, white space below the main picture
5	Signs and symbols	The logo of "Volkswagen" is used
6	People/animals	-
7	Action	Static action
8	Theme	Driving a specific car model nothing stays hidden
9	Typefaces	Slogan and company's general slogan is same shrift
10	Item itself	New technical detail makes car model safer
11	Attitudes/values/beliefs	One always want to see what is hidden
	Language	Short simple sentence, usage of passive voice. 'See what is hidden' refers to socio-cultural aspects since people tend to show interest in what is hidden behind things/ideas (hidden message. Here it used in a literal way. Name of the car model is used with a definite article 'the'.



Code	6	
No.	Characteristic	Evaluation
1	General ambience	Two worlds together – nature and vehicles
2	Design	Natural landscape in a forest; in the middle a waterfall having a car under it; a small mountain river in the foreground.
3	Relationship between pictorial and written material	Written material justifies the pictorial material.
4	Use of space	All space is used except white spot where the slogan, description and logo is placed
5	Signs and symbols	The logo of “Volkswagen” is used
6	People/animals	-
7	Action	Waterfall is falling
8	Theme	Specific car model’s air suspension system protects it when it has a wash; it is showed by a waterfall
9	Typefaces	Car model’s name is in bold, the same case as a slogan
10	Item itself	Car for driving wild roads
11	Attitudes/values/beliefs	Being closer to the nature is good
	Language	In pictorial material: refers to the action in the pictorial material, but rather in a figurative way since ‘car wash’ is believed to be an automatic/manual activity not in the nature. Below: simple sentence, usage of measurements expressed in numbers,



Code	6	
No.	Characteristic	Evaluation
1	General ambience	Power of nature vs technologies
2	Design	Snowy mountain landscape; grey car on the left, one level below –the same look car; in the middle of the ad a slogan ‘multi-story car park’; below the picture- white are with a slogan, name of the car model; ‘Volkswagen’ logo on the right
3	Relationship between pictorial and written material	Written material justifies the pictorial material.
4	Use of space	All space is used except a white spot where the slogan and logo is placed
5	Signs and symbols	The logo of “Volkswagen” is used
6	People/animals	-
7	Action	Static action
8	Theme	The specific car model is meant for driving different quality roads so the driver can experience a wide range of emotions
9	Typefaces	The slogan in the pictorial part is in different shrift as the slogan and car’s model name which is also in bold.
10	Item itself	Car model for different kinds of road
11	Attitudes/values/beliefs	Power of nature
	Language	In pictorial material: simple, unfinished sentence, usage of ‘multi-story’ as an adjective which is not commonly used to describe ‘car park’ (pun). Below: short sentence consisting with name of the car model, usage of an adjective ‘permanent’ to describe drive.

The Car.



The Price.



Code	4	
No.	Characteristic	Evaluation
1	General ambience	Comparison of two items one being significantly smaller
2	Design	On the left a car model having written 'the car' on the top, on the right a price tag and 'the price' on the top. On the right down corner 'Volkswagen' logo with a slogan
3	Relationship between pictorial and written material	Written material describes pictorial material
4	Use of space	A lot of white space, main objects does not occupy whole space
5	Signs and symbols	The logo of "Volkswagen" is used
6	People/animals	-
7	Action	Static action
8	Theme	The price of the car is significantly small in comparison of the car
9	Typefaces	The ones above pictorial objects are in bold and play a significant role in delivering a message
10	Item itself	Specific car model has been on the top sold car lists for decades
11	Attitudes/values/beliefs	Car can be big but the price small
	Language	Two words with a definite article 'the' in the sense of making one word sentence. Both are written with a capital letter.

**"CONGRATS
MRS. LECTER,
IT'S A BOY."**

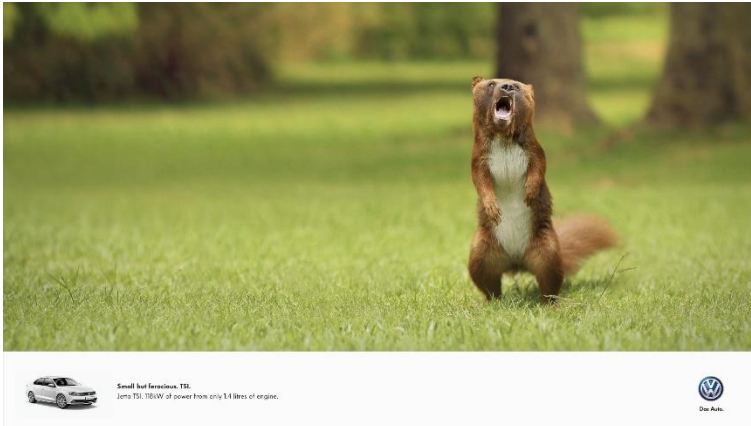
See things before they get dangerous.
The Volkswagen Side Assist.



