

Spanish Address Forms in US Newspapers

by

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A Thesis Presented in Partial Fulfillment  
of the Requirements for the Degree  
Master of Arts

Approved November 2012 by the  
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ARIZONA STATE UNIVERSITY

December 2012

## ABSTRACT

Advertisements intend to persuade the reader to invest money or time in a product or service. Newspapers contain advertisements that are space-limited, thus necessitating a concise and convincing message that will influence readers. Nord (2008) analyzed conative function (Jakobson 1960) as a persuasive tool in a corpus of Spanish, English, and German advertising texts. A portion of Nord's study focused on sender attitude indicators directed at addressees as a key element of conative function, and analyzed address forms among several attitude indicators found in print advertisements. The current study analyzed 604 Spanish newspaper advertisements in Arizona and Florida, focusing on possible independent factors related to the probability of the occurrence of various address forms. These factors included: the type of product being advertized and its cost, the nature of the advertisement, the location of the advertisement in the newspaper (main section, sports, etc.), intended audience (including age and sex), geographic region of the newspaper, and each newspaper as compared to others. These variables were categorized and statistically analyzed using a quantitative design. The study provided results indicating a strong statistical relationship between the presence of address forms and product type, a moderate relationship with audience age, and a mild relationship with product cost. Various similarities and differences were also found when comparing the data geographically.

## DEDICATION

To my best friend,  
my inspiration,  
my love,  
my beacon,  
my wife.

A journey  
of patience and emotion,  
of enlightenment and exhaustion,  
of success and illness,  
of excitement and trials;  
all were shared by two.

This accomplishment  
is not mine,  
but ours.

## ACKNOWLEDGMENTS

This research could not have been carried out without the assistance, inspiration, and guidance of several professors, family members, colleagues, and friends. I could write a novel about all of you, and I thank you for your hand in this arduous, yet incredibly enjoyable, process.

First to my thesis committee, Dr. Álvaro Cerrón-Palomino, Dr. Barbara Lafford, and Dr. Michael Shepherd, I would like to thank you for your patience, encouragement, and insight. Although I have known Dr. Shepherd but briefly, I am indebted to him for his willingness to form part of this committee and taking the time to consider my research. Thank you for joining me in this journey.

Dr. Lafford has taken on a very important role in my educational life. Mine has been the privilege to be instructed and inspired by her on the intricacies of research and second language acquisition. Dr. Lafford expects nothing but excellence from her students. She pushed me and challenged me. My knowledge prior to her Research Methods course was quite minimal. A semester long course on research can sound a bit mild, but this was definitely not the case. It says a lot about a professor when a course on research is fascinating and superbly enlightening. I truly enjoyed the course. Her SLA course was also exciting, challenging, and engaging. Dr. Lafford taught me to seek excellence during my time at ASU. I worked harder in her courses than any other course in my educational career. I can honestly say I know what it means to *earn* an A rather than to just *receive* it.

Dr. Lafford was also a key influence in my desire to pursue research on advertising linguistics. Years ago, she studied in Colombia. For some reason, she decided to keep many copies of newspapers from her stay. I know she probably wondered why she held onto them for so long, but along came a student who was interested in print advertisements around the world. Her suitcase full of newspapers allowed me to investigate change over time, and provided the springboard I needed to expand my knowledge of advertising linguistics. Above all, Dr. Lafford is a kind and compassionate mentor. I appreciate how she cares so deeply for her students. She is a priceless asset at ASU.

To Dr. Cerrón-Palomino, I express my gratitude and profound respect. Dr. Cerrón-Palomino is a natural instructor. His style aligns perfectly with graduate students who are eager to acquire knowledge. He encourages new ideas and shows authentic excitement for his pupils' research.

Dr. Cerrón-Palomino introduced me to the beauty and detail of quantitative analysis. Although I enjoy and appreciate qualitative research, trends and probabilities have always engaged me. I have a mathematical brain, and when Dr. Cerrón-Palomino introduced me to GOLDVARB X my research prospects came to life. He oversaw both of my portfolio papers that also utilized quantitative means to analyze media speech. I was able to publish one of these papers because of his guidance, and I presented both at conferences.

Since the first day I began the Spanish Linguistics program at ASU, I was worried about the seemingly insurmountable task of writing a thesis. Through Dr. Cerrón-Palomino's courses my research ideas began to unfold and acquire depth

and vision. His guidance and patience led me to be confident that I could write this thesis. Over the past several months he oversaw my portfolio and this thesis. Dr. Cerrón-Palomino has guided me through this difficult process with patience and encouragement. It has been a privilege to learn from such an honorable person.

Other professors over the years have also provided inspiration and a rich foundation of sociolinguistic knowledge. Dr. Holly Cashman was my very first professor. I remember reading the first page of my first assignment in her course on Spanish in America. My first thought was: “What have I gotten myself into?” I was filled with worry. Dr. Cashman quickly eased my anxiety with compassion and sweetness.

Dr. Carmen García-Fernández taught me the wonders of pragmatics and was the principal reason that I was able to travel to Florida to present research on pragmatics in television advertising. She was very helpful in preparing me for my first conference, and through her instruction and guidance, I was able to present confidently. With her assistance, I was able to take the experiences and knowledge gained from that first conference and progress toward three more conferences and a published work.

Jabier Elorrieta opened my eyes to Spanish general linguistics, phonology, and syntax. He was a very patient person in these courses. They are challenging topics, but his methods excited me and made the learning process enjoyable. I looked forward to his courses every week, and I think he would be proud to know

that I teach my advanced high school Spanish students many concepts that I learned in his courses.

My family has been instrumental in my educational achievements. I am so grateful for my mother and for the constant hours of time she spent with me on my education as a child and teen. I appreciate her expecting excellence and not settling for mediocrity. She loves her children and has taught them the importance of education. I love her dearly and she is an example to me of perseverance and patience.

My father and I share a love for learning. His excitement for knowledge inspires me. He has also taught me how to handle daunting tasks with a sense of humor. My father is invested in his children's endeavors. He probably does not know more than a dozen words in Spanish, but he has always shown a genuine interest in my research. His support throughout this MA program has been integral. The most important lesson I have learned from my father is the power of integrity and how to be truly kind.

My wife's parents are very important to me and have been very involved in this MA process. My father-in-law started asking me about my thesis when I was taking my first course five years ago. I had no idea how to answer. We have enjoyed an ongoing discussion about my thesis since then. This discussion helped me to organize my thoughts and keep focused. He has been very encouraging and caring throughout this process. My mother-in-law is one of the nicest people on the planet, second only to my wife. She has shown a lot of confidence in me throughout my journey. She is also one of the most intelligent people I know. I

can ask her about pretty much any topic and she would either know the answer, or know how to find it. I have often felt that if I were a contestant on a television game show, she would be my “phone-a-friend.”

My wife’s grandparents have been a very influential part in making my graduate education possible. I would not have been able to complete this process without them. I thank them for their support. I love them so much. I know it sounds juvenile, but it means a lot that they tell me so often that they are proud of me.

Bob Starkey has been a fierce friend. He has been my sounding board for all of my ideas. I have gone to him when I have been discouraged and he has lifted me up. He has treated me like family.

Finally, my wife and children have borne so much during this time. It has been a long process for all of us. I love my children. There have been too many instances when I have had to decline swordfights and hide-and-seek while I have been studying and researching. To my Nay-Nay-Doo, Mikey-Moe, and Sambo, I say thank you for being so understanding that Daddy has to finish his education and for loving me unconditionally. As aforementioned, I dedicate this research to my wife. I did not become a good student until I met her halfway through my BA. Since then, I have found purpose in my studies. I work hard for her. She shows so much pride in me... much more than I deserve. I have truly enjoyed this program, and I will always be grateful to my wife for making this process possible. I cannot express what she has endured during these five years, and there are no words that can come close to representing my love for her and my gratitude. This has truly



been a test of patience, but she has been so strong, compassionate, and supporting. She has taken on much more than she should. There is no better wife, mother, or friend in the world. We have truly done this together. We did it!

## TABLE OF CONTENTS

	Page
LIST OF TABLES.....	vii
LIST OF FIGURES.....	viii
CHAPTER	
1 INTRODUCTION.....	1
2 REVIEW OF LITERATURE .....	4
2.1 Theoretical Framework .....	4
2.1.1 Pragmatics.....	6
2.1.1.1 <i>Speech acts and persuasion</i> .....	8
2.1.1.2 <i>Conative function</i> .....	10
2.1.1.2.1 <i>Second-person reference</i> .....	11
2.1.1.2.2 <i>Other factors of conative function</i> .....	14
2.2 Spanish in the US .....	15
2.2.1 Demographics.....	15
2.3 Advertising .....	17
2.3.1 Newspaper advertising.....	18
2.4 Review of Empirical Studies.....	20
2.4.1 Hardin (2001) .....	20
2.4.2 Bishop (2006).....	21
2.4.3 Nord (2008) .....	24
2.4.4 Borba (2011).....	26
2.5 Justification of the Study.....	27

CHAPTER	Page
2.6 Research Questions .....	28
3 METHODOLOGY .....	30
3.1 Research Design .....	30
3.2 Variables .....	31
3.3 Subjects .....	32
3.4 Instruments and Procedures.....	34
3.5 Data Analysis.....	39
4 RESULTS .....	40
4.1 General Results Examples.....	40
4.2 General US Results.....	45
4.2.1 Arizona.....	57
4.2.2 Florida.....	62
5 DISCUSSION .....	70
5.1 US in General.....	70
5.2 Independent factor groups .....	70
5.3 Presence of T .....	73
5.4 Presence of V .....	76
5.5 Non-T/V Direct Addressee Reference .....	78
5.6 Considering Hardin (2001), Nord (2008), and Borba (2011) ...	79
5.7 Considering Spanish in the US.....	81
5.8 Conative Function.....	82
6 CONCLUSION .....	84

CHAPTER	Page
6.1 Summary of Results.....	84
6.2 Theoretical Implications.....	87
6.3 Research Limitations.....	90
6.4 Future Research.....	93
REFERENCES .....	96
APPENDIX	
A    DATA COLLECTION SHEET .....	100
BIOGRAPHICAL SKETCH .....	102

## LIST OF TABLES

Table		Page
1.	Newspaper Overview.....	33
2.	Dependent Factor Coding .....	34
3.	Independent Factor Coding.....	35
4.	Presence of T in All Ads .....	50
5.	Presence of V in All Ads .....	52
6.	Presence of Non-T/V Direct Reference to the Reader in All Ads .....	55
7.	Presence of T in All Arizona Ads .....	57
8.	Presence of V in All Arizona Ads .....	59
9.	Presence of Non-T/V Addressee Reference in All Arizona Ads .....	61
10.	Presence of T in All Florida Ads .....	63
11.	Presence of V in All Florida Ads .....	65
12.	Presence of Non-T/V Addressee Reference in All Florida Ads .....	67

## LIST OF FIGURES

Figure		Page
1.	Dependent factor presence in all ads .....	46
2.	Product type in all ads .....	46
3.	Ad location for all ads .....	47
4.	Product cost in all ads .....	47
5.	Audience sex in all ads .....	48
6.	Audience age in all ads .....	48
7.	Nature of all ads .....	49

## Chapter 1

### INTRODUCTION

Advertisements intend to persuade an audience to act, and the intended action is usually to purchase a product or service. Ads can also come in other forms, such as public service announcements encouraging the audience to conserve water, or political ads encouraging the audience to vote for a particular nominee. Newspapers have provided the world population with information and entertainment for many years. Many people wait for the special editions containing inserts of department stores or toy stores, and other readers enjoy reading classified ads, but little mention is made of the business ads surrounding the columns on every page. Berger (2007: 5) explained that advertisements “attract the attention of people with suitable demographics and the proper psychographics—values and lifestyles—for some product or service.” Advertisers often speak directly to the audience, as if the advertiser and audience were interlocutors in a normal conversation, even though the advertisements are prefabricated. Many times the spokesperson will also speak to the audience in a friendly manner. Newspaper advertisers also have to consider space limitations while creating an attractive message. These limitations make it critical to be concise yet convincing. Ad creators consider several factors besides the actual wording of the advertisement, such as font size, style, placement, visual stimuli, and the level of directness with the reader. Although there are several non-linguistic elements involved in the use of persuasion in advertising (e.g., visuals,

music, sound effects), the current study only focuses on the linguistic aspect of advertising.

Several studies have analyzed persuasion in advertising, such as Hardin's (2001) study comparing and contrasting persuasive devices in Spanish television commercials between Spain, Chile, and the USA, Bishop's (2006) study on Spanish-English code-switching in advertising, and Nord's (2008) analysis of phatic function in Germany, Spain, and the United Kingdom. Hardin found a high variety of speech acts and utterances catering to the audience's positive face, especially in the US Spanish commercials. Bishop's study showed how code-switching can positively affect persuasion in advertising to young bilinguals who speak Spanish and English. Nord (2008) analyzed attitude indicators towards addressees in 300 print advertisements in Spanish, German, and English. Nord explained that advertisements use address forms as a form of persuasion, and that *attitude indicators* are one of the main functions of address forms. *Attitude indicators* are what a speaker uses to express attitudes towards an addressee. The more common attitude indicators are the selection between formal and informal morphological forms, third-person and impersonal reference to the addressee, the use of the imperative, and direct and rhetorical questions.

The current study seeks to provide initial insight into Spanish linguistics with regards to relationships established between advertisers and their addressees. Newspaper advertisements, rather than television or radio advertisements, are the focus of the study in order to eliminate any auditory elements designed to persuade the audience. Due to the lack of auditory stimuli, the importance to



persuade visually and linguistically is even more critical. Over 600 Spanish newspaper advertisements were collected from Arizona and Florida. As the interest of the researcher lies in regional tendencies of address forms, these regions were selected due to the large populations of Spanish-speakers and the concomitant existence of Spanish media. Address forms were studied in relation to possible independent factors, including the type of advertisement, the general purpose of the advertisement, geographical region, individual newspaper, newspaper section, and intended audience factors, including sex, age, and product cost. It is hypothesized that the advertisements vary regionally according to overall use of address forms, and statistically significant relationships can be shown with several of the independent factors.

## Chapter 2

### REVIEW OF LITERATURE

#### **2.1 Theoretical Framework**

The current study falls under the field of variationist sociolinguistics (Tagliamonte 2006), which focuses on how social factors shape variation of linguistic phenomena, and relies on the foundation of “language as it is used in everyday life by members of the social order” (Labov 1972: xiii). Labov also explained that language is heterogeneous and is in a state of constant change, and that some of the key factors of variability are socioeconomics, style, age, and context. Some common factors can include political organizations, economic status, social class, societal geography, age, race, sex, education, historical aspects, cultural aspects, external context of the phenomena, individual style, inferences, personal backgrounds, and predilections. As can be deduced from these factors, sociolinguistics claims that language is context-dependent, and that context is determined by the speaker, where the language is being used, as well as why it is being used (Tagliamonte).

Linguistic variation is the object of sociolinguistic inquiry. When a speaker has more than one way to say essentially the same thing, linguistic variation allows for the selection of one form over another based on geographical, linguistic, and social factors (Penny 2000; Tagliamonte 2006). The principal foundation of this field is that variation is not erratic, arbitrary, or random, but patterned, ordered, and structured, and the discipline uses quantitative means to determine possible influencing factors (Sankoff 1988; Silva-Corvalán 2001;

Tagliamonte). Poplack (1993: 251) explained the variationist study, by stating that variation analysis “combines techniques from linguistics, anthropology and statistics to investigate language use and structure.”

Linguistic variation can be found in several forms. The primary focus of the current study is on the following types of variation: regional variation, social variation, and stylistic variation. Regional variation deals with geographical differences between speakers of the same language. Dialectologists seek to determine potential geographical boundaries of specific linguistic phenomena (Chambers & Trudgill 1980).

Social factors can also often affect linguistic variation. Labov (1972) explained that speakers make choices between equivalent linguistic forms, and thus, reveal information about them. Speakers fall within social groups that influence their manner of speech as well as attitudes towards speech. This variation can differentiate between linguistic traits of people living within the same geographic region. Social factors refer to the individual speaker, and Labov listed some of the more common factors, which include ethnic background, sex, socioeconomic status, age, educational level, social mobility, context, audience, and style. Chambers (2009: 6) echoed Labov, and stated that when we speak we reveal “a whole configuration of characteristics that we share to some extent with everyone who resembles us socially.”

Finally, stylistic variation is influenced by purpose, subject matter, channel, and audience (Halliday 1978). One’s style is determined by judgments the speaker makes regarding these key elements (Chambers 2009), and a specific

style refers to speaking patterns, including tone of voice, rate, volume, directness, formality, casualness, pausing, turn-taking, word choice, and linguistic elements such as humor, and figures of speech (Tannen 1995). Tannen also explained that style is a set of signals that are culturally specific.

Considering one's interlocutor under the realm of style, Joos (1967) conceptualized a five level scheme of formality, ranging from highest level of formality to lowest: ceremonial, formal, consultative, familiar, and intimate. *Ceremonial* is very similar to written language and can be found in solemn speeches. *Formal* is similar to *ceremonial* but actually allows interlocutor participation, and can often be heard in media interviews with politicians, for example. *Consultative* is the intermediate level of formality. It uses clear pronunciation and common vocabulary that excludes slang and colloquialisms, employs complete (but not complex) sentences, and follows general turn-taking norms. *Familiar* is a form of speech compatible with interruptions, truncations, and some humor. *Intimate* is found at the informal end of Joos' spectrum, and allows spontaneity and personal interaction, and is commonly known as *familiar* or *colloquial speech*. Regional, social, and contextual factors combine to form the key areas of analysis in sociolinguistic variation.

### **2.1.1 Pragmatics.**

Pragmatic elements govern communicative language-use and deal with both how to say something and how it is interpreted (Escandell 1996). It is important to emphasize, that although the current study investigates pragmatic phenomena within newspaper advertisements, it is a variationist study, not a

pragmatic study. Grice (1975) developed a theory of conversational implicatures, which explained that there are messages that are conveyed during utterances even though they are not specifically mentioned in the utterances themselves. Grice's Cooperative Principle explained that interlocutors interpret these underlying messages due to common backgrounds, rules, and purposes. Thus, pragmatics is a science of language with regards to how it is used by people, and focuses on the intention of a speaker as well as how the interlocutor interprets the utterance, rather than the semantics of the utterance in isolation. A speaker has an intention while speaking, and makes decisions regarding how to express this intention. Harris (1998b: 32) generally rejected Grice's notion that communication is subject to rules, but rather, it "involves action in indefinitely variable sets of circumstances, with many different kinds of purpose" and that acceptable communication is based "on the contingent satisfaction of a variety of unforeseeable conditions on particular occasions." Harris (1998a: 94) elaborated on how the receptor (the person to whom the speaker is addressing) interprets the message, by explaining that this interlocutor needs to "supplement the semantic knowledge, used in decoding the verbal signs, with various other kinds of information." Thus, the receptor processes the utterance, along with a wide variety of contextual clues and extralinguistic factors, and interprets the message.

Escandell (1996) explained that pragmatic acceptability is governed by what is culturally acceptable. This means that what appears to be appropriate by one person or group, may not have the same level of appropriateness according to another individual or group. This leads to a natural definition of communicative

competence, which can be explained as the ability to utter and interpret an emission through linguistic and extralinguistic signs while also considering contextual and social factors (Gumperz 1982).

A key element to pragmatics is the concept of *social identity*, which Tagliamonte (2006: 7) explained by stating:

Language is used for transmitting information from one person to another, but at the same time, a speaker is using language to make statements about who she is, what her group loyalties are, how she perceives her relationship to her hearers, and what sort of speech event she considers herself to be engaged in.

Thus, the speaker establishes individual identity and relationships while communicating, and this establishment of social identity is usually not overt.

Language negotiates relationships through behaviors that signal both the speaker status with an interlocutor, as well as the level of rapport between them (Tannen 1995). Tannen further explained that authority is constantly negotiated through linguistic style, which subtly organizes individuals into a hierarchy, and that interlocutors are conscious of each other's status and they adjust their style in order to appropriately communicate.

#### ***2.1.1.1 Speech acts and persuasion.***

Speech acts are defined as utterances with their surroundings, conditions, contexts, and speaker intentions, and do not necessarily have to be full sentences (Searle 1969). Searle also explained that speech acts have various components, specifically mentioning that some can be considered *locutionary*, *illocutionary*, and *perlocutionary*. The *locutionary* function corresponds with the actual emission, including grammatical structure and basic meaning, the *illocutionary*

function corresponds to the intent of the speech act, and the *perlocutionary* function corresponds with the result or consequence of the speech act.

A key factor of persuasive speech acts is politeness. Brown & Levinson (1978, 1987) stated that requests are naturally impolite because they infringe on the interlocutor's freedom to act, so various strategies are often considered in order to minimize this infringement. As with Escandell (1996), Brown & Levinson also explained that various factors affect how direct or indirect a requester will be. Some of these factors include the level of the request, societal acceptability, and the relationship between the interlocutors. For example, if a college student wants to ask a professor for a deadline extension, it is likely this student would not say "Give me an extension of two weeks." This direct command would likely have caused a negative reaction on the part of the professor, and can be considered impolite. Rather, this student would probably soften the request due to the necessity of respecting the professor-student relationship, and would first explain the rationale behind the request. The student could then possibly state "If it's not too much trouble, would you be so kind as to grant me just a little extension of maybe a couple weeks?" Thus, the student was able to state first the intent to not trouble the professor, asserted an assumption of the professor's compassion, diminished the apparent size of the extension, and hedged the statement with "maybe", which acknowledged the decision-making authority of the professor. Although this statement is a bit of an exaggeration, it serves to show how one can state a request, while minimizing the threat to the interlocutor's freedom of action. Requests in advertising are part and parcel. A

key element of persuasion in advertising is how the advertisers address their audience, which is known as conative function.

### ***2.1.1.2 Conative function.***

Jakobson (1960) defined *conative function* as the manner in which people orient themselves towards addressees, and *phatic function* as the channel of communication that conveys salutations, prolongations, and farewells, but Nord (2008) extended the definition to include any element of address also. Nord defined *phatic function* as basically a combination of Jakobson's *conative* and *phatic function* constructs. The current study focuses on Jakobson's *conative function*, and draws from Nord to delineate *conative function* indicators. Conative function (or *phatic function* according to Nord, but hereafter referred to as *conative function*) does not carry meaning, but serves to define the relationship between the speaker and the addressee. Some of these linguistic devices under conative function include address form pronouns, register, titles and honorifics, and metacommunicative devices. Forms of address are one of the key elements of conative function. Nord calls address forms *attitude indicators*, and lists the following forms as indicators of attitude towards addressees: imperatives, all second person references, both direct and rhetorical questions intended for the addressee, third-person references to the addressee, and general references to the addressee (impersonal).



#### 2.1.1.2.1 *Second-person reference.*

When a newspaper advertisement makes personal reference to the reader, a choice is made regarding which address form to use. It is obvious that the advertiser and the addressee do not know each other, but the advertisement often directly addresses the reader in a friendly manner. Sometimes an informal reference is used, other times a formal decision is made, and on some occasions the advertisement directly addresses the reader generally or impersonally. Brown & Gilman (1960) formulated the two-dimension second person address form system that is most widely used today. From the Latin TU and VOS, Brown & Gilman used the symbols T and V for second person to represent the solidarity semantic and the power semantic, respectively. Braun (1988) explained that address forms are examples of articulations of politeness. These symbols were also defined as familiar and polite pronouns for any language.

Penny (1991) outlined the history of Spanish second person pronouns. Originally, Spanish *tú* and *vos* were both second person pronouns, inherited from the Latin TU and VOS. The Spanish pronoun *tú* was used for second person singular reference, and *vos* was for second person plural. Eventually, *vos* transformed into a second person singular pronoun, used in situations where respect was expected (speaking to superiors), and *tú* became an informal second person pronoun. Towards the end of the Middle Ages, the average group of townspeople used *tú* to speak to each other, while nobles used *vos* within their own circles to show respect or deference, and *tú* to show intimacy and trust. During the beginning of the 16<sup>th</sup> century, combinations of *vuestra* + terms such as

*majestad, alteza, gracia, excelencia, señoría*, and *merced* began to be used among the nobles to indicate respect. The phrase *vuestra merced* went through several transformations, and eventually became *usted*, the now common respectful and deferential second person singular pronoun. The *tú/usted* system (with their plural equivalents *vosotros* and *ustedes*, respectively) spread throughout Spain and continues to this day, although *vosotros* is only used in particular regions. The pronoun *vos* now only exists in various regions of Latin America, where it has transformed into an informal second person pronoun, used colloquially and with subordinates. The extension and use of *vos* and its coexistence with *tú* and *usted* varies in Latin America today, and will be discussed further, below.

For the purposes of the current study, T will represent the Spanish *tú* or *vos*, while V will represent the Spanish *usted*. In general, *tú*, *vos*, and *usted* have the same deictic value<sup>1</sup> (English *you*) and can be used interchangeably without affecting the literal semantics of an utterance. Of course, some obvious alternatives to the second person address form include speaking to one's interlocutor using the third person, including the addressee while using *nosotros*, or to make an impersonal general reference, like the English impersonal 'you' (Nord 2008).

It is important to note that the norms of use of the second person address pronouns vary both regionally and socially, even within the same community (Lipski 1994). The general feeling in the Spanish-speaking world is that these pronouns provide a formality distinction where *tú* is used to show solidarity,

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<sup>1</sup> Although their corresponding verbal morphology is different.

while *usted* is used to show respect (López Mora 2005). Social factors, such as age, sex, social position, professional position, and context, can influence selection. The pronoun *vos* (usually English *you* informal, as an alternative to *tú*) can also be found throughout Latin America in varying degrees, and with varying uses and purposes (Baumel-Schreffler 1995).

Baumel-Schreffler (1995) also stated that 30% of Latin Americans use *vos* to some degree, and Central America is an area of extended *vos* usage. Lipski (1994) concurs and further explains that *tú* is rare or even nonexistent in some regions of Latin America where *vos* thrives, and that the pronoun *vos* varies regionally in verbal forms. Argentina, Uruguay, Paraguay, and Bolivia are areas where *vos* is practically universal, although *tuteo* does occur to some degree (Penny 2000). Penny also explained that in Chile, *voseo* is receding. All of Central America, from Chiapas, Mexico to western Panama, as well as most of Colombia and Ecuador, also employs *voseo* either exclusively, or in competition with *tuteo*. This triple system of second person pronoun use follows regional and social rules. In Colombia *usted* can be used to exhibit closeness, instead of exhibiting *tú* or *vos* (Penny).

With regards to second person *plural* reference, two address forms pronouns also exist: *vosotros* and *ustedes*. The pronoun *vosotros* is only used in regions of Spain and is the plural T of Brown & Gilman's (1960) dichotomy, while *ustedes* is coded as V. Outside of Spain *ustedes* is the only second person plural marker, thus eliminating a T/V distinction.

In a Phoenix study comparing and contrasting both religious and neighborhood speech, Correa-Urbe (1995) found that the religious context provided heavy preference for *usted* among interlocutors, while the neighborhood context conveyed a balanced selection of *tú* and *usted* among either the same or similar interlocutors, thus supporting the notion that the context of one's surroundings can influence T/V-selection. Hardin (2001) studied pragmatics in television commercials in Spain, Chile, and the United States (Spanish), and showed that the commercials in the United States exhibited a high frequency of *tú*, which concurs with Valdés & Pino (1981), who stated that Mexican-American bilinguals often fictionally treat each other as close friends.

Iglesias Recuero (2001) reported that the *tú/vos* (you, singular informal) Spanish pronoun selection is growing in Spanish-speaking countries while the *usted* (you, singular formal) selection is decreasing. Iglesias Recuero also mentioned that the pronoun *usted* continues to be the pronoun of choice among interlocutors who have not met each other previously, and *usted* continues to be a more respectful manner to address one's interlocutor. Iglesias Recuero acknowledges that Spanish-speakers vary in their address form selection according to culture and social group, and these statements are more generalities than rules of address form selection. These generalities can shed light on address form selection in Spanish newspaper advertisements regionally in the US.

#### *2.1.1.2.2 Other factors of conative function.*

As mentioned above, Nord (2008) explained that, in addition to pronominal address forms and third person or general reference to the addressee,

other factors that are considered attitude indicators within conative function include imperatives and questions. Nord stated that the use of imperatives (as well as infinitives with imperative function) is one of the key attitude indicators under conative function. Imperatives fall under the speech act category of directives, which aim to affect the behavior of others (Searle 1976, 1979). There are few grammatical procedures characterizing the imperative, so it is common that other forms, such as the infinitive, be used with an imperative semantic value. Nord included both direct and rhetorical questions as an element of attitude indicators within conative function. These questions include the addressee in a communicative exchange, and questions can even serve as a politeness formula for commands, as in 'Can you pass me the salt?' (Brown & Levinson 1978, 1987). Due to the focus of the current study being on address forms, imperatives and questions were only briefly analyzed.

## **2.2 Spanish in the US**

### **2.2.1 Demographics.**

According to the *US Census Bureau* (2012), the United States of America has an estimated population of 313,650,302 as of June 1, 2012. The *Pew Research Center* (2010) reported that the US Hispanic population is 50,729,570. Of that population, 31,912,465 US Hispanics are native born. The *US Census Bureau* (2011) estimated that as of 2009, approximately 35 million US residents ages 5 and older speak Spanish at home.

Due to the predominance and perceived prestige of English in the United States, questions have been raised regarding the durability of Spanish in the US.

Silva-Corvalán (2001) stated that fewer and fewer minors are retaining Spanish, and explained that Spanish retention in the US is related to income and education in the Southwest: the higher the income and education level, the higher the probability Spanish is sacrificed in the process. Silva-Corvalán, however, stated that Spanish will not eventually be completely abandoned in the US due to the constant influx of immigrants, the use of Spanish both at home and in the business world, the use of Spanish in media and marketing, the popularity of learning Spanish as a foreign language in the education system, and the simple sense of cultural identity associated with one's heritage.

The *Pew Research Center* (2010) estimated that as of 2010, the Hispanic population in Florida was 4,253,268, while it estimated that in Arizona, the Hispanic population was 1,908,923. The *Pew Research Center* also provided ancestral statistics for US Hispanics in Arizona and Florida. Of the approximately 1.9 million Hispanic residents in Arizona, 1.7 million (about 90%) claim Mexican heritage. Regarding Florida, about 2.3 million (54%) of the 4.25 million Hispanic residents claim Caribbean heritage (the vast majority claiming Puerto Rican and Cuban heritage, specifically), while the remaining 46% claim heritage that is divided pretty evenly between Mexico, Central America, and South America. With differing ancestral backgrounds, Arizona and Florida can provide linguistically diverse Spanish data.

Due to the sheer amount of Spanish linguistic varieties in the US, any form of a variational and dialectal study can seem a daunting task. The Southwest, West, South, and Midwest all have a large population of people of Mexican

descent, and Los Angeles has been a preferred destination by Central American political refugees (Silva-Corvalán 2001). The Northeast and Florida both have a higher percentage of people of Caribbean descent, especially from Puerto Rico and Cuba. Because of this situation, Silva-Corvalán explained that US Spanish is generally referred to as a variety of Mexican, Puerto Rican, and Cuban Spanish.