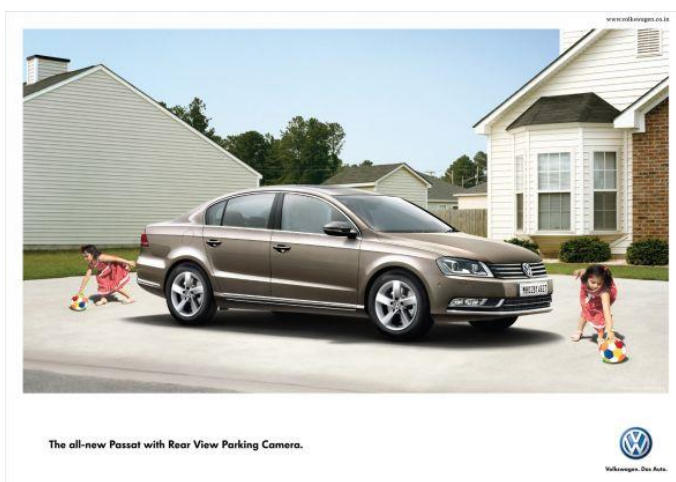
Code	1	
No.	Characteristic	Evaluation
1	General ambience	Parents' pleasure of having a new born
2	Design	On a white background a quote 'Congrats Mrs. Lecter, it's a boy'; on the bottom – slogan, description and 'Volkswagen' logo in the right down corner
3	Relationship between pictorial and written material	No pictorial material
4	Use of space	A lot of white space
5	Signs and symbols	The logo of "Volkswagen" is used
6	People/animals	-
7	Action	-
8	Theme	Specific car model will protect from dangerous situations
9	Typefaces	Main written material is in brown –black colour, slogan and description in black
10	Item itself	The device improve safety
11	Attitudes/values/beliefs	Having a new born not always is expected to happen
	Language	Pictorial material: congratulation of one by using 'congrats'. Simple, non-complex sentence. Below: simple sentence, present tense, expressed advice, usage of adverb 'before' showing cause and result. Those two create an allusion since sentence in the pictorial material is related to the text below, but unexpectedly. The first one refers to birth of the child, the second - to dangerous situations, but the

		sentence below makes the reader to think that child's birth also can be referred as a dangerous situation.
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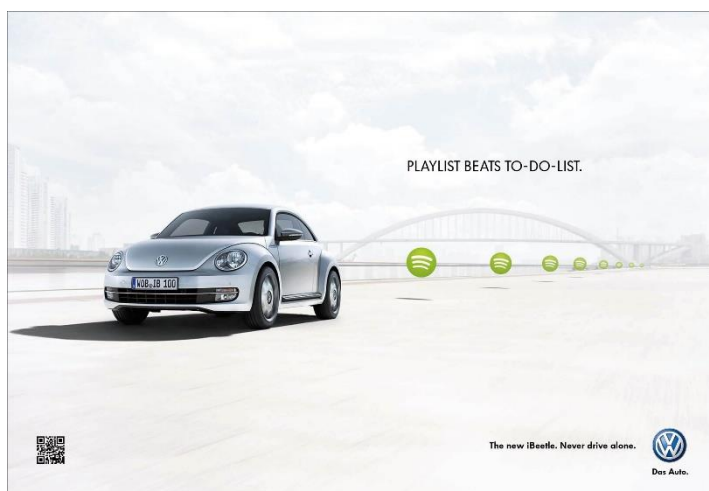
Advertisement No. 20



Code	6	
No.	Characteristic	Evaluation
1	General ambience	Unrealistic creature; incomprehension
2	Design	Park landscape, on the right - a squirrel with a bear head; on the bottom – white are with a small picture of car, slogan, name of the car model, on the right 'Volkswagen' logo
3	Relationship between pictorial and written material	Written material justifies pictorial material
4	Use of space	The main object occupies only a small part; white space in the bottom area of the ad
5	Signs and symbols	The logo of "Volkswagen" is used
6	People/animals	Squirrel with an angry bear head
7	Action	The animal is making a roar
8	Theme	The specific car model may be small but it is ferocious and powerful
9	Typefaces	Slogan is in bold
10	Item itself	Small and compact car
11	Attitudes/values/beliefs	In a small animal there can be a ferocious creature
	Language	Short, non-complex sentences. The first includes conjunction 'but' and two adjectives 'small' and 'ferocious' that can be considered as antonyms in the context of the ad. 'Ferocious' is also a strong adjective. Such way humorous effect is created. The second sentence includes measurements expressed in numbers.



Code	7	
No.	Characteristic	Evaluation
1	General ambience	Taking care of children; safeness
2	Design	Neighbour area with two white houses; in the front a car having a little child playing with a ball in the front- and backside; below – white area with a slogan and ‘Volkswagen’ logo
3	Relationship between pictorial and written material	Written material justifies pictorial material
4	Use of space	White space on the bottom
5	Signs and symbols	The logo of “Volkswagen” is used
6	People/animals	4-5 year old girl with dark hair in pink dress
7	Action	A little girl is reaching for a ball
8	Theme	The car’s parking cameras prevent inattention accidents
9	Typefaces	In bold
10	Item itself	Car for families
11	Attitudes/values/beliefs	Inattention accidents may occur often
	Language	Short, non-complex sentence, usage of a definite article ‘the’ referring to the car model. Description ‘all new’ expresses the novelty.