### **2.3 Advertising**

Hardin (2001: 1) pointed out that media, especially advertising, “...generate much of the public language that is heard in society.” Hardin went on to state that advertising is one of the main influencers on languages and that mass communication emits the speech acts of modern societies and portrays linguistic variation reflective within said societies. Of particular sociolinguistic interest in media communication is the advertising realm. Advertisements are constantly limited to time and space, thus necessitating creativity in the process of influencing a consumer to invest time and money, or to act on political and social issues. It is estimated that the average adult is exposed to as many as 400 advertisements per day from television, radio, newspapers, and magazines (Berger 2007). Berger explained the process of advertising in three key elements:

- 1) Advertisers/advertising agencies purchase space or time for their advertisements.
- 2) Advertisements intend to grasp the attention of an audience within specific parameters, such as social demographics, values, and lifestyles.

Advertisers mainly concentrate on people 18 to 49, due to the amount of money typically spent by this age group.

- 3) Advertisements intend to “persuade, motivate, and most importantly, to get people to act, to *do* something” (Berger, 2007: 5).

Berger (2007) also explained that advertising draws attention to, and encourages desire and investment in, products and services. Geis (1982) analyzed pragmatics in US advertising, and specifically focused on television advertisements aimed at children, as well as truth in advertising regarding implicature. Geis explained that research has shown that addressees recall pragmatic implicature at least as often as direct statements. As Berger explained, persuasion is the goal of advertising, and Geis showed how persuasive acts are not always openly direct.

### **2.3.1 Newspaper advertising.**

It is virtually impossible to flip through a newspaper without finding advertisements on every page. Some pages have more space dedicated to advertisements than to actual articles, and it is not uncommon to find a full-page advertisement. Although newspaper reading appears to be on the downturn due to the more easily accessible information on the internet, a considerable amount of time is still spent by individuals on this medium. The US Census reported in 2005 that the general population spends 144 hours per year reading the daily newspaper (Berger 2007), which equates to about 2 ½ to 3 hours per week. Obviously, these numbers have likely diminished since the 2005 Census report, but it is assumed that they have not diminished too considerably over the past seven years to deny the following overall indications made by Berger.



Berger (2007) stated that newspaper readers are usually well educated, interested in social and political issues, and are many times considered to be trendsetters in technology and the internet. This type of group is attractive to advertisers because it is more likely that well-educated people with a particular interest in technology have money to invest in products and services. Nord (2008: 284), stated that persuasion “works best if it is not recognizable as such,” which echoes Packard’s (1967) notion that there are ‘hidden persuaders’ in advertising, meaning that persuasive advertisements do not usually include direct statements, telling addressees to purchase a product. Berger explained that the available items to analyze in a print advertisement are nearly limitless. The following items are just a few mentioned by Berger: ad design, amount of text versus images, blank space, image details, language use, typefaces, themes, the product itself, implied values and beliefs, and necessary background information to interpret the advertisement.

Newspaper advertisements are considered to be “artistic texts,” as described by Lotman (1977: 23):

Since it can concentrate a tremendous amount of information into the “area” of a very small text... an artistic text manifests yet another feature: it transmits different information to different readers in proportion to each one’s comprehension; it provides the reader with a language in which each successive portion of information may be assimilated with repeated reading. It behaves as a kind of living organism which has a feedback to the reader and thereby instructs him.

As Lotman (1997) mentioned, an advertising text is a visual stimuli, not just a list of words, phrases, and sentences. Lotman also explained that newspaper

advertisements are actually artistic ‘living organisms’ that communicate with the reader. This organism intends to “persuade, motivate, and most importantly, to get people to act, to *do* something” (Berger 2007: 5). This relationship brings an added factor to address forms: an artificial interlocutor who attempts to show some sort of relationship with an unknown reader.

## **2.4 Review of Empirical Studies**

Several studies have focused on Spanish media language or advertising, including phonological and lexical influences on Spanish in television commercials (Fernández 1988; Avila 1994), persuasive rhetoric in advertising (Bris Gómez, Pruñonosa Tomás, & Serra Alegre 1987; Delbecque & Leuven 1990; Moreno Fernández 1990), language choice when advertising to US minority bilinguals (Noriega 2006) and colloquial speech in publicity (Robles Ávila 2004). The current study will provide a critical review on the works of Hardin (2001), Bishop (2006), Nord (2008), and Borba (2011).

### **2.4.1 Hardin (2001).**

Hardin (2001) studied Spanish television commercials in Spain, Chile, and the USA in order to compare and contrast the persuasive devices in advertising in each country, especially focusing on the positive and negative face of the viewer and the establishment of solidarity. Hardin based her study on the definitions of persuasion and face found in Lakoff (1982) and Brown & Levinson (1978, 1987). Her study included over 700 television commercials from the three countries mentioned above. These commercials were recorded at varying times of day from public television channels. Following the classifications of Searle (1976, 1979),

Hardin classified the speech acts found in the commercials as follows: representatives, commissives, directives, and expressives. Hardin also documented the occurrences of deixis, personal reference, tense, mood, positive face, negative face, power, and social distance.

Once the data was categorized, Hardin (2001) compared and contrasted the results between the three countries. Hardin found that, in comparison with Chile and Spain, the Spanish US commercials exhibited a greater variety and frequency of speech acts, more personal reference to the viewer, more variety in tense and mood, and more occurrences of solidarity. No tables providing statistical analyses were provided in the Hardin study. Rather, Hardin declared which regions exhibited higher tendencies of the various elements she studied. A multi-variate statistical analysis of the persuasive strategies could have provided clarity on the similarities and differences between the three regions studied.

#### **2.4.2 Bishop (2006).**

Bishop (2006) studied how code-switching in advertising affects persuasion among Mexican-Americans, and specifically focused on how code-switching affects message recall, perceptions of the advertiser's cultural sensitivity, and expectations of the advertiser's attention and responsiveness. The subjects of this study were Mexican-Americans between the ages of 18 and 30 who exhibited some form of literacy in Spanish and English. Bishop claimed that this young group was studied due to the negative correlation between age and recall. A total of 130 participants were used in this study from various groups and

organizations, including youth groups, college students, and local fundraisers. Each group received a monetary donation per participant.

The participants were randomly assigned to four groups, and were told to read the instructions of the study (provided in both languages), and then read a specific magazine article, which was either completely in Spanish or English. The participants then read an advertisement that code-switched either from English to Spanish, or vice versa (being mostly in English, or mostly in Spanish, respectively). Upon completing the advertisement, the participants read another magazine article in the same language as the first in order to reinforce the main language as well as provide a distraction so recall could be effectively tested.

Following the readings, the participants underwent tests, the first being asked to write as much as they could remember about the advertisement. The participants then received the written advertisement again, but some of the words and phrases were replaced with blanks, which were code-switched words and phrases. The participants were asked to fill in the blanks and were permitted to write in English or Spanish. Finally, the participants were surveyed on their opinions of each advertiser's cultural sensitivity, responsiveness, and empathy, on a SERVQUAL scale that permitted the participants to choose a pre-written statement that best matched their opinions. The results of these tests and surveys were then coded and analyzed according to the original research questions.

Bishop's (2006) results showed that the mainly Spanish texts with brief switches to English exhibited higher recall than the English texts with switches to Spanish. However, recall of the overall message of the advertisement was

diminished compared to the code-switched elements. The results in general, when considering recall and the advertiser's cultural sensitivity, responsiveness, and empathy indicated that the best type of advertising code-switch would be an advertisement with an English context (meaning the magazine articles surrounding the ad), and English to Spanish code-switching in the advertisements. This provided high recall of the code-switched element without diminishing recall of the overall message of the advertisement, and it also provided higher ratings on cultural sensitivity, responsiveness, and empathy.

Bishop (2006) mentioned some study limitations, including only studying participants of Mexican heritage, which would provide a lack of generalizability to US Spanish advertising. Another limitation Bishop mentioned was that she only studied single noun code-switching, and there are many more types of code-switching. Finally, Bishop mentioned the age group being a limitation, seeing that 18 to 30-year-olds are not the only age group that commonly view advertisements, nor are they the only intended audience of advertisements. Another limitation to consider is the lack of comparison and contrast with advertisements that are totally in English or Spanish, without any form of code-switching. Rather, Bishop assumed through literature that code-switching would be more effective than no code-switching at all. Bishop was able to effectively show which code-switching forms might prove to be more advantageous to advertisers, but she could have statistically shown the same categories of recall and advertiser evaluations of advertisements solely in English or Spanish. This

would have shown whether or not code-switching is more effective than advertisements without code-switching in the advertising realm.

#### **2.4.3 Nord (2008).**

Nord (2008) analyzed how persuasion is carried out through address forms in advertisements in three countries: Germany, Spain, and the United Kingdom. Nord explained that many advertising texts appear to be a familiar communication between people who know each other. Nord employed Jakobson's (1960) concept of conative function (calling it *phatic function*), as explained above, and added that conative function also serves to designate status and relationships between interlocutors. Nord's concept of conative function included elements such as pronoun selection, register selection, the use of titles/honorifics, and how to address someone generally. Nord's hypothesis stated that linguistic forms are selected by both available structures *and* behavioral conventions which are culture-specific. She also explained that her study aspires to assist translators to "produce adequate and stylistically acceptable translations" (p. 284).

Nord (2008) randomly gathered 300 print advertisements from newspapers and journals from the three countries mentioned previously. Nord's data showed that direct persuasion is rare in advertising, with the following ratios of indirect to direct persuasive devices: United Kingdom 5:1, Germany 4:1, and Spain 3:1. Through this data, Nord explained that conative function is instrumental in persuasive communication because conative function is the channel of communication that expresses speaker attitudes towards addressees. The main differences between the three corpora were puns being more frequent in the

English and German data, assonance and alliteration being highest in the English and Spanish ads, allusions and slogans being highest in German, and emotional and sexual connotations most frequent in the Spanish corpus.

Nord (2008) found significant data regarding address forms as signals of attitude towards the addressee. Nord indicated the following as falling under the category of address forms when directed at the audience: imperatives (and infinitives with imperative function), second person references, direct or rhetorical questions, 3<sup>rd</sup> person references to the audience, and impersonal references (like the impersonal *you* in English). Nord's data showed that the majority of advertisements employed at least one of the attitude indicators above. The German advertisements employed 208 attitude markers, Spanish provided 191, and English: 186. Of particular note were the fact that the Spanish and English corpora employed the Imperative 71 and 64 times, respectively, and the Spanish data used the Informal address form 57.1% of the time, while the German advertisements used the Informal only 3.4% of the time.

According to the data presented in her study, Nord concluded that:

Spanish text producers simulate a partner relationship like the one between close friends, whereas German text producers prefer a more formal relationship, corresponding, in fact, to the situation in 'real life' in Spain and Germany, respectively...In Spain, the use of the informal second person singular is the general rule amongst colleagues, teachers and students at university, but also with shop assistants, taxi drivers, waiters and waitresses, especially if they are younger or of the same age as the speaker. (Nord 2008: 290)

Nord (2008) acknowledges that her corpus of 300 advertisements cannot provide generalizable data to Spain, Germany, and the United Kingdom. A further

and more extensive analysis can also provide more quantitative data to determine the stylistic factors that may be influencing selections made while addressing as an element of conative function. Nord's study provides a springboard for future advertisement studies in the linguistic realm due to her attention to features that play a key role in persuasive discourse.

#### **2.4.4 Borba (2011).**

Borba (2011) studied Spanish T/V-selection in newspaper advertisements in Phoenix, Arizona that make direct reference to the reader. Borba looked at various external factors possibly influencing the selection of either *tú* or *usted* to refer to the addressee. These factors included product cost and product type.

A total of 103 advertisements were collected and coded for address form, cost, and type. The product cost category was divided between *high* (over \$500), *medium* (\$51-\$500), *low* (\$.01 to \$50), and *none*. Each advertisement was also placed into one of the following categories of product type: *vehicles, public services, professional services, recreation, and personal*.

A multi-variate quantitative analysis was conducted employing GOLDVARB X, and found statistical significance between T/V-selection and product type, but not with product cost. Regarding product type, the following factor weights in relation to V-selection were found: professional services (.69), vehicles (.60), personal (.37), recreation (.32), and public services (.28). Although product cost was not a statistically significant factor in the probability of predicting V-selection, product cost did present a hierarchy of cost, listed here as percentages of products per cost level selecting V-selection: high: 80%, medium:



62%, low: 58%, none: 35%. Also of note was that the Phoenix newspaper advertisements generally favored V-selection over T-selection, but Borba (2011) pointed out that this was likely due to such a large amount of advertisements that fell under the Professional Services group, especially products promoting legal, medical, and tax services.

Borba (2011) was a small-scale study that can be elaborated to provide more reliable data, including a revision of cost categories, as well as further inquiry into other possible independent factors affecting T/V-selection. Borba provided an initial probe for the current study, which will also consider product type and cost as two of the independent variables possibly affecting attitude indicators (including T/V-selection as one of the factors to be studied) under conative function in Spanish newspaper advertisements in the United States.

## **2.5 Justification of the Study**

The current study aims to fill several holes among linguistic studies of Spanish advertising. Although there have been several studies on the linguistics of advertising persuasion, there has been very little research on Spanish newspaper advertising, especially in the United States. Newspaper advertisements are unique in the advertising realm because there are no audio stimuli, commonly found in radio and television advertising. Without these audio stimuli, it is even more critical that the linguistic emissions be effectively persuasive. The local nature of newspapers also provides regionalized data that is difficult to find in television advertising, magazines, or online ads.

The current study allows for a statistical analysis to provide information on the central tendencies in persuasion with regards to address forms, as well as the possible internal and external factors that potentially influence address forms in Spanish newspaper ads. Another justification for this study is the possibility of providing insight into Spanish regional varieties in the US, considering “one’s view of language is shaped by the most readily available examples of it” (Bell 1991: 7). Advertisements can be considered readily available. The current research may also provide a framework so future researchers can analyze variation between US English and US Spanish advertising. The research study focuses on variation in US Spanish newspaper advertising’s employment of addressing readers as a key element of conative function and investigates the research questions below as a basis for this study.

## **2.6 Research Questions**

The current study aims to address the following research questions regarding the role of attitude indicators under conative function in US Spanish newspaper advertisements:

1. What are the overall tendencies in US Spanish newspaper advertisements when considering the following attitude indicators?
  - a. presence of T
  - b. presence of V
  - c. non-T/V addressee reference

2. Which, if any, of the following factors are significant with the probability of the attitude indicators from Question 1?
- a. geographical region
  - b. newspaper
  - c. type of advertisement
  - d. location of advertisement by newspaper section
  - e. nature of the advertisement
  - f. intended audience when considering:
    - i. product cost
    - ii. intended audience sex
    - iii. intended audience age

## Chapter 3

### METHODOLOGY

#### 3.1 Research Design

The current study follows an *analytic-heuristic* approach while employing a quantitative/multi-variate methodology. Seliger and Shohamy (1989: 27) explained that an *analytic* approach “will identify and investigate a single factor or a cluster of factors which at some level are constituents of one of the major systems.” The ‘cluster of factors’ investigated, as part of a greater system, are the address forms within conative function. The same authors also defined the *heuristic* approach as “the *discovery* or *description* of the patterns or relationships yet to be identified” (Seliger & Shohamy: 29. italics in the original). The current study seeks to *discover* and *describe* the relationships between address forms and external social factors, while utilizing a quantitative methodology.

Tagliamonte (2006) explained that quantitative methodology is the most common among linguistic variation. Dörnyei (2007) summarized quantitative methodology by listing the following characteristics: *using numbers, a priori categorization, variables rather than cases, statistics and the language of statistics, standardized procedures to assess objective reality, and a quest for generalizability and universal laws*. The current study *uses numbers* as well as *statistics and the language of statistics* by quantifying and statistically analyzing distinct address forms in relation to external social factors. The *categorization*, or coding schemes in the current study, has been completed *a priori* in order to compartmentalize linguistic and social data. Regarding *variables rather than*

*cases*, the current study aims to determine independent variables that have a statistically significant relationship with US Spanish newspaper advertisement attitudes towards readers. Although there is not a *standardized procedure to assess objective reality* in Spanish newspaper advertisements, the current study generally follows Nord (2008) by also analyzing address forms, and it employs the widely used GOLDVARB X multi-variate analysis program. As Seliger & Shohamy (1989) explained, “multi-variate research allows the researcher to consider a much wider spectrum of manipulable and non-manipulable variables at the same time” (Seliger & Shohamy: 131).