Code	8	
No.	Characteristic	Evaluation
1	General ambience	Easiness, levity
2	Design	White blurry city landscape, a bridge on the background, on the left a grey car which is the main object, behind the car (on the road it has taken) green symbols. In the left down corner QR code, in the right down corner – a slogan and ‘Volkswagen’ logo
3	Relationship between pictorial and written material	Written material justifies pictorial material
4	Use of space	The main object does not occupy whole space
5	Signs and symbols	‘Volkswagen’ and ‘Spotify’ logos are used
6	People/animals	-
7	Action	Static action
8	Theme	Stereo system of the specific car model never allows driver to feel alone in the car
9	Typefaces	Slogan in the middle of the picture is bigger and in different shrift as the slogan in the bottom part
10	Item itself	Stereo system and ‘Spotify’ programme is a wide spread music streaming service
11	Attitudes/values/beliefs	Music never allows one to feel lonely
	Language	In pictorial material: short, non-complex sentence, verb ‘beat’ is used, ‘to do list’ refers to undone things which must be done. A word play between ‘playlist’ and ‘to-do-list’; figurative meaning in playlist beating the to-do-list which here is used in the sense of the pun. Below: Two short, non-complex sentence. First one includes the name of car model; usage of a definite article ‘the’. The second one, expresses not being alone; usage of a definite adverb ‘never’.



Code	2	
No.	Characteristic	Evaluation
1	General ambience	Makes to think what creates dangerous situations
2	Design	Grey background with two words “endanger” and “end anger”; in the bottom of the picture – white area with a slogan, name of the car, and ‘Volkswagen’ logo
3	Relationship between pictorial and written material	No pictorial material
4	Use of space	A lot of free space in the picture area; a lot of white space in the bottom part
5	Signs and symbols	‘Volkswagen’ logo is used
6	People/animals	-
7	Action	-
8	Theme	The right distance between cars makes driving safer that is showed by distance between words
9	Typefaces	Words in grey area – in bold and bigger shrift as the slogan and name of the car model below
10	Item itself	Cruise control system prevents accidents
11	Attitudes/values/beliefs	One of the cause of dangerous situations is anger
	Language	Pictorial material: a word play between a verb ‘endanger’ and ‘end danger’ which expresses finishing an action. Both exploits similar soundings that creates an alliteration effect. Below: Simple sentence, present tense. The sentence expresses double meaning – either can refer to the grammatical construction above, or describes dangerous situations while driving a car. Usage of a definite article ‘the’; usage of ‘all’ refers to all possible scenarios/all situations expressing infinity.



Code	6	
No.	Characteristic	Evaluation
1	General ambience	Mystery
2	Design	Mysterious sky- like landscape, grey clouds on the both sides of the pictorial part, black road with rain illusion between them, at the end a light illusion. In the bottom part – white area with a slogan on the left and ‘Volkswagen’ logo on the right
3	Relationship between pictorial and written material	Written material justifies pictorial material
4	Use of space	White space in the bottom part
5	Signs and symbols	‘Volkswagen’ logo is used
6	People/animals	-
7	Action	It’s raining
8	Theme	Car’s wiper blades help to clean the front window even if there’s a bad weather
9	Typefaces	Slogan on the left is in bold
10	Item itself	Powerful wiper blades
11	Attitudes/values/beliefs	Even it looks bad around one, there is a light in the end
	Language	Short, non-complex sentence; all words are capitalised, usage of the word ‘superior’ which reflects the pictorial material showing nature as a superior power. Can be referred as an allusion since the pictorial material and usage of ‘superior’ is a common way how people imagine the power of nature (both in a religious and nature sense).



Code	4	
No.	Characteristic	Evaluation
1	General ambience	Trouble
2	Design	In the pictorial part: a grey car flipped upside down; bottom part: white area with a slogan on the left and description on the right
3	Relationship between pictorial and written material	Slogan justifies the pictorial material, description describes the specific car model
4	Use of space	In the pictorial part – car almost occupies whole area; white space in the bottom (left) part
5	Signs and symbols	‘Volkswagen’ logo is used
6	People/animals	-
7	Action	-
8	Theme	To judge luxurious car one must check the technical details
9	Typefaces	Slogan is in bold; description in smaller case
10	Item itself	Luxurious car with good technical support
11	Attitudes/values/beliefs	Luxurious car has to be qualitative
	Language	By the construction should be a question sentence, but here it is made as a declarative sentence. Includes the question word ‘how’; includes guidelines by saying ‘how to’. Usage of an adjective ‘luxurious’ that is used for characterizing the specific car model. The written material reflects what can be seen in the pictorial material.



You won't see the difference, you'll feel it.
Choose original spare parts.