Finally, the current study pursues a *quest for generalizability* of the Spanish address forms in US newspapers in the two regions studied. One of the challenges of studying Spanish in the United States is the quantity of Spanish varieties. Communities of speakers from every Spanish-speaking country can be found in the United States and it is nearly impossible to generalize a study to the US as a whole. Only studies that focus on communities with residents of similar heritage can effectively provide significant results. Hence, this study attempts to generalize to US regions where residents generally profess the same heritage, i.e., Mexican-Americans in Arizona, and Caribbean heritage in Florida.

### **3.2 Variables**

The control variables of the current research are the amount of newspaper advertisements per region, the time period of publication, and the size of the advertisements. A total of 604 advertisements were gathered for the current study: 300 from Arizona and 304 from Florida. In order to analyze possible variation

within each region, multiple sources were gathered. Each newspaper provides varying amounts of advertisements, and many of the individual ads are repeated over time. In Arizona, 150 ads per each of the two newspapers were gathered. In Florida, on the other hand, 153 advertisements were easily gathered from one of the newspapers, but the other leading journals repeated specific advertisements so often over the span of several months that it was necessary to gather the remaining advertisements from two separate newspapers in order to balance the amount of ads from the aforementioned regions. Thus two distinct journals were analyzed in Arizona, and three were analyzed in Florida. Advertisements were selected for study as long as they provided analyzable linguistic data. Many small advertisements were excluded for the purposes of this study.

By controlling these variables, few intervening variables occurred. Address forms were studied as dependent variables, and the advertisements were analyzed to determine the likely independent variables—which include in the current study: intended audience, product type, product cost, region, newspaper, location of the advertisement within the newspaper, and whether the advertisement intended to sell a product or simply convey information—that provide a high probability of predicting address form presence.

### **3.3 Subjects**

The current study analyzed 604 Spanish newspaper advertisements in the United States from Arizona and Florida. Print as well as PDF versions of newspapers were gathered and analyzed. Table 1 provides an overview of the newspapers included in the current study.

Table 1

*Newspaper Overview*

<u>Newspaper</u>	<u>Market(s)</u>	<u>Circulation</u>	<u>Frequency</u>	<u>Ads</u>
Prensa Hispana	Phoenix/Tucson/Yuma	65,000	weekly	150
La Voz	Phoenix	60,000	weekly	150
El Nuevo Herald	Miami	85,000	daily	153
7Días	Tampa	25,000	weekly	90
Diario Las Américas	Miami	48,000	daily	<u>61</u>
TOTAL:				604

The two Arizona sources are the only Spanish newspapers in Arizona that can provide sufficient advertisements to perform such a study. *Prensa Hispana* and *La Voz* are printed weekly and serve similar markets, although *Prensa Hispana* is delivered to a wider market. The three Florida sources are the widest-circulated Spanish newspapers that can also provide sufficient data for a study of this magnitude. *El Nuevo Herald* has a much higher circulation than *Diario Las Américas* and *7Días*, and reaches the same market as *Diario Las Américas* (Miami area), while *7Días* serves the Tampa area. Both *El Nuevo Herald* and *Diario Las Américas* are printed daily, while *7Días* is printed weekly. Only 90 and 61 advertisements were gathered respectively from *7Días* and *Diario Las Américas* due to the high rate of repeated advertisements over the several months of data gathering. However, to maintain as much consistency as possible, virtually the same quantities of advertisements were gathered from Arizona and Florida (300 and 304, respectively).

### 3.4 Instruments and Procedures

After all newspapers were obtained either as hard copies or as PDFs, the advertisements were then transcribed and filed according to paper and region. The advertisements were first coded for dependent factors, and second for independent factors, as seen in Table 2 and Table 3 below.

Table 2

#### *Dependent Factor Coding*

---

<u>T presence</u>	(t)	presence of any morphological exhibitions of <i>tú</i>
	(0)	no T presence
<u>V presence</u>	(v)	presence of any morphological exhibitions of <i>usted</i>
	(0)	no V presence
<u>'other' addressee reference</u>		
	(3)	any 3 <sup>rd</sup> person or impersonal reference to the reader, 2 <sup>nd</sup> person plural reference, or 'we' reference that includes the addressee
	(0)	no 3 <sup>rd</sup> / 2 <sup>nd</sup> plural / impersonal / inclusive 'we' reference

---

As seen in Table 2, address forms, under Nord's (2008) attitude indicators, were the main focus of the current study. All morphological exhibitions of T and V were coded, including the pronouns *tú* or *usted*. Due to the complete absence of *vos* in the data of this study, *tú* and *usted* were the main investigative focus, and there will be no further mention of *vos*. The presence of advertisements that included both T- and V-selection was relatively frequent. Labov's (1966) Principle of Accountability exhorted researchers to account for every occurrence of each variant. Thus, ads exhibiting both T and V were not excluded from the



study. Instead, two separate statistical runs were completed, including an analysis of the presence/absence of T, as well as the presence/absence of V. This allowed for all advertisements to be analyzed, rather than having to eliminate ads exhibiting both tokens.

At times, advertising texts may make reference to the reader without employing T or V. This reference can be found in the second person plural (*ustedes* and morphological exhibitions thereof), in the inclusive ‘we’ (*nosotros*), and in impersonal syntax (Chapter 4: examples 9-12). These ‘other’ types of addressee reference provided for a third statistical analysis. Thus, three individual statistical analyses were carried out in the current study, including the presence of T, presence of V, and presence of ‘other’ addressee reference.

Therefore, the presence of T, V, and ‘other’ addressee reference were analyzed to determine potential independent factor groups to predict their probability. Table 3 provides the coding scheme and examples that would fall under the subcategories for each of the independent factors in the current study.

Table 3

*Independent Factor Coding*

---

<u>Geographic region</u>	(a)	Arizona
	(f)	Florida
<u>Newspaper</u>	(p)	Prensa Hispana
	(v)	La Voz
	(n)	El Nuevo Herald
	(7)	7 Días
	(d)	Diario Las Américas

<u>Product type</u>	(v)	<u>vehicles</u> : vehicles, transportation, auto maintenance, towing services, taxi service
	(f)	<u>professional services</u> : law, medical, finances, tax preparation, education, insurance, realty, shipping, public service announcements, charity, utilities, politics, seminars
	(r)	<u>recreation</u> : travel, entertainment, events, restaurants, radio, TV programs, gambling, music, sports, books, magazines, newspapers, hotels
	(p)	<u>personal</u> : home decor and maintenance, consumables, clothing, jewelry, personal products, cell phones, internet service, computers, alcohol, home phone, cable service, photography
<u>Ad location</u>	(m)	main section
	(s)	sports
	(c)	culture, arts, entertainment
	(o)	other
<u>Advertising nature</u>	(s)	sell a product/service
	(i)	informational nature
<u>Intended audience</u>		
<b>product cost</b>	(h)	high: \$50+
	(l)	low: below \$50
<b>audience sex</b>	(f)	female
	(m)	male
	(n)	neutral
<b>audience age</b>	(o)	40+
	(y)	<40
	(n)	neutral

---

As is evident in Table 3, each advertisement was coded for region. A total of 300 advertisements were analyzed in Arizona, while 304 were analyzed in Florida. Within each region, the individual newspapers were also coded in order to determine tendencies per paper. The product type categories were organized and selected based on Borba (2011) with some revisions. All advertised products were successfully categorized into one of the four product types in Table 3. Although it was not assumed to be significantly related to addressee attitude indicators, the location of the advertisement within the newspaper was also analyzed. It is understood that not all newspapers exhibit the same number and type of sections, but the four categories listed were found to be quite frequent in the newspapers of the current study. Due to differences between papers, there were instances when some of the ad location subcategories were consolidated.

Upon analyzing the advertisements, the ads were all found to have one of two specific natures. Either some sort of financial gain could be associated with the intent of each advertisement, or the advertisement intended to inform the reader without any form of financial return. Thus, each advertisement was coded accordingly.

Finally, the intended audience was also coded for analysis. It is proposed that product cost functions similarly to social class in sociolinguistic studies. Social classes are defined as a division into groups with similar characteristics, while presenting a hierarchy of groups (Silva-Corvalán 2001). Product cost naturally presents a hierarchy as well as a homogenous group organization. If no cost was provided in the advertisement, then the cost was estimated according to

comparable products in the United States. Some items, like cell phone services and television services, have long term contracts involved. Such costs were coded according to estimated monthly costs. In order to code for intended audience sex, some advertisements included text directed at the audience with feminine gender morphology, and other ads specifically mentioned females or males as the intended audience. These advertisements were simple to categorize. Other advertisements specifically mentioned males and females as the addressees. However, most advertisements did not exhibit these characteristics. In order to ascertain if there was a particular intended sex, the advertisement itself sometimes advertised projects that follow gender stereotypes. For example, cosmetics were categorized as having a female intended audience, while male enhancement products were categorized as having a male intended audience. If an advertisement did not exhibit specific linguistic traits or include products that are typically assigned to a particular sex, then the advertisement was categorized as neutral.

Audience age was also estimated following similar stereotypes and generalities. Some examples can include AARP advertisements which were obviously aimed at a generation that is either in, or approaching, retirement age, while toy advertisements would direct themselves to grandparents, thus exhibiting characteristics of a younger generation. As with audience sex, any advertisements that did not specifically mention a particular generation, or include products that are typically assigned to a particular age group, were also categorized as neutral.

### **3.5 Data Analysis**

Once the transcriptions were completed and coded onto a data spreadsheet, they were then ready for analysis. All linguistic elements in the advertisements, excluding fine print and disclaimers, were considered data. The GOLDVARB X program was used to analyze the data. All coded data was statistically tabulated and analyzed to determine central tendencies and dispersion in order to ascertain possible significance between address forms and various independent variables.

Each dependent variable was run individually through the GOLDVARB X program with the independent variables. Each dependent factor was analyzed three times: once when considering all 604 advertisements, and once each per Arizona and Florida. This means that there were nine distinct multi-variate analyses, including three each for the presence of T, the presence of V, and the presence of 'other' addressee reference. GOLDVARB X provided probability ratings in favoring the chosen variant for each independent factor, as well as ranked the independent factors according to their predictive strength, while discarding the weakest factors. Even though GOLDVARB X did not deem all of the independent factors to be statistically significant, they are still discussed below regarding general tendencies. The major emphasis of the current study, however, was placed on the statistically significant relationships deduced by GOLDVARB X. After providing the results of the analyses, the results are then discussed in Chapter 5 to provide explanations of the data.

RESULTS

**4.1 General Results Examples**

As explained above in Table 1, 604 advertisements were analyzed: 300 from Arizona, and 304 from Florida. Two newspapers within Arizona provided data for the current study, including *La Voz* and *Prensa Hispana*, along with the following three newspapers from Florida: *Diario Las Américas*, *7Días*, and *El Nuevo Herald*. The following examples (1) – (5) are transcripts from advertisements from each of the above mentioned newspapers. Any grammatical errors are listed as they were found in the original advertisements.

(1)

¿Embarazada?

Deje que nuestro personal amable ayude a su bebé y a usted a conservarse saludable y felices.

Partos en los hospitales St. Joseph y Banner Good Samaritan.

¡¡Ahora aceptamos seguro Banner Health!!

Aceptamos AHCCCS y tenemos formas para aplicar.

\$100 incluye todas las visitas prenatales y ultrasonido.

(*La Voz*, ad#23, culture section, OBGYN)

(2)

Caminamos juntos para bebés más fuertes y sanos.

March of Dimes

marcha por los bebés – Phoenix

(date, location)

Regístrate hoy en (website)

Nuestra misión es mejorar la salud de los bebés con la prevención de los defectos de nacimiento, el nacimiento prematuro y la mortalidad infantil.

(*Prensa Hispana* ad#42, main section, charity event)

(3)

¿Te sientes ahogado por tus impuestos?  
¿Eres dueño de propiedades comerciales?  
¿Eres nuevo dueño de casa?  
¿Eres residente de otro país con propiedades en el Sur de la Florida?  
¿No tienes “homestead exemption”?  
¿Han subido drásticamente tus impuestos?  
¡Nosotros te podemos ayudar!  
¡Tienes derecho de apelar sus impuestos y pedir rebaja!  
¡Llámenos Desde 1985 le hemos ayudado a miles de dueños de inmuebles a ahorrar miles de dólares en sus impuestos.  
Property Tax Savers of Miami  
(phone #)  
Se habla español  
No te arriesgues a esperar para ver si el gobierno te soluciona o no el problema de sus altos impuestos. Llámenos hoy sin riesgo alguno.  
Property Tax Savers of Miami  
¡Tu mejor aliado en la batalla en contra de altos impuestos!

*(Diario Las Américas ad#6, main section, property tax firm)*

(4)

¡Descubre el nuevo paquete más latino!  
Más fútbol  
Más programación infantil  
Más canales de tu país  
Asegura dos años de ahorros  
Paquetes desde \$22.99 al mes por 12 meses  
¡Ahorra \$33 / mes el 1er año!  
Oferto por tiempo limitado. Llama o visita a tu distribuidor autorizado.  
(phone #)

*(7Días ad#53, culture section, TV programming package)*

(5)

¡Nadie le gana a una oferta de Dolphin!  
¡Nunca antes habíamos ofrecido precios tan bajos!  
(list of items & prices)  
Disfrute de la alfombra más suave.  
Disfrute de la alfombra más duradera.  
0% de interes [sic] por 18 meses.  
¡Más de 1,000,000 p.c. a su disposición!  
(website)

Los especialistas en pisos mas [sic] grandes del sur de la Florida  
por mas [sic] de 35 años.  
(locations)

(*El Nuevo Herald* ad#36, main section, flooring)

As stated in Chapter 3, the current study analyzed address forms within conative function. The following were analyzed as dependent factors that indicate addressee attitudes: T presence, V presence, and ‘other’ addressee reference. With regards to T and V presence, the advertisements were analyzed for presence of *tú* or *usted* and/or their morphological variants. Below, (6) – (8) provide examples of T/V presence. **Bold** font is added for emphasis.

(6)  
¿Accidentado?  
¡Nosotros **le** ayudamos!  
“El abogado Ramirez habla **su** idioma y **lo** atenderá personalmente”  
Consulta gratis

(*La Voz* ad#92, main section, legal firm)

(7)  
Disney on Ice Toy Story 3  
¡**Ahorra** \$5!

(*Prensa Hispana* ad#3, main section, event)

(8)  
Una taza de café, **su** asiento favorito y Diario Las Américas  
Es todo lo que **necesitas** para un día perfecto.  
Para suscribirse: (pone #)

(*Diario Las Américas* ad#35, financial section, newspaper self-ad)

Most advertisements exhibited some form of T or V. Example (6) employs V through object pronouns and a possessive adjective, while example (7) uses T morphology with the imperative. Some advertisements presented both T and V within the same ad, as can be noted in Example (8), employing V with a



possessive adjective as well as a reflexive pronoun, and T morphology through the Present Indicative. As aforementioned, Labov's (1966) Principle of Accountability led the researcher to account for both forms by creating separate analyses for the presence of T and V.

The third dependent factor of the current study was *'other' addressee reference*, meaning any reference to the addressee that was not T/V-selection, and included: any 3<sup>rd</sup> person or impersonal reference to the reader, 2<sup>nd</sup> person reference without T/V morphology, 2<sup>nd</sup> person plural reference, or 1<sup>st</sup> person plural 'we' reference that included the addressee. Below, (9) – (12) provide examples of *'other' addressee reference*.

(9)

**¿Lesionado?**

Usted tiene derechos no importa su estatus legal  
Sirviendo Tampa, Plant City, Dover, Mulberry, Ruskin, Wimauma,  
Parrish, Palmetto  
En caso de accidente: No cobramos honorarios si no ganamos su  
caso!  
(contact info)

(7Días ad#15, culture section, legal firm)

(10)

**Vamos** juntos a pescar experiencias únicas.

Siéntase [sic] seguro tras el volante con el curso de AARP Driver Safety.

Con el curso de AARP Driver Safety, usted podrá aprender las técnicas adecuadas de conducción defensiva y actualizar sus conocimientos sobre las reglas de tránsito.

Además, podría ser elegible para un descuento en la prima del seguro de su auto.

Curso en salón de clases

¡Inscríbase hoy!

Recuerde: No hay exámenes.

Llame al teléfono: (phone #)

o visite (website)

(*El Nuevo Herald* ad#41, main section, AARP)

(11)

Cash Time

servicio al cliente 24 horas al día

dinero rápido y fácil

dos programas de préstamo

Préstamos personales

Hasta \$1000 – **No Se Necesita Título**

Préstamos sobre el título de su auto

Hasta \$100,000

(*La Voz* ad#4, main section, loan store)

(12)

[...]

Como siempre Yerbería San Francisco les desea:

Calidad de Vida, Salud y Bienestar.

Dios **les** bendiga.

[...]

(*Prensa Hispana* ad#45, local section, herbal store)

Example (9) has a question addressing the reader without employing T or V. Later in the advertisement, V is employed, but not within the actual question. The non-T/V question can be considered a 2<sup>nd</sup> person reference without T/V morphology. Example (10) employs the inclusive ‘we’ in the imperative *vamos*.

Example (11) uses an impersonal structure, while example (12) employs a second person plural object pronoun; both examples addressing the reader.

As mentioned above, the three dependent factors were each analyzed individually according to the following independent factors: geographic region, newspaper, product type, ad location, advertising nature, and intended audience. The 604 advertisements were first analyzed as a whole, then per region. GOLDVARB X provided statistical data regarding significant relationships between the dependent and independent factors.

#### **4.2 General US Results**

As indicated in Table 1, the Arizona data included 300 advertisements from two newspapers: *La Voz* and *Prensa Hispana*, each providing 150 ads. The Florida data included 304 ads from three newspapers: *El Nuevo Herald*, *7Días*, and *Diario Las Américas*, providing 153, 90, and 61 advertisements, respectively. While considering the 604 ads collectively (without distinguishing between regions or newspapers), Figure 1 provides overall data per dependent factor.

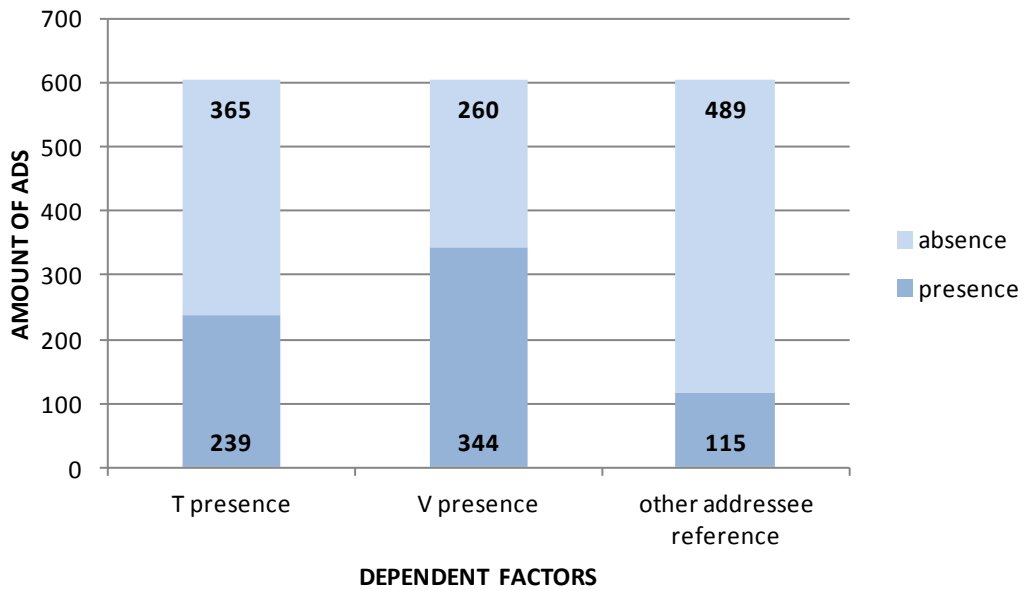


Figure 1. Dependent factor presence in all ads.

Figure 1 shows that the dependent factors occurred at varying rates, with V presence occurring most frequently at 60.0%, T presence at 39.6%, and ‘other’ addressee reference at 19.0%. Figures 2 – 7 provide overall data per independent factor group of the current study, excluding region and newspaper.

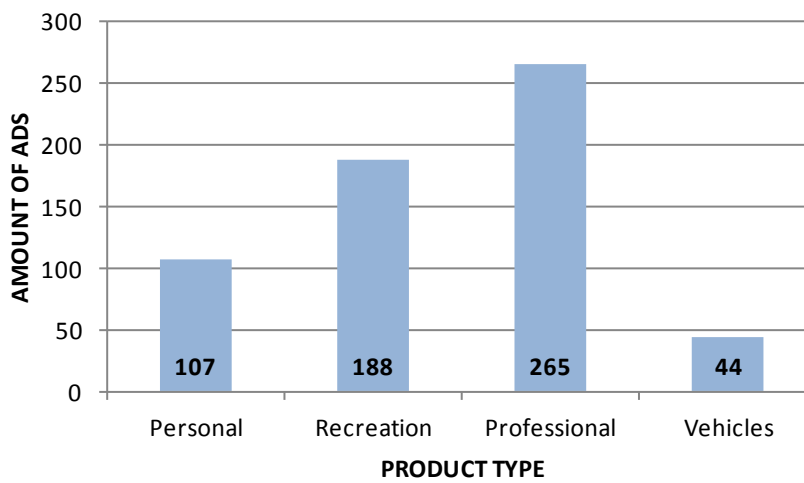


Figure 2. Product type in all ads.

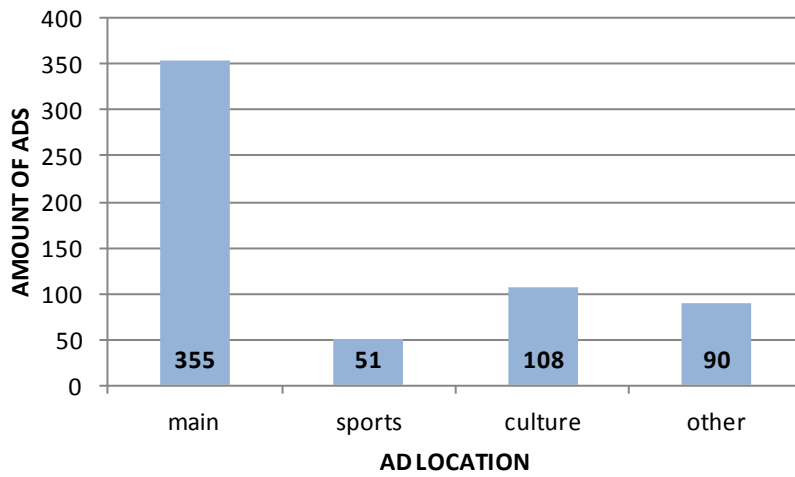


Figure 3. Ad location for all ads.

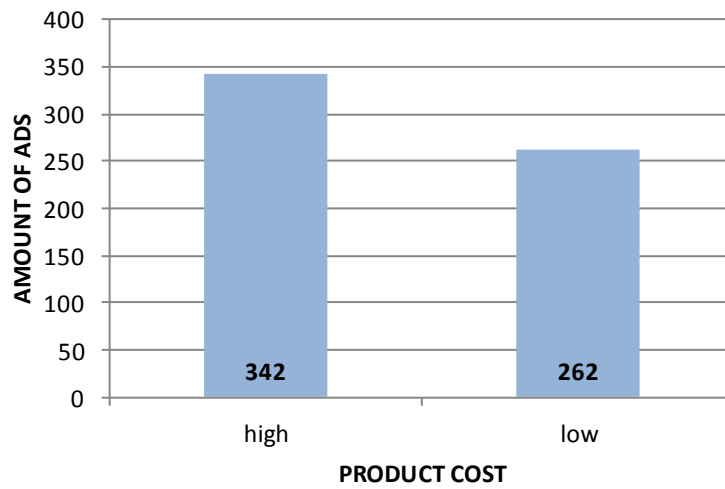


Figure 4. Product cost in all ads.

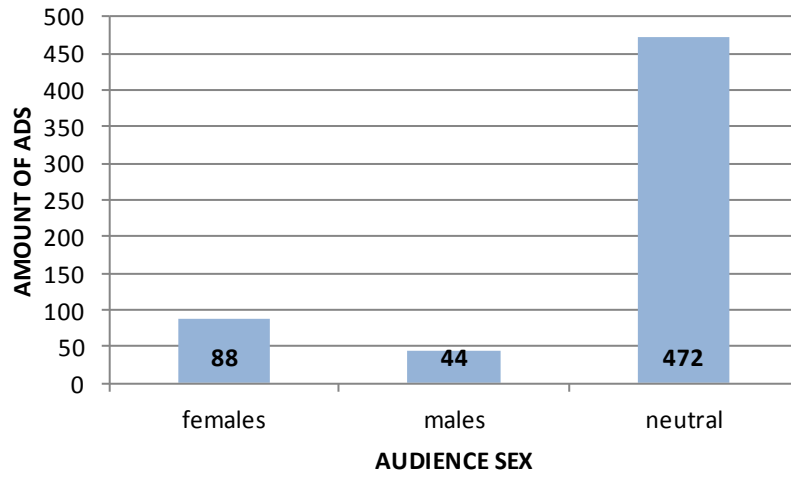


Figure 5. Audience sex in all ads.

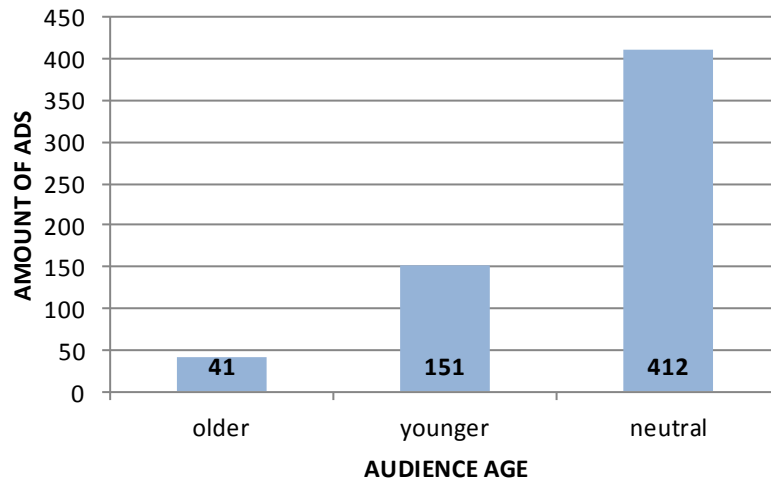


Figure 6. Audience age in all ads.

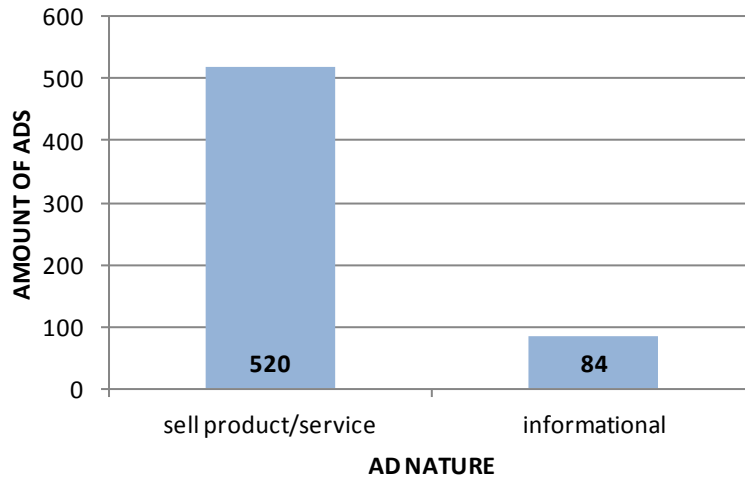


Figure 7. Nature of all ads.

Figures 2-7 provide an overall picture of the advertisements of the current study. To summarize, professional products were the most prevalent followed by recreational products. Personal and vehicular products were relatively infrequent. The majority of advertisements were found in the main section of the newspaper, and fewer than half of the remaining advertisements were spread throughout the remaining newspaper sections. Most advertisements were of higher cost, but lower cost items were still very common. Regarding audience sex and age, the vast majority of ads were neutral, although ads intended for females or for relatively younger audience members were slightly more prevalent than ads intended for males or older audience members. Finally, ads intending to sell a product or service occurred at a much higher frequency than informational ads. If the advertisements can be generalized, it could be said that they were mainly higher priced products of a professional nature found in the main section of the newspaper, without much specific reference to audience sex or age.

The statistical program GOLDVARB X was used to determine the probability of the occurrence of the dependent factor when specific independent factors were present in the advertisement. Table 4 provides the results for all 604 ads when analyzing T presence with the independent factors.

Table 4

*Presence of T in All Ads*

	Factor Weight	%	N
Input			.381
Log likelihood			-374.681
Total N			604
<b>Audience age</b>			
Younger	.62	53.6	151
Neutral	.48	37.1	412
Older	.24	12.2	41
RANGE	38		
<b>Product type</b>			
Personal	.65	54.2	107
Recreation	.56	46.8	188
Vehicles	.54	40.9	44
Professional	.39	28.3	265
RANGE	26		
<b>Newspaper</b>			
Diario Las Américas (FL)	.60	44.3	61
La Voz (AZ)	.56	45.3	150
Prensa Hispana (AZ)	.55	46.7	150
7Días (FL)	.46	34.4	90
El Nuevo Herald (FL)	.37	28.1	153
RANGE	23		
<b>Product cost</b>			
High	[.52]	36.3	342
Low	[.47]	43.9	262
<b>Region</b>			
Florida	[.45]	33.2	304
Arizona	[.55]	46.0	300



<b>Ad location (section)</b>			
Culture	[.44]	37.0	108
Main	[.50]	38.9	355
Sports	[.51]	41.2	51
Other	[.58]	44.4	90
<b>Audience sex</b>			
Female	[.48]	46.6	88
Male	[.49]	40.9	44
Neutral	[.50]	38.1	472
<b>Advertisement nature</b>			
Sell a product/service	[.49]	38.7	520
Informational	[.54]	53.6	84

[ ] = Factors not deemed statistically significant by GOLDVARB.  
 Factor weight, %, and N represent the occurrence of T-selection.  
 Significance level = .009

Table 4 provides a multivariate analysis of the contribution of external factors to the probability of T in Spanish newspaper ads. Three factor groups were found to be significant with the probability of the presence of T in the advertisements: audience age, product type, and individual newspapers, with ranges of 38, 26, and 23, respectively. Within these factor groups, younger audience age, personal products, and the newspaper *Diario Las Américas* (FL) were the strongest predictors of the probability of T-selection, while older age, professional products, and the newspaper *El Nuevo Herald* (FL) disfavored T. None of the remaining factor groups were considered to be statistically significant according to GOLDVARB X. Of the factors not considered to be significant, advertisement nature provided the widest range of raw percentage at 14.9%, with informational nature employing T at a higher rate than the sales nature. Closely following advertisement nature in widest range of raw percentage was region at 12.8%, with Arizona employing T at a higher rate than Florida. The remaining

factor groups (product cost, ad location, and audience sex) all provided a raw percentage range under 10%.

When considering the binomial nature of T and V, it would be expected that the results for V presence would provide the same factor groups as significant, with an inverse of subcategories that predict its probability of occurrence. As can be seen below, this was generally the case. Similar to Table 4, Table 5 provides data from GOLDVARB X for all 604 advertisements when considering V presence with the independent factor groups.