Code	4	
No.	Characteristic	Evaluation
1	General ambience	Something has ended
2	Design	On the grey background is placed a white candle which has melted a bit and has burned out; the bottom part – white area with a slogan and 'Volkswagen' logo
3	Relationship between pictorial and written material	Written material justifies pictorial material
4	Use of space	Free space in the pictorial part, white space in the bottom part
5	Signs and symbols	'Volkswagen' logo is used
6	People/animals	-
7	Action	-
8	Theme	Users should use original car technical support; they will not see the difference, but they will notice significant difference in operation
9	Typefaces	In bold, puts emphasis on the idea
10	Item itself	Experts have claimed that original technical support works better than artificial ones
11	Attitudes/values/beliefs	Candle symbolizes a life span
	Language	Two short sentences; the first one exploits future tense, contradicts two things, refers to senses of vision and feelings, 'difference' is replaced by a pronoun 'it' in the second part of the sentence. The second sentence expresses recommendation, uses an adjective 'original' referring to the main message of buying authentic parts of the car instead of non-original ones.



The new family Jetta. You never forget your first car.

Head signs, school signs, stop signs, stop signs or pull-over - the Jetta can handle them all. With a huge 250 liters of boot space, comprehensive safety features, Bluetooth connectivity and priced from \$20,999*, it's the perfect way to give your kids their first taste of the open road. Visit your local dealer today for a test drive or go to volkswagen.com.au



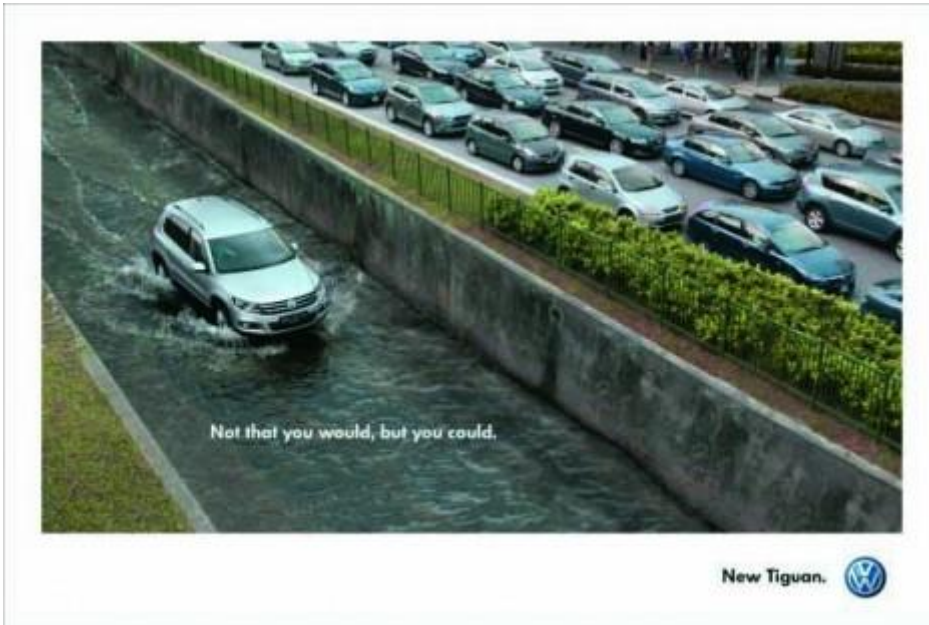
Das Auto.

Code	1	
No.	Characteristic	Evaluation
1	General ambience	Warm feelings of family being together
2	Design	A nature landscape with two big trees, a man and a little boy peeing next to them; in the front – a white car on the road. In the bottom part: white are with a slogan, description and 'Volkswagen' logo
3	Relationship between pictorial and written material	Slogan and description justifies and explains the pictorial material
4	Use of space	White space in the bottom part
5	Signs and symbols	'Volkswagen' logo is used
6	People/animals	Middle age man in blue shirt and dark trousers, little boy in orange sweater
7	Action	Two people seem to be peeing
8	Theme	The specific car model is suitable for various trips which is a great way how to spend time with a family
9	Typefaces	Slogan is in bold, bigger than a description
10	Item itself	Family car
11	Attitudes/values/beliefs	Time spent with a family is precious
	Language	Two simple sentences, one is in present tense, one – in future tense. Usage of car model's name in in the first sentence and a definite article 'the'. The second sentence is in a form of promise; usage of strong adverb 'never', personal pronoun 'your' and adjective 'first' which reflects new experience.