Table 5

*Presence of V in All Ads*

	Factor Weight	%	N
Input			.580
Log likelihood			-373.175
Total N			604
<b>Product type</b>			
Vehicles	.74	81.8	44
Professional	.61	68.3	265
Recreation	.42	47.3	188
Personal	.29	35.5	107
<i>RANGE</i>	<i>45</i>		
<b>Audience age</b>			
Older	.70	82.9	41
Neutral	.52	59.2	412
Younger	.40	43.7	151
<i>RANGE</i>	<i>30</i>		
<b>Newspaper</b>			
El Nuevo Herald	.59	65.4	153
7Días	.55	62.2	90
La Voz	.52	60.6	150
Diario Las Américas	.42	52.4	61
Prensa Hispana	.39	43.3	150
<i>RANGE</i>	<i>20</i>		

<b>Product cost</b>			
High	[.53]	64.9	342
Low	[.47]	46.6	262
<b>Region</b>			
Florida	[.53]	61.8	304
Arizona	[.47]	52.0	300
<b>Ad location (section)</b>			
Culture	[.53]	57.4	108
Main	[.49]	55.2	355
Sports	[.47]	52.9	51
Other	[.51]	65.6	90
<b>Audience sex</b>			
Female	[.53]	47.7	88
Male	[.49]	52.2	44
Neutral	[.52]	59.1	472
<b>Advertisement nature</b>			
Sell a product/service	[.50]	58.7	520
Informational	[.48]	46.4	84

[ ] = Factors not deemed statistically significant by GOLDVARB.  
 Factor weight, %, and N represent the occurrence of V-selection.  
 Significance level = .013

As can be seen in Table 5, the same three factor groups were found to be statistically significant factors contributing to the probability of V-selection.

However, the hierarchy of significant factor groups differed, with product type being probabilistically the strongest factor group, followed by audience age, and then individual newspapers. As was indicated in Table 4, audience age was the strongest probabilistic predictor of T presence, followed by product type, which was the inverse of the V presence results. Within the significant factor groups under V presence, vehicular products, older age, and the newspaper *El Nuevo Herald* (FL) favored V-selection with the highest factor weights in their subcategories, while personal products, younger age, and the newspaper *Prensa Hispana* (FL) disfavored its occurrence.

Two main differences were found between the results for T and V presence. First, vehicular products actually favored the occurrence of both T and V, although their factor weights were distinct ( $T = .54$ ;  $V = .74$ ). Although this appears to be a contradiction, several vehicular advertisements included both T and V within the same ad. The second, but less notable, difference between the T and V presence results was the fact that the newspaper *La Voz* favored both T and V. This was probably due to 24 of the 150 advertisements from the *La Voz* data exhibiting both forms. In the other journals, simultaneous T/V presence was considerably less frequent. Even though both T and V were favored by *La Voz*, their factor weights were only .56 and .52, respectively.

Regarding V presence, product cost, region, ad location, audience sex, and advertisement nature were not considered to be statistically significant. All of these factor groups, excluding region, exhibited a raw percentage range higher than 10%, with product cost at 18.3%, ad location at 12.5%, advertisement nature at 11.7%, and audience at 11.4%.

As mentioned above, there are occasions in advertising when the advertisement makes reference to the addressee without employing T or V. These occurrences were less frequent than T and V presence, but still provided statistical significance with two factor groups. Table 6 provides the GOLDVARB X results for 'other' addressee reference when considering the independent factor groups.

Table 6

*Presence of Non-TV Direct Reference to the Reader in All Ads*

<hr/> <hr/>			
Input			.168
Log likelihood			-275.575
Total N			604
	Factor Weight	%	N
<b>Product type</b>			
Vehicles	.71	27.3	44
Professional	.69	10.2	265
Personal	.38	12.1	107
Recreation	.26	9.0	188
<i>RANGE</i>	<i>45</i>		
<b>Product cost</b>			
Low	.62	7.3	262
High	.41	18.7	342
<i>RANGE</i>	<i>21</i>		
<b>Audience age</b>			
Older	[.68]	36.6	41
Neutral	[.48]	18.7	412
Younger	[.50]	15.2	151
<b>Newspaper</b>			
El Nuevo Herald	[.43]	14.4	153
7Días	[.59]	22.2	90
La Voz	[.48]	18.7	150
Diario Las Américas	[.51]	23.0	61
Prensa Hispana	[.53]	20.6	150
<b>Region</b>			
Florida	[.49]	18.4	304
Arizona	[.51]	19.7	300
<b>Ad location (section)</b>			
Culture	[.49]	13.9	108
Main	[.52]	21.4	355
Sports	[.43]	11.8	51
Other	[.47]	20.0	90
<b>Audience sex</b>			
Female	[.44]	13.6	88
Male	[.27]	7.3	44
Neutral	[.53]	21.2	472

**Advertisement nature**

Sell a product/service	[.49]	18.5	520
Informational	[.56]	22.6	84

[ ] = Factors not deemed statistically significant by GOLDVARB.  
Factor weight, %, and N represent the occurrence of 'other' direct reference to the reader.  
Significance level = .001

Table 6 provides data indicating that two factor groups were found to be statistically significant in predicting the probability of the presence of direct reference to the addressee that was not T/V-selection ('other' addressee reference): product type and product cost. Product type was the strongest predictor of 'other' reference, providing a range of 45, followed by product cost with a range of 21. Within these factor groups, vehicular products, professional products, and low cost produced the highest factor weights for favoring 'other' addressee reference, while recreational products and high cost disfavored it. These results reflect the GOLDVARB X results for V presence, which also found product type to be significant with the same two subcategories (vehicular and professional products) favoring the probability of the dependent variable. The main difference between the results for V and 'other' presence can be found under product cost. Product cost was found to be significant with 'other' presence, but not with V (nor T, for that matter). It could be expected that 'other' reference would be found to be similar to V presence due to its less personal nature. This was found to be the case when considering product type. However, product cost exhibited results for 'other' presence that could be considered more characteristic of T presence, although not found to be significant with the probability of T or V.

Audience age, newspaper, region, ad location, audience sex, and advertisement nature were not considered to be statistically significant with the

probability of ‘other’ reference. However, audience age and sex had the widest range of raw percentage within their factor groups, with percentages of 21.4% and 13.9%, respectively. The remaining factor groups had an internal range of raw percentage less than 10%.

#### 4.2.1 Arizona.

A separate statistical run was carried out through GOLDVARB X with the same independent and dependent factor groups within Arizona. Three independent factor groups did not show any significant relationship with the dependent factors in any of the statistical runs of the current study: audience sex, advertisement nature, and location of the advertisement in the newspaper. Therefore, these factor groups will not be included in the remaining results. Table 9 provides the GOLDVARB X results for the presence of T in relation to the independent factor groups in Arizona.

Table 7

#### *Presence of T in All Arizona Ads*

Input			.451
Log likelihood			-189.198
Total N			300
	Factor Weight	%	N
<b>Audience age</b>			
Younger	.61	55.9	102
Neutral	.47	42.6	188
Older	.15	10.0	10
<i>RANGE</i>	<i>46</i>		

<b>Product type</b>			
Personal	.69	66.0	47
Vehicles	.66	58.3	24
Recreation	.58	55.1	98
Professional	.34	29.8	131
<i>RANGE</i>		35	
<b>Product cost</b>			
Low	[.45]	49.3	148
High	[.55]	42.7	152
<b>Newspaper</b>			
Prensa Hispana	[.49]	46.7	150
La Voz	[.51]	45.3	150

[ ] = Factors not deemed statistically significant by GOLDVARB.  
 Factor weight, %, and N represent the occurrence of T-selection.  
 Significance level = .013

Table 7 provides data showing that two factor groups were statistically significant regarding the probability of the presence of T in Arizona: audience age and product type, with ranges of 46 and 35, respectively. Within these factor groups, younger audience, personal products, and vehicular products provided the highest probability ratings favoring the presence of T, while older age and professional products disfavored it. The remaining factor groups were not statistically significant, and all had a raw percentage range below 10%.

These results reflect the general results of T presence in all of the 604 advertisements, found in Table 4. Specifically, both statistical results provided significance with the same hierarchy of significant factor groups, namely audience age and product type, respectively. The only noteworthy difference is that the results for T presence in all of the 604 ads were also found to be significant with the newspaper category, while this was not the case within Arizona.



The Arizona advertisements provided more of a distinction when comparing the results for V presence to those for T presence. Table 8 provides the GOLDVARB X results for the presence of V in relation to the independent factor groups in Arizona.

Table 8

*Presence of V in All Arizona Ads*

Input			.523
Log likelihood			-185.703
Total N			300
	Factor Weight	%	N
<b>Product type</b>			
Vehicles	.69	75.0	24
Professional	.66	67.9	131
Recreation	.34	35.7	98
Personal	.29	29.8	47
<i>RANGE</i>	<i>40</i>		
<b>Newspaper</b>			
La Voz	.57	60.7	150
Prensa Hispana	.43	43.3	150
<i>RANGE</i>	<i>14</i>		
<b>Audience age</b>			
Older	[.72]	80.0	10
Neutral	[.53]	55.3	188
Younger	[.43]	43.1	102
<b>Product cost</b>			
High	[.56]	64.4	152
Low	[.44]	39.2	148

[ ] = Factors not deemed statistically significant by GOLDVARB.  
 Factor weight, %, and N represent the occurrence of V-selection.  
 Significance level = .029

Table 8 provides data showing that two factor groups were statistically significant in the probability of predicting the presence of V in Arizona: product type and individual newspaper, with ranges of 40 and 14, respectively. Within these factor groups, vehicular products, professional products, and the newspaper

*La Voz* had the strongest probability ratings with the likelihood of V presence, while personal products, recreational products, and the newspaper *Prensa Hispana* disfavored it. The remaining factor groups were not statistically significant, although all had a raw percentage range of greater than 10%, with audience age at 36.9%, product cost at 25.2%, and advertisement nature at 11.7%. These V presence results in Arizona provided noteworthy comparisons and contrasts with the results for V presence in all of the 604 advertisements, found in Table 5. First, both data samples provided the same relative factor weight hierarchy among the subcategories for product type and newspaper, and the results for both also provided a higher range for product type than for newspaper. Second, both statistical runs included product type and newspaper as statistically significant. However, audience age was also found to be significant in the results for all ads, while this was not the case in the Arizona results. When considering the raw percentage hierarchies of the two data sets, the results for all ads and for Arizona both had a higher rate of V occurrence for older generations than for younger generations. The fact that audience age was not found to be significant in Arizona when considering the probability of V presence may have been due to only 10 advertisements specifically being addressed to older generations, yet audience age did provide significance in Arizona when considering T presence.

When comparing the T and V presence results in Arizona, both provided two significant factor groups, although only one factor group was shared by both dependent factors, that being product type. As aforementioned in the results for all ads, the Arizona data again indicated that vehicular products favored both T and

V, with factor weights of .66 and .69, respectively. The main difference between the results for T and V in Arizona was the fact that audience age was found to be significant in the T results, while not in the V results, and individual newspapers were significant in the V results, while not in the results for T.

In Arizona, the results for V presence included similarities to the results for ‘other’ addressee reference. Table 9 provides the GOLDVARB X results for the presence of ‘other’ direct addressee reference in Arizona.

Table 9

*Presence of Non-T/V Addressee Reference in All Arizona Ads*

	Factor Weight	%	N
Input			.153
Log likelihood			-130.945
Total N			300
<b>Product type</b>			
Vehicles	.73	33.3	24
Professional	.72	32.1	131
Recreation	.30	7.1	98
Personal	.20	4.3	47
RANGE	43		
<b>Newspaper</b>			
Prensa Hispana	[.54]	20.7	150
La Voz	[.46]	18.7	150
<b>Audience age</b>			
Older	[.61]	30.0	10
Neutral	[.53]	23.4	188
Younger	[.44]	11.8	102
<b>Product cost</b>			
High	[.49]	23.7	152
Low	[.51]	15.5	148

[ ] = Factors not deemed statistically significant by GOLDVARB.  
 Factor weight, %, and N represent the occurrence of ‘other’ direct reference to the reader.  
 Significance level = .000

Table 9 provides data showing that one factor group was found to be statistically significant regarding the probability of ‘other’ addressee reference in Arizona, which was product type, with a range of 43. Vehicular products and professional products both favored the probability of ‘other’ addressee reference, while personal products and recreational products disfavored it. The remaining factor groups were not statistically significant, although audience age had a raw percentage range of 18.2%. The remaining factor groups had a raw percentage range of less than 10%. These results reflected the ‘other’ results for all of the 604 ads, found in Table 6, when considering the fact that both statistical runs found product type to be significant with the probability of ‘other’ occurrence, and the same subcategories favored and disfavored its presence. The main difference was the fact that the results for all advertisements also found product cost to be significant, while the Arizona data did not.

The Arizona ‘other’ results were also found to be quite similar to the results for V presence in Arizona. Again, product type was significant in both data groups, and the subcategories that favored and disfavored ‘other’ presence were the same. As aforementioned, these results similarities may be due to the less personal nature of non T/V addressee reference aligning with the nature of V.

#### **4.2.2 Florida.**

The final statistical run was carried out within Florida. This section focuses on the GOLDVARB X results when considering all of the Florida advertisements together. Table 10 provides the GOLDVARB X results for the presence of T in relation to the independent factor groups.

Table 10

*Presence of T in All Florida Ads*

	Factor Weight	%	N
Input			.320
Log likelihood			-183.630
Total N			304
<b>Audience age</b>			
Younger	.68	49.0	49
Neutral	.51	32.6	224
Older	.21	12.9	31
RANGE	47		
<b>Newspaper</b>			
Diario Las Américas	.66	44.3	61
7Días	.48	34.4	90
El Nuevo Herald	.45	28.1	153
RANGE	21		
<b>Product type</b>			
Personal	[.59]	45.0	60
Recreation	[.56]	37.8	90
Professional	[.44]	26.9	134
Vehicles	[.36]	20.0	20
<b>Product cost</b>			
Low	[.49]	36.8	114
High	[.51]	31.1	190

[ ] = Factors not deemed statistically significant by GOLDVARB.  
 Factor weight, %, and N represent the occurrence of T-selection.  
 Significance level = .029

Table 10 provides data showing that two factor groups were found to be statistically significant with the probability of the presence of T in Florida: audience age and individual newspaper, with ranges of 47 and 21, respectively. Within these factor groups, younger audience and the newspaper *Diario Las Américas* favored the likelihood of T-selection, while older age and the newspaper *El Nuevo Herald* disfavored it. The remaining factor groups were not statistically significant, although product type had a raw percentage range of

25.0%. Product cost and advertisement nature had raw percentage ranges below 10%.

The results for T presence in Florida generally compare with the results for T presence in all of the 604 ads found in Table 4, with some exceptions. The results for both statistical runs indicated that audience age was the factor group with the broadest factor weight range, with younger audiences favoring T presence, while older audiences disfavored it. Also, both analyses included the individual newspapers as a significant factor group. The main contrast between the two analyses was the fact that product type was found to be significant in the results for all advertisements, while this was not found to be the case in the results for Florida.

When comparing the Florida T presence results to those of Arizona, both found audience age to be significant with the same subcategory hierarchy. The key difference between the two regions was the fact that individual newspapers was only found to be significant in Florida, while the same result occurred with product type in Arizona.

As with T presence, comparisons can also be made among the results for V presence across regions. Table 11 provides the GOLDVARB X results for the presence of V in Florida.