Code	5	
No.	Characteristic	Evaluation
1	General ambience	Association of annoying pets
2	Design	Artistic grey picture with flower pattern corners, artistic shrift which says 'The Chihuahua yapped shrilly from the hand bag of a Paris Hilton look-a-like', bottom part: light grey area, a car model on the left, 'Volkswagen' logo and a slogan on the right
3	Relationship between pictorial and written material	Pictorial material is the main object and describes features of the specific car model.
4	Use of space	Free space in the bottom part
5	Signs and symbols	'Volkswagen' logo is used
6	People/animals	-
7	Action	-
8	Theme	The car's model feature ensuring extra silence in the cabin allows one to enjoy the silence.
9	Typefaces	Shrift in the pictorial part is well designed and suits particular artistic look. Slogan is in different shrift and bears important information about the model so it is in bold and classical shrift.
10	Item itself	The specific car model is well- known and in the list of top sold cars
11	Attitudes/values/beliefs	Chihuahua dogs and Paris Hilton look-a-like is considered to be annoying.
	Language	In the pictorial material: simple sentence in the past tense; usage of a verb 'yapp' which reflects annoying sound providing reader with some associations; usage of a definite article 'the' for 'chihuahua' dog; comparison of Paris Hilton (look-a-like), usage of adjective 'shrilly' to describe sound. Below: short, simple sentence; delivers the message as an answer (opposite) to the sentence in the

		pictorial part. Usage of superlative form ‘the quietest’. ‘New’ expresses novelty.
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Advertisement No. 29



Code	6	
No.	Characteristic	Evaluation
1	General ambience	Finding another way how to solve things; creativeness
2	Design	On the right: many cars standing in a traffic jam on a road, on the left: a grey car driving along a canal. Between the road and the canal there's wall with some bushes and fence. On the pictorial part is written a slogan 'Not that you would, but you could'. In the bottom – white space with a 'Volkswagen' logo and car model's name on the right
3	Relationship between pictorial and written material	Written material justifies pictorial material
4	Use of space	White space in the bottom
5	Signs and symbols	'Volkswagen' logo is used
6	People/animals	-
7	Action	Cars are driving
8	Theme	The specific car model is so well equipped that it is possible to drive along a canal in order to avoid a traffic jam
9	Typefaces	Slogan is in white colour in order to contrast with the pictorial material. Slogan is in black colour and bold.
10	Item itself	Car for driving bad roads
11	Attitudes/values/beliefs	One always seeks for ways to avoid traffic jams

Language	Short sentence, usage of conjunction ‘but’, usage of modal verbs ‘would’ and ‘could’ which have similar sounding (delivers rhythmic pattern), usage of ‘not’ in the first part of the sentence which is contradicted in the second part by the usage of ‘could’.
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Advertisement No. 30

The New Volkswagen Vento.
Crafted with so much passion, it's hard to let it go.

Intricately designed halogen headlamps perfected over gallons of midnight oil.
Nothing comes easy, least of all perfection. Maybe that's why our engineers work endless hours to turn the Vento into a work of beauty. Its galvanneal body has a 6-year anti-perforation warranty, a chrome finish grill and trunk, body coloured bumpers, green tinted heat absorbing glass and 15 inch alloy wheels. And if this wasn't enough it even comes with body coloured door handles and mirrors. So that where you step inside your new Vento, you fall in as much love with it, as the ones who make it. German engineering. Best in Class.

Volkswagen. Das Auto.

Three and a half litres apply. In-vehicle driver seat features. Based on car in part of standard equipment. Please visit your nearest dealer for further details.

* Also available in 1.6L, 1.8L, 1.8L PS Petrol (AT/MT) and Diesel (MT) engines • 7th and telescopic steering wheel • High-adjustable driver's seat • Car driver's seat adjustment from rear seat
• Remote-operated windows • Anti-theft system with interior surveillance and lock-up alarm

Authorised Dealers: Volkswagen Drivezones: Mumbai: (022) 4004444, 017600996; Volkswagen Near! Mumbai: (022) 27731028-34, 962968007161; Volkswagen Mumbai West: (022) 4348888, 9102229640; Volkswagen Mumbai East: (022) 43022108, 9162228022; Volkswagen Thane: (022) 6784444, 900427444; Volkswagen Aurangabad: (020) 6617777-79, 800773800; Volkswagen Kollapur: (020) 2481317, 97652212; Volkswagen Nagpur: (071) 241 289800; 960201186; Volkswagen Nashik: (0253) 2386202, 961212962; Volkswagen Pune: (020) 41434142, 9622900022; Volkswagen Goa: (0832) 2232323, 976020096; Volkswagen Ahmedabad: (079) 661 10000, 899944396; Volkswagen Sec: (081) 2311411, 2674280900; Volkswagen Indore: (0781) 4655513, 962004800; Volkswagen Hyderabad: (080) 4131906, 9607971627; Volkswagen Bhopal: (0755) 4077776, 966666051; Volkswagen Jaipur: (0741) 982201102, 966666050; Volkswagen Raipur: (0771) 2262261, 1548410000.

Volkswagen India Assistance 24x7. Anytime. Anywhere. Toll free: 18001020906, 18002090906.

Code	4	
No.	Characteristic	Evaluation
1	General ambience	Expert opinion, trust
2	Design	Action take place in a factory, a man is standing on the left, on the right – a white car. Below the picture – a slogan and a long description, on the right - ‘Volkswagen’ logo
3	Relationship between pictorial and written material	Written material justifies and describes pictorial material
4	Use of space	All space is used except white are around the logo
5	Signs and symbols	‘Volkswagen’ logo is used
6	People/animals	A middle age man wearing a white smock and black trousers, dark hair
7	Action	The man is looking at a car model showing a delighted facial expression
8	Theme	Experts have invested so much care and attention to the specific car model so that it is hard to let it go.
9	Typefaces	Slogan is in bold, description below is smaller because it carries specific technical information
10	Item itself	Well equipped, has many extra technical features in comparison with other car models in its class
11	Attitudes/values/beliefs	It is hard to let a thing to go if one has invested a lot of time in it
	Language	In the pictorial material: first sentence is short, delivers the name of the car model, usage of a

		<p>definite article ‘the’ and ‘new’ which delivers message of novelty.</p> <p>The second sentence is complex, usage of an adverb ‘so’ in order to express a degree, also ‘much’ for the same purpose; usage of an adjective of state ‘crafted’ but in a figurative way by ‘crafted with passion’. Additionally, ‘let it go’ is a figurative expressed for letting a car go (to the customer). Adjective ‘hard’ expresses emotions and feelings, this personalizes the idea also found in the pictorial material.</p>
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Advertisement No. 31



Volkswagen Scirocco.
Perfect traction on any surface.

Code	4	
No.	Characteristic	Evaluation
1	General ambience	Quality no matter what
2	Design	Summer afternoon, landscape with a grass land, mountains in the back, a road with a white car on it, in the front part: various layers presenting different kinds of road surface/cover. The bottom part – white are with a slogan and ‘Volkswagen’ logo on the right
3	Relationship between pictorial and written material	Written material justifies pictorial material
4	Use of space	White space in the bottom
5	Signs and symbols	‘Volkswagen’ logo is used
6	People/animals	-
7	Action	-
8	Theme	The specific car model is good for driving any surfaces/ road covers
9	Typefaces	Slogan is in bold
10	Item itself	Well-equipped car various surfaces

11	Attitudes/values/beliefs	Car should be good for driving different weather conditions and road covers
	Language	The first part consists of the name of the car model. In the second part there is a short, simple sentence in present simple tense. Usage of an expressive adjective 'perfect' and adverb 'any' implying a perfection of an item.

Advertisement No. 32



Code	3	
No.	Characteristic	Evaluation
1	General ambience	Ironic and funny
2	Design	White brick house in the back, a man standing on a scooter with a car number plate, on the left – a grey car's backside, on the right – black car's front side. The bottom of the ad – white area with a slogan and 'Volkswagen' logo
3	Relationship between pictorial and written material	Written material justifies pictorial material
4	Use of space	White space in the bottom of the ad
5	Signs and symbols	'Volkswagen' logo is used
6	People/animals	A man, about 30 years old, wearing a dark suit with a white shirt and a black tie. Has dark glasses and a made hairstyle
7	Action	A man is looking to the backside before starting his ride with a scooter
8	Theme	'Volkswagen' cars do not lose their value by time so fast in comparison with other cars.
9	Typefaces	Slogan is in bold, the same shrift size as the car model's name
10	Item itself	Known as a qualitative car which lasts for a long time
11	Attitudes/values/beliefs	A businessman should drive a luxurious and qualitative car not a scooter

	Language	Short, simple sentence in a form of advice. Usage of negative 'do not'; usage of personal pronoun 'your' making the communication more personal. Reflects the idea of the pictorial material. A word play of a word 'value' that can have a double meaning. Either value in the sense of money, or value in the sense of quality; pun effect created.
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Advertisement No. 33



Closer to the road. The Golf Sportline.



Code	8	
No.	Characteristic	Evaluation
1	General ambience	Fear of seeing such a huge bug
2	Design	Greyish landscape, asphalt road. In front of the ad – a huge, yellow cricket. In the bottom – white area with a slogan and 'Volkswagen' logo on the right
3	Relationship between pictorial and written material	Written material justifies pictorial material
4	Use of space	Main object does not occupy whole pictorial material, white space in the bottom part
5	Signs and symbols	'Volkswagen' logo is used
6	People/animals	Yellow cricket in zoom, has two antennas-like horns, green round eyes with black pupils.
7	Action	The bug is in the movement
8	Theme	The specific car model allows one to be closer to the road so that it is also more stable
9	Typefaces	Slogan and car model's name is in bold
10	Item itself	The specific model is well-know, on top sold cars list during many decades
11	Attitudes/values/beliefs	Things look different if you look at them in a zoom
	Language	Short, simple sentence in present simple tense. Usage of a comparative form 'closer', text justifies the 'facial' expression of the bug.



The Golf R 32. 0 – 100 in 6,6 sec.



Code	8	
No.	Characteristic	Evaluation
1	General ambience	Sports activities
2	Design	A grass golf field, a half of a tree on the right. In front of the ad a bullet-like golf ball. In the bottom – a white area with a slogan a 'Volkswagen' logo on the right
3	Relationship between pictorial and written material	Written material justifies pictorial material
4	Use of space	The main object does not occupy whole pictorial material, white space in the bottom of the ad
5	Signs and symbols	'Volkswagen' logo is used
6	People/animals	-
7	Action	Static action
8	Theme	A word play between a kind of sport – golf and car model's name. The specific car model is showed as a golf ball being fast.
9	Typefaces	Slogan is in bold
10	Item itself	The specific car model is in the list of top sold car for various decades
11	Attitudes/values/beliefs	Hit golf ball flies fast
	Language	Short, simple sentence, usage of numbers to describe measurements.