Table 11

*Presence of V in All Florida Ads*

Input			.634
Log likelihood			-186.705
Total N			304
	Factor Weight	%	N
<b>Product type</b>			
Vehicles	.84	90.0	20
Professional	.54	68.7	134
Recreation	.49	60.0	90
Personal	.31	40.0	60
<i>RANGE</i>	53		
<b>Audience age</b>			
Older	.72	83.9	31
Neutral	.50	62.5	224
Younger	.35	44.9	49
<i>RANGE</i>	37		
<b>Newspaper</b>			
El Nuevo Herald	[.52]	65.4	153
7Días	[.54]	62.2	90
Diario Las Américas	[.38]	52.5	61
<b>Product cost</b>			
High	[.50]	65.3	190
Low	[.50]	56.1	114

[ ] = Factors not deemed statistically significant by GOLDVARB.  
 Factor weight, %, and N represent the occurrence of V-selection.  
 Significance level = .018

Table 11 provides data showing that two factor groups were found to be statistically with the probability of the presence of V in Florida: product type and audience age, with ranges of 53 and 37, respectively. Within these factor groups, vehicular products and older age had the highest factor weights in favoring the presence of V, while personal products and younger age disfavored it. The remaining factor groups were not statistically significant, although individual

newspapers had a raw percentage range of 12.9%. Product cost and advertisement nature had raw percentage ranges below 10%.

Of particular note is the fact that product type and audience age were significant in the V presence data in Florida, while the T presence data provided significance with age and individual newspapers. It could be expected that the results for the presence of T and V would provide both factor groups as significant. However, this was only the case with audience age.

Upon comparing the results for V presence in Florida to those of all of the 604 ads in Table 5, it can be noted that both product type and audience age were statistically significant, and both analyses indicated that the subcategories for both factor groups provided the same hierarchical order. The only notable difference between the two analyses was that individual newspapers also provided significance in the data for all ads, while this was not the case for the Florida data.

The results for V presence in Florida and Arizona are quite comparable when considering that both found significance with product type, with the same hierarchy of subcategories. However, the Florida data, again, was the only region to find significance with audience age, while Arizona was the sole region with individual newspapers as a significant factor group.

As has been seen in the data for all advertisements, and in Arizona, several aspects of the results for 'other' addressee reference in Florida can be compared to the V presence results within the same region. Table 12 provides the GOLDVARB X results for the presence of 'other' direct reference to the addressee in Florida.



Table 12

*Presence of Non-T/V Addressee Reference in All Florida Ads*

	Factor Weight	%	N
Input			.158
Log likelihood			-131.774
Total N			304
<b>Product type</b>			
Vehicles	.71	20.0	20
Professional	.61	23.1	134
Personal	.51	18.3	60
Recreation	.29	11.1	90
RANGE	42		
<b>Product cost</b>			
Low	.70	24.6	114
High	.37	14.7	190
RANGE	33		
<b>Audience age</b>			
Older	.72	38.7	31
Younger	.64	22.4	49
Neutral	.44	14.7	224
RANGE	28		
<b>Newspaper</b>			
Diario Las Américas	[.48]	23.0	61
7Días	[.62]	22.2	90
El Nuevo Herald	[.44]	14.4	153

[ ] = Factors not deemed statistically significant by GOLDVARB.

Factor weight, %, and N represent the occurrence of 'other' direct reference to the reader.

Significance level = .017

Table 12 provides data showing that three factor groups were found to be statistically significant with the probability of 'other' presence in Florida: product type, product cost, and audience age, with ranges of 42, 33, and 28, respectively. Within these factor groups, vehicular products, low cost, and older age provided the highest factor weights in favoring the likelihood of 'other' reference, while recreational products, high cost and neutrality with regards to audience age disfavored it. It is noteworthy that both older and younger generations favored

‘other’ reference. It is unclear as to why this may have occurred. The remaining factor groups were not statistically significant and had raw percentage ranges below 10%.

Several similarities and distinctions are found among the three statistical runs for ‘other’ addressee reference. For example, the results for all of the 604 advertisements in Table 6, as was the case in Florida, also found product type and cost to be significant with the probability of ‘other’ occurrence, and provided the same subcategory hierarchies. Audience age, however, was only significant in Florida. When comparing the ‘other’ results between regions, product type was the only significant category in Arizona, although their hierarchies of subcategories were nearly identical.

As was mentioned above in Arizona, the results for ‘other’ presence in Florida can be analyzed alongside those for T and V presence. Similar to the comparisons made in Arizona, the Florida data indicated that product type and audience age were both significant factors in the probability of ‘other’ and V presence, with vehicular and professional products favoring their presence in both analyses. Also, both analyses provided higher factor weights for older audiences than for younger. The key contrast among the results for V and ‘other’ presence was the fact that product cost was significant in the ‘other’ data, while this was not the case for the V data. The product cost subcategories for ‘other’ presence also appeared to align with the nature of T due to lower cost items favoring ‘other’ presence, while higher cost items disfavored it. It must be noted, however, that product cost was *not* a significant factor in the T presence results in Florida,

although the raw percentage of occurrence indicated that T presence occurred at a higher rate in the advertisements for lower cost items than in those for higher.

## Chapter 5

### DISCUSSION

#### **5.1 US in General**

The overall results of the current study provided examples of all of the key components of Nord's (2008) explanation of attitude indicators, which fall under Jakobson's (1960) definition of conative function. The use of the imperative, although not analyzed in the current study, was quite prevalent (occurring in 74.5% of the advertisements), which is reflected in Berger (2007: 5) by stating that advertisements intend to "persuade, motivate, and [...] get people to act". The prevalence of T and V directed at the reader was also quite prevalent (60.0% and 39.6%, respectively), which is likely due to the intent to establish some sort of relationship with a prospective client. Berger (2007) explained that readers of newspapers tend to be well educated, which can possibly explain the predominance of V-selection over T-selection. Other non-T/V direct reference to the reader occurred in 19.0% of the advertisements. Questions also fall under Nord's conative function indicators, and, while not analyzed in the current study, occurred in 15.6% of the ads. Similar to overt T/V-selection, other direct references to the addressee also seek to establish a relationship and communicative channel, while questions—whether direct or rhetorical—likewise include the audience in a communicative exchange (Nord 2008).

#### **5.2 Independent factor groups.**

As explained above, the presence of T, V, and 'other' addressee reference was analyzed according to possible factors that have a significant relationship

with their occurrence, including the type of the product being advertised, the location of the advertisement within the newspaper, the cost of the product, the intended audience sex, the intended audience age group, the nature of the advertisement, the geographical region, and the individual newspapers within those regions. With regards to product type, professional products were the most prevalent, followed by recreational products, personal products, and finally, vehicular products. It is likely that the high occurrence of professional products (43.9% of all advertisements) is again due to the nature of newspaper readers being well educated (Berger 2007), hence the likelihood of advertisements for professional services, such as medical services, legal services, tax preparers, banking, etc., occurring at an elevated rate.

The majority (58.8%) of advertisements were found in the main section of the newspaper. Although there was potential for statistical significance with ad location due to the nature of culture and sports sections possibly being less formal than the main section of newspapers, ad location was not found to have a statistically significant relationship with address forms in any of the GOLDVARB X runs. The nature of newspapers providing much of their information in the main section indicates that there was likely insufficient data to encounter possible relationships within the boundaries of the current study.

Product cost provided a relative balance between higher and lower cost items (56.6% and 43.4%, respectively). A wide range of items could be found, ranging from vehicles to restaurants and from real estate to groceries. This

equilibrium provided rich data for analysis as well as statistical significance on occasion, which will be discussed below.

Intended audience sex was not very clear in the data, with 78.4% of the advertisements appearing to be neutral regarding the intended audience. This factor group did not provide a statistical relationship with the dependent factors in any of the GOLDVARB X runs, although advertisements intended for females were twice as frequent as advertisement intended for males. Similar to advertisement location, the limits of the current study did not permit enough data to reasonably make conclusions regarding intended audience sex.

Although audience age similarly was found to be neutral quite frequently (68.2% of the ads), enough distinction was made between younger and older generations to provide significant data. When the advertisements overtly addressed a specific age group, it was more likely to be a younger generation (25.0%) than older (6.8%). It is unclear as to why this occurred, especially when considering that newspaper readers tend to be among older generations rather than younger. It is possible that due to older generations being the norm as newspaper readers, there was not as much of a necessity to single them out as often as younger generations.

The nature of advertisements—whether they intended to sell a product or service, or they intended to merely inform the audience on a particular matter—provided expected results, with a sales nature occurring in 86.1% of the advertisements. Berger (2007) explained that advertisements encourage investment in products and services. This nature of sales versus information

conveyance did not provide significant results with the independent factor groups. However, although not specifically analyzed in the current study, early reviews of the data run through GOLDVARB X *per newspaper* indicated statistical significance within *La Voz* for V and ‘other’ presence.

Of particular note, when considering the 604 advertisements together, was the fact that no statistical significance was found between any of the dependent factors and geographical region (Arizona and Florida), although the general heritage of Spanish-speakers in each region differs. Even though geographical region was not determined to be significant and many similarities were found among the results for the two regions, several differences were found when analyzing the results of each region, and will be discussed below.

When considering the 604 Spanish advertisements as a whole, GOLDVARB X found statistical significance with all of the dependent factor groups except for location of the advertisement within the newspaper, geographical region, advertisement nature, and intended audience sex. Of the independent factors, product type was found to be statistically significant most often, followed by audience age. The following sections are dedicated to each of the three dependent factor groups.

### **5.3 Presence of T**

Considering all of the 604 advertisements as a whole, the analysis on the presence of T provided statistically significant relationships with audience age, product type, and individual newspapers, with ranges of 38, 26, and 23, respectively. This means that audience age was the factor group with the highest

probability of predicting the likelihood of T presence in the advertisements of the current study, followed by product type, and finally, individual newspaper. The remaining factor groups did not have a statistically significant relationship with T presence. As can be expected, advertisements intended for younger generations were more probable to produce T presence than older generations. Under product type, personal products were most probable to produce the same, while professional products disfavored it, potentially indicating that the nature of personal products such as groceries and cell phones are more intimate than products such as legal services and institutions of higher education. The results showing that T presence has a significant relationship with a younger generation as well as personal products can be reflected in López Mora's (2005) explanation that *tú* is used to show solidarity.

The newspaper *Diario Las Américas* from Florida was most likely to produce T presence, followed by the two Arizonan newspapers, *La Voz* and *Prensa Hispana*, respectively. The Floridian newspapers *El Nuevo Herald* and *7Días* disfavored T presence. Due to these results, it appears that both the nature and the intended audience of *Diario Las Américas* differ by a significant degree from the other newspapers from Florida, although *Diario Las Américas* and *El Nuevo Herald* are both marketed in Miami, while *7Días* is marketed in Tampa. It is likely that the newspaper *Diario Las Américas* attempts to reach a readership that compares to social contexts where *tú* is commonly used. Another potential influencing factor is that *Diario Las Américas* produced the fewest amount of advertisements for the current study at only 61, compared to 90 from *7Días* and



*Diario Las Américas*. The smaller amount of advertisements has the potential to skew the data.

Geographic region, ad location, advertisement nature, product cost, and audience sex were not found to be statistically significant with T presence when considering the 604 advertisements together, although some items were noteworthy. For example, Arizona produced T 12.8% more often than Florida, and an informational advertisement nature produced T 14.9% more often than a sales nature. Again, these were not found to be significant, but there is potential for further investigation in future studies. As aforementioned, the advertisement location, product cost, and intended audience sex were also not found to be statistically significant, nor were their raw percentage ranges within their factor groups noteworthy. Ad location and nature were not significant in any of the GOLDVARB X runs and will not be discussed further.

When considering the presence of T by geographical region, various similarities and differences arose. In Arizona, audience age was found to be the most significant factor in relation to T presence, followed by product type, with ranges of 46 and 35, respectively. Florida also found audience age to be the most significant factor with a range of 47, but the individual newspaper was the second most significant, with a range of 21. Product type was not found to be statistically significant in Florida. Both states found younger audiences most likely to produce advertisements with T presence and older audiences least likely, again confirming the solidarity/respect explanations of López Mora (2005). Although product type was not found to be statistically significant in Florida, it did exhibit a raw

percentage range of 25.0%, which potentially implies that the Arizona and Florida advertisements may be similar with regards to T presence.

If it is possible to generalize, the Florida newspapers appeared to provide a stronger connection between audience age and the probability of T presence than any of the other factor groups, while the Arizona newspapers provided significance with audience age, as well as with product type. Within Florida it is also possible that product type can provide a statistical relationship in a future study with wider parameters. When considered as a whole, it can be summarized that the data of all of the 604 advertisements indicates a potential link between the likelihood of T presence and product type and audience age.

#### **5.4 Presence of V**

As can be expected, the analysis for the presence of V generally returned the same factors groups as being statistically significant as the presence of T results, while generally creating an inverse of hierarchy among the subcategories within each factor group. When considering all of the 604 advertisements, the hierarchy of significant factor groups provided by the results showed that product type was the factor group with the broadest range of factor weights, with a range of 45, followed by age at 30, and finally, individual newspaper at 20. Vehicles were most probable to produce V, while personal products disfavored it. It is likely that the nature of vehicular products provided for a relationship of both respect rather and solidarity, as explained by López Mora (2005), due to favoring both T and V in the analyses. As aforementioned, the vehicle advertisements included several instances of both forms being present within the same

advertisement. Within audience age, the advertisements intended for older generations were most probable to produce V, again exemplifying the essence of respect. Finally, under individual newspapers, *El Nuevo Herald* was the most probable to produce V, which may be due to the likely readership of this newspaper being socially elevated in comparison to the readership of the other newspapers.

The remaining factor groups, again similar to T presence, were not found to be statistically significant with V presence when considering all 604 ads. Of particular note in the remaining factor groups is the fact that high cost exhibited V presence 18.3% more frequently than lower cost. The Florida advertisements exhibited V 9.8% more frequently than the Arizona ads, and a sales nature produced V 11.7% more frequently than an informational nature.

Within the Arizona advertisements, product type was again found to be the significant factor group with the greatest range, at 40, but individual newspapers were also found to be significant, exhibiting a range of 14. Vehicles and professional products were the subcategories that favored the probability of V, while *La Voz* predicted the same when considering the two Arizona newspapers. It appears that *La Voz* is intended more for a readership that is similar to social circumstances associated with use of the pronoun *usted*, meaning possibly a readership of higher education, socioeconomic class, older age, and higher social status. In the Florida advertisements, product type was also found to be the significant factor group with the greatest range, at 53, while audience age was second, with a range of 37. Vehicles were most probable to produce V presence

within type, while the same was found regarding older generations within audience age. The nature of vehicles, professional products, and older generation is again reflected in López Mora's (2005) connection between *usted* and respect.

### **5.5 Non-T/V Direct Addressee Reference**

When considering all of the 604 advertisements from the current study, the analysis for 'other' direct addressee reference also provided statistical significance with product type, providing a range of 45, and product cost, with a range of 21. Due to the greater range, product type is considered the factor group with the highest probability of producing 'other' presence. Vehicles, closely followed by professional products, had the greatest factor weight in predicting 'other' reference, which initially shows similarities to the V presence results. However, *lower* cost items also produced the greatest factor weight under product cost regarding the probability of 'other' reference. Although not statistically significant, audience age showed that advertisements intended for older generations produced 'other' reference over 20% more than younger generations. No statistical significance nor broad ranges in raw percentage were found within the remaining factor groups. It is quite possible that the nature of 'other' addressee reference is similar to V, especially when considering the similarities within product type and the raw percentages of audience age, although product cost is in opposition to the nature of V when considering the inverted hierarchy.

Within Arizona, 'other' reference provided statistical significance with product type with a range of 43. Vehicular and professional products were most likely to predict 'other' reference, which again is reflected in the nature of V.

Although not significant, audience age provided a broad range of occurrence, with older generations employing ‘other’ reference most often, and younger generations the least. The less-personal nature of ‘other’ direct reference to the reader appeared to coincide with the *usted* nature of respect and social distance. The Florida advertisements provided statistical significance for ‘other’ reference with *three* of the factor groups, with product type having the widest range, followed by product cost, and finally audience age. These factor groups had ranges of 42, 33, and 28, respectively. Within each factor group, vehicular products, lower cost, and older generations were most likely to predict ‘other’ reference. Again, with the exception of lower cost, the nature of these sub-categories appeared to be closely tied to *usted* characteristics.