Code	3	
No.	Characteristic	Evaluation
1	General ambience	Winter day, futuristic ambience
2	Design	Winter-like landscape with mountains in the back, in front a road with a light blue coach on it. In the right down corner a slogan and 'Volkswagen' logo
3	Relationship between pictorial and written material	Written material justifies pictorial material
4	Use of space	The main object does not occupy whole pictorial material
5	Signs and symbols	'Volkswagen' logo sign is used
6	People/animals	-
7	Action	Coach is in the movement
8	Theme	The specific car model can overtake other cars faster
9	Typefaces	Slogan and car model's name is white and in bold
10	Item itself	Can be characterised as fast vehicle
11	Attitudes/values/beliefs	If an item is small it can drive faster
	Language	A combination of an adjective and noun. Verb 'overtake' expresses a physical action which is described by the degree of it 'faster' (comparative adjective). The second sentence consists of the car model's name with measurements expressed by usage of numbers.



Tell us yours at www.onehthing.com


not responsible for the content of the advertisement and its use, especially for the content of the advertisement and its use.



Das Auto.

Code	7	
No.	Characteristic	Evaluation
1	General ambience	Romantic relationship
2	Design	Grey car in the back, a couple sitting on its front. On the left is written 'If you had rely on one car for the rest of your life, which one would it be?' In the bottom – white area with a name of the webpage and description below it. 'Volkswagen' logo and slogan on the right.
3	Relationship between pictorial and written material	Written material justifies pictorial material
4	Use of space	Free space in the bottom part
5	Signs and symbols	'Volkswagen' logo is used
6	People/animals	A couple – a blond woman wearing a flower pattern long dress, a man with dark curly hair wearing a black shirt, grey jacket and dark blue trousers
7	Action	Man is leaning closer to a woman
8	Theme	If one should chose a car for a whole life, the specific car model is one recommended
9	Typefaces	Part of a written material in the pictorial part in bold to emphasize an idea. Description below is in smaller case and different shrift
10	Item itself	Car lasting for a long time
11	Attitudes/values/beliefs	A strong marriage should last for the rest of the life
	Language	Complex question sentence; if- clause (2 nd conditional); personal pronoun 'your' is used to personalize the message; usage of a phrasal verb 'rest on'. Personification of the car by expressing 'one and only' which is a commonly used expression for lovers.



POLO  Students deserve something far better as their first car.



Code	1	
No.	Characteristic	Evaluation
1	General ambience	Having fun with friends
2	Design	Yellow brick building with a sign 'Trading' in the back, a lantern at the wall of the building. In the front: three youngsters riding a dumpster full of rubbish which also fly out of the 'vehicle'. Bottom part: white area with a small red car model on the left, slogan 'Students deserve something far better as their first car' in the middle, 'Volkswagen' logo on the right.
3	Relationship between pictorial and written material	Written material justifies pictorial material
4	Use of space	The main object in the pictorial part does not occupy the whole space. White space in the bottom part.
5	Signs and symbols	Logo of 'Polo' and 'Volkswagen' is used
6	People/animals	Two young men and one girl. Both men are wearing caps, one has sunglasses, one is wearing a blue-white jacket. The girl has red hair and is wearing white pink jacket. All three people are looking forward.
7	Action	Youngsters are riding a dumpster
8	Theme	A dumpster is way too bad first vehicle for youngsters. The specific car model is meant for young people whom this is the first car.
9	Typefaces	Slogan is in bold
10	Item itself	The specific car model is known as a relatively cheap car which is affordable by young people.
11	Attitudes/values/beliefs	Young people sometimes do crazy things which can be disgusting at the same time

	Language	Simple sentence in present simple tense; describes people in the pictorial material – ‘students’; expresses gratitude by an adverb ‘far’ for a comparative adjective ‘better’; comparison between ‘something’ and ‘first car’ which is expression by a conjunction ‘as’; ‘students’ in the first part is replaced by ‘their’ in the second part. ‘Students’ gives extra information what are meant those young people riding a dumpster.
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Advertisement No. 38



Code	7	
No.	Characteristic	Evaluation
1	General ambience	Family time in summer
2	Design	White car with an opened trunk door on the left, a green surfing board is in the trunk, a child is standing on the floor of the trunk and is hugging a man. On the right – sea/ocean and a beach; ‘Volkswagen’ logo in the right down corner. In the middle of the ad it is written ‘It’s more than a car. It’s keeping your promises’.
3	Relationship between pictorial and written material	Written material justifies pictorial material
4	Use of space	Main object occupies left side of the ad, right side is relatively free
5	Signs and symbols	‘Volkswagen’ sign is used
6	People/animals	Child age, 3-5 with blonde curly hair, wearing white-orange shorts and a blue t-shirt, middle age man with blonde curly hair, wearing blue-black sweater, colourful shirts
7	Action	Child hugging a man
8	Theme	The specific car model is trustful and it justifies promised given by the company
9	Typefaces	Written material in the middle of the ad is bigger than the slogan next to the logo
10	Item itself	Known as being trustful and having a great quality
11	Attitudes/values/beliefs	Keeping promised to children is important

	Language	Two simple sentences in the present tense; both have the same begging ‘it’s’; expression of degree by ‘more’; comparison by using ‘than’; adjective ‘just’ expresses exiguity; personal pronoun ‘your’ is used for a personal communication; usage of phrasal verb ‘keep promises’. Reflects people relations in the pictorial material.
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Advertisement No. 39



**Unintroducing the Volkswagen Bus.
Soon at no dealerships near you.**

Every car deserves a launch ad. But only a bus deserves the Volkswagen Bus deserves an unlaunch ad. You need it right. The world's only bus Volkswagen Bus will be manufactured by the end of this year in Brazil. And just like every Volkswagen Bus, it will come with no onboard computer, no airbags, no ABS and no touch-screen music. But with retro style beauty as standard. The van that makes a difference in automobile unlaunch ones. So go to hambivw.com.br/en and tell us your story. Unintroducing the Volkswagen Bus. The last anticipated automobile unlaunch ones.



Code	8	
No.	Characteristic	Evaluation
1	General ambience	Car leaving
2	Design	The main object is a white van leaving black tracks behind in the middle of the ad, the bottom part consists of description and ‘Volkswagen’ logo in the right down corner
3	Relationship between pictorial and written material	Written material justifies and describes the pictorial material
4	Use of space	The main object does not occupy whole space
5	Signs and symbols	‘Volkswagen’ logo is used
6	People/animals	-
7	Action	The van is leaving
8	Theme	The specific car model no longer will be available, this is meant as ‘goodbye’
9	Typefaces	Slogan is in bold and bigger as the description below
10	Item itself	The specific car model has been known for decades, but no longer will be in the market
11	Attitudes/values/beliefs	Saying good-bye
	Language	Two simple sentences in present tense; interesting usage of ‘unintroduction’ and ‘no dealership’ expressing opposite actions as supposed first or expected traditionally, that is reflected also by the car driving away. Usage of time adverb ‘soon’ and

		personal pronoun 'you'. These two sentences are made opposites of an expected message.
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Advertisement No. 40



Code	5	
No.	Characteristic	Evaluation
1	General ambience	Matching shape but not the expected content
2	Design	Fish shape on the left, a cat picture in the shape of a fish on the right, wooden pattern background, slogan and 'Volkswagen' logo in the white area below
3	Relationship between pictorial and written material	Written material justifies the pictorial material
4	Use of space	The main object does not occupy whole space
5	Signs and symbols	'Volkswagen' logo is used
6	People/animals	Tabby cat
7	Action	-
8	Theme	Even it seems that not original car parts can be used, they actually can cause more damage
9	Typefaces	Slogan in bold, the same shrift as the text below
10	Item itself	Original car parts are better to be used
11	Attitudes/values/beliefs	First impression can be wrong
	Language	Simple sentence in present tense in the form of advice. Consists of a negative form 'do not' to imply not to do a certain action. Usage of a conjunction 'because', but in the combination of 'just because' expressing certain circumstances; usage of a phrasal verb 'rely on' in a figurative meaning 'rely on sth just because it fits'.



Code	2	
No.	Characteristic	Evaluation
1	General ambience	A word play
2	Design	Upper part of the ad contains several sentences on the green background, below – white are with a small car model on the left, slogan and name of the car model in the middle of the white area, 'Volkswagen' logo on the right
3	Relationship between pictorial and written material	Written material justifies the pictorial material
4	Use of space	Sentences does not occupy whole space in the upper part; car model, slogan and logo does not occupy whole white area
5	Signs and symbols	'Volkswagen' logo is used
6	People/animals	-
7	Action	-
8	Theme	The specific brake system of the specific car model is highlighted showed by a syntactic language rule
9	Typefaces	The sentences in the upper part are in bold and bigger than the slogan and name of the car model in the below part
10	Item itself	The specific car model is known by its brake system
11	Attitudes/values/beliefs	Stopping and the right moment makes a significant difference
	Language	In the pictorial part: an interesting example of what can a punctuation change in the message delivered. Both parts consist of a personal pronoun 'I'; the second part of the material provides with the same sentence only divided into several sentences which gives totally different meaning of the utterance. 'My dogs.' and 'And books.' are short, unfinished sentences. Both parts express passive voice. Below: Two simple sentences in present tense. The second one explains idea of the first one. Usage of an adjective 'important' which gives the sense of a significance. Combination 'the right moment'

		<p>expresses emotions and feelings (what is the right moment?).</p> <p>The second part gives the name of the car model and mentions car's equipment (emergency brake system).</p>
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