#### **5.6 Considering Hardin (2001), Nord (2008), and Borba (2011)**

When considering the results of the current study alongside other similar research, various similarities can be found. Hardin (2001) investigated over 700 Spanish television commercials in Spain, Chile, and the US, and found that the US corpus provided a high rate of personal reference to the viewer and a high rate of solidarity. The current study provided results that showed that direct reference to the reader—whether in forms of T, V, or ‘other’ addressee reference—was very frequent. In fact, only 62 of the 604 advertisements did not refer directly to the reader. With regards to solidarity, the results of the current study indicated that V presence was more frequent than T presence (60.0% and 39.6%, respectively). However, this can be expected when considering Berger’s (2007) categorization of newspaper readers as well-educated and interested in social and political issues.

Taking these general audience characteristics into consideration, T presence occurring in 39.6% of the advertisements actually seems quite high.

Nord (2008) studied persuasion in 300 newspaper and journal advertisements in Germany, the United Kingdom, and Spain. Similar to the current study, Nord also analyzed conative function, considering advertiser attitudes towards audience members. Nord found the Spanish corpus to provide direct speech at a higher rate than in Germany and the UK. As mentioned above, only 62 advertisements did not make any reference to the reader. Nord's Spain advertisements exhibited the imperative 71% of the time, while the current study reflected that result at 74.5%, although not specifically analyzed in the current study. Nord (p. 290) concluded that "Spanish text producers simulate a partner relationship like the one between close friends" which can be said about the data of the current study when analyzing the frequency of T, V, 'other' addressee reference, and imperatives.

Borba (2011) analyzed T/V-selection in 103 newspaper advertisements in the Phoenix area, and investigated possible factors in relation to the selection of T or V. Borba found product type to be statistically significant in relation to V presence, with professional products being most probable to predict V presence, closely followed by vehicular products, and did not find statistical significance with product cost. In the current study, product type was found to be statistically significant most commonly among all of the GOLDVARB X runs for V presence. Professional products most commonly provided the factor group subcategory with the highest factor weight regarding V presence, closely followed by vehicular

products. Similar to Borba, the current study also did not find statistical significance between T or V presence and product cost, although it did produce significance with 'other' reference.

### **5.7 Considering Spanish in the US**

The current study was able to be carried out due to the large Hispanic populations in Arizona and Florida; approximately 1.9 and 4.3 million, respectively. As aforementioned, roughly 90% of the Hispanic residents in Arizona claim Mexican heritage, while 54% of the Hispanic residents in Florida claim Caribbean heritage, and the remaining 46% claim heritage that is divided pretty evenly between Mexico, Central America, and South America. These differing heritages had the potential to provide distinctions within the advertisement results. When considering the data of the current study, the Arizona advertisements produced significance in all three of the statistical runs with product type, while once each with age and individual newspaper. The Florida advertisements produced a balance between product type (significant in two of the statistical runs) and intended audience age (significant in all three runs), while individual newspaper and product cost exhibited significance once each. As mentioned previously, geographic region was not determined to be statistically significant by GOLDVARB X for any of the statistical runs, but it is likely that the differences that arose in each region are due to the linguistic distinctions of the regional heritages.

## 5.8 Conative Function

As mentioned above, Jakobson (1960) explained that conative function is the manner in which people address others. Nord (2008) included all second person reference, third person reference to addressees, general reference to addressees, imperatives, and questions among the attitude indicators that fall under conative function. Regarding second person reference, Brown & Gilman (1960) defined the T/V address system as representing solidarity and power, respectively. López Mora (2005) also explained the T/V distinction as solidarity/respect. These clarifications by Brown & Gilman and López Mora are reflected in the data of the current study with regards to the presence of T and V. The data showed that T presence tended to align with personal and recreational products, with younger generations, and mildly with lower cost items when comparing to higher cost items. The presence of V tended to align with professional products, vehicular products, older generations, and, again, mildly with higher cost items. The results of the current study also indicated that ‘other’ direct addressee reference generally aligned with V presence, including common statistically significant runs with professional and vehicular products under product type, and in Florida with older generations under audience age. It is likely that the less-personal nature of non-T/V direct addressee reference reflects the above-mentioned definitions of power and respect. Of particular interest regarding T presence was the fact that the Arizona corpus exhibited T in 46.0% of the advertisements, while the Florida corpus exhibited T in 33.9% of the ads. This high rate of T presence in the Arizona echoes Valdés & Pino (1981) who stated



that Mexican-American bilinguals often fictionally treat each other as close friends.

## Chapter 6

### CONCLUSION

#### 6.1 Summary of Results

The current study focused on address forms as conative function indicators in Spanish newspaper advertisements in the US, and potentially related independent factors. These factors included geographical region (Arizona or Florida), each newspaper as an individual entity, the location of the advertisement within the newspaper, the type of product being advertised, the cost of the product, the nature of the advertisement (sales or informational), intended audience sex, and intended audience age. The advertisements of the study were generally either professional or recreational products, located in the main section of the newspaper, balanced between higher and lower cost items, intending to sell a product or service, and neutral with regards to audience sex and age.

As aforementioned, the research questions for the current study were the following:

1. What are the overall tendencies in US Spanish newspaper advertisements when considering the following attitude indicators?
  - a. presence of T
  - b. presence of V
  - c. non-T/V addressee reference
  
2. Which, if any, of the following factors are considered statistically significant with the likelihood of the attitude indicators from Question 1?
  - a. geographical region
  - b. newspaper
  - c. type of advertisement

- d. location of advertisement by newspaper section
- e. nature of the advertisement
- f. intended audience when considering:
  - i. product cost
  - ii. intended audience sex
  - iii. intended audience age

Regarding Research Question #1, V presence was found to be more frequent than T, although both were quite frequent in the data, being found in 60.0% and 39.6% of the advertisements, respectively. Although relatively infrequent, some advertisements even exhibited both T and V, occurring in 10.1% of the ads. Non-T/V addressee reference occurred in 19.0% of the advertisements.

Being a linguistic variation study, the main focus was placed on Research Question #2. The statistical program GOLDVARB X was employed to find possible relationships between the dependent and independent factors. Three statistical runs were carried out per dependent factor group: once each when considering all of the 604 advertisements together, and once each per region. The results indicated varied statistical significance for each dependent factor. Statistical significance was not found whatsoever with geographic region, advertisement location, advertisement nature, or audience sex. Formulating generalities from the results of each dependent factor group within the current study can be troublesome due to the amount of statistical runs, but some apparent tendencies were quite evident.

When considering the results of the three<sup>2</sup> statistical runs for the presence of T, statistical significance was found three times for audience age, twice for product type, and twice for individual newspapers. Similar to T presence, V

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<sup>2</sup> As aforementioned, once for all 604 ads, once for Arizona, and once for Florida.

presence also found significance for product type (thrice), audience age (twice), and individual newspapers (twice). These results for T and V presence indicated that although product type, audience age, and individual newspapers provided significance multiple times, T presence is most probably predicted by audience age, while V presence provides the same result with product type. Presence of non-T/V addressee reference was found to be statistically significant three times with product type, twice with product cost, and once with audience age. These results for 'other' reference were quite similar to those for V presence.

Although geographical region was not found to be statistically significant itself, various distinctions arose in the data. Lipski (1994) explained that the norms of use of the second person address vary regionally and socially, even within the same community. Within each region of the current study, an obvious distinction was found when considering T, V, or 'other' addressee reference. Arizona provided statistical significance between these dependent factor groups and product type in all three of the Arizona statistical runs<sup>3</sup>, as well as once each for audience age and individual newspaper. Florida, on the other hand, provided statistical significance with age in all three of the statistical runs, while twice with product type, once with product cost, and once with individual newspaper in the three statistical runs. This distinction may potentially indicate that Spanish newspaper advertisers in Arizona consider the product type most significant when establishing a specific relationship with addressees, while Florida advertisers consider the age of the audience to be most significant, closely followed by

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<sup>3</sup> One statistical run per dependent factor: T, V, and 'other'.

product type, while still mildly factoring in product cost. These findings are preliminary, but it appears on the surface that the distinction between inter-focus (product type) in Arizona, and a more balanced inter- (type) *and* intra-focus (audience age) in Florida plays a role in Spanish newspaper advertisement decisions regarding addressee reference.

The factors of conative function analyzed in the current study were found to have statistical significance most frequently with product type, occurring in eight of the nine statistical runs. Audience age followed close behind with significance in six of the runs, then individual newspaper four times, and product cost twice. Thus, it can be initially concluded that, among these independent factor groups, product type is the most probable predictor of the occurrence of address form indicators in the US Spanish newspapers of the current study. Audience age appears to moderately ascertain the probability of address forms, while individual newspapers and product cost appear to lightly ascertain the same. Considering this information, it must not be forgotten that product type strongly prevailed in Arizona, while a general balance between audience age, product type, and product cost was found in Florida, with audience age being the prevalent factor group.

## **6.2 Theoretical Implications**

The current study provided results that coincide with leading research. The common theme of significance between T, V, or 'other' addressee reference with product type and age appears to be reflected in the Brown & Gilman (1960) and López Mora (2005) explanations that T/V-selection (and I would add 'other'

direct reference) corresponds with the social relationship between interlocutors. The presence of T corresponded most with younger generations, personal products, and recreational products. The notion of solidarity (López Mora) and less social distance (Brown & Levinson 1978, 1987) confirms these findings when considering the more obvious factor of age, as well as the types of products where a more intimate relationship can be expected. The presence of V corresponded most with vehicular products, professional products, and older generations. The concept of politeness (Braun 1988) and of respect (López Mora) when communicating with older generations, as well as social distance (Brown & Levinson) when communicating with professionals such as doctors, lawyers, accountants, and vehicle salesmen, is also confirmed in these findings. It is proposed that non-T/V addressee reference mainly functions similar to V presence due to its less-personal nature, thus indicating greater social distance.

Labov (1972) indicated that social factors related to linguistic phenomena include economic status, social class, societal geography, age, and sex, to name a few. The independent factor groups that were found to be significant in the current study included product type, audience age, product cost, and individual newspaper. These factors can be considered social factors, thus confirming Lipski's (1994) explanation that second person address forms can vary not just regionally, but socially as well.

Conative function, as explained by Jakobson (1960), is the manner in which one addresses another when communicating. The current study investigated addressee reference under conative function, and provided results of a high rate of

these indicators within Spanish newspaper advertisements in Arizona and Florida. Newspaper advertisements do not provide a form of communication that is as natural as two people speaking to each other in person or on the telephone. Newspaper ads cannot be heard, or effectively responded to. Tagliamonte (2006: 7) explained that “a speaker [uses] language to make statements about who she is, what her group loyalties are, how she perceives her relationship to her hearers, and what sort of speech event she considers herself to be engaged in.” The presence of conative function indicators in the current study shows that although they can only be read, newspaper ads create a relationship with their readers through address forms.

Given that the current study investigated linguistic variation, it is necessary to refer back to the elements of this field. As explained above, variation is not random, but patterned (Sankoff 1988; Silva-Corvalán 2001; Tagliamonte 2006). The current study focused on regional variation, social variation, and contextual variation. Regional variation deals with geographical differences between speakers of the same language, and although not found to be statistically significant itself, it is evident from the results of the current study that regional variation can be found between Spanish newspaper advertisements in Arizona and Florida. Silva-Corvalán (2001) explained that social groups both influence the manner of, as well as attitudes towards, speech. As mentioned recently above, social factor groups such as product type, product cost, audience age, and individual newspapers provided for the main portion of the results of the current study. Product type, cost, and audience age can also be considered under

contextual variation, which considers the level of formality and style of the communicative context, and is influenced by purpose, subject matter, channel, and addressee (Halliday 1978).

Finally, Hardin (2001: 1) pointed out that media, especially advertising, “generate much of the public language that is heard in society.” It is not the intent of the current study to prove an influential linguistic relationship between Spanish newspaper advertisements in the US and the speech patterns of their readerships. It is noteworthy, however, to mention that the results of the current study provided an apparent distinction between the newspaper advertisements in Arizona and Florida. There is potential for comparisons to actual speech patterns in these regions with media outlets in general. The current study can possibly provide assistance in supporting Hardin’s claim that there is a linguistic connection between the media and its audience members.

### **6.3 Research Limitations**

The current study was not without limitations (as eluded to above), including the study size, apparent nation-wide advertisements, limited quantities of advertisements in two of the newspapers in Florida, repeated advertisements, difficulties ascertaining intended audience and product cost, delineation of independent factor subgroups, and advertising trends due to the time period of the data collection. The study included 300 advertisements in Arizona and 304 in Florida in order to produce sufficient data to carry out an effective quantitative analysis. In Arizona, the two newspapers provided sufficient data with 150 advertisements each. In Florida, it was relatively simple to encounter 153



analyzable advertisements in the newspaper *El Nuevo Herald*, but difficulties arose when gathering data from *7Días* and *Diario Las Américas*. Both of the latter newspapers have a wide readership, but they repeated advertisements quite often. The time span of the current study did not allow for 150 advertisements to be gathered from either of the two newspapers. Thus, it was decided to utilize both newspapers in the current study in order to provide a balance of data between Arizona and Florida.

Repeated advertisements also provided for potential limitations when considering decisions to include or exclude advertisements for analysis. An advertisement was only included once in the data per newspaper, regardless of the amount of times it occurred over several editions. Some companies advertised several times over the time span of the study. As long as the advertisement was not identical, it was included for analysis. It could be proposed that not allowing for repeat advertisements should also signify the need to not include multiple advertisements from the same company, due to the likelihood of advertisers not varying their address form tendencies among their distinct advertisements. However, it was not possible to eliminate such advertisements due to the necessity to analyze a large quantity of ads over a relatively short period of time.

One of the focuses of the current study was to compare and contrast conative function tendencies regionally. Some of the advertisements were not from local companies, such as some advertisements from large automobile companies, or specific food items. None of said advertisements were repeated both in Arizona and in Florida, but it is likely that they would not provide data

that would reflect regional tendencies as much as local advertisements would. This distinction between advertisements from local companies and those of larger national companies was not analyzed in the current study, but it could provide data for future qualitative studies, and could also be a potential independent factor of linguistic variation in a larger-scale study.

With regards to data coding, difficulties arose when considering intended audience as well as product cost. Deducing to whom advertisers are addressing had to be estimated based on clues within the advertisement as well as the product itself. Specific audience factors such as sex and age were only coded if the advertisements specifically identified them, or the products themselves were obviously intended for distinct groups. This meant that the vast majority of advertisements were coded as neutral with regards to audience sex and age.

Another independent factor limitation concerned the decisions regarding factor subgroup delineation. It was not always clear, for example, which subgroups should be created under product type. Other similar difficulties were also found under product cost, audience age, and advertisement nature. Considering which costs are high versus low, which ages are older versus younger, and what can be considered a sales versus informational nature can all be troublesome. These considerations can also pose challenges to objectivity, and some estimations and approximations were made. However, the key principle of the current study was the fact that standardized subgroup classifications were formulated and strictly followed.

Finally, the advertisements for the current study were generally collected in the spring and summer of 2012. Some general themes arose during those times, including advertisements for tax preparation, travel, and realty (summer moving season), to name a few. It is not apparent as to whether the timing of the data collection possibly provided for some types of products to be more frequent than others. Future research considerations will be identified below, but a data collection time period of one year could allow for more potential intervening factors, such as seasonal events, that can be found within a calendar year.

#### **6.4 Future Research**

When considering the results of the current study, several proposals can be made for future studies. A key proposal is to analyze the extent to which advertising reflects the speech of a particular region. The current study does not intend to proclaim that the results accurately reflect linguistic phenomena of speech patterns in each region. As mentioned above the current study analyzes variation within US newspaper advertisements in Spanish. Of course, it is likely that local advertisements resemble regional speech patterns to some extent, and such a relationship could provide fascinating research opportunities. However, in order to form any sort of generalizations or conclusions regarding such a potential connection, large scale studies regarding the same linguistic factors found in advertising would be required with local residents.

Another recommendation for future studies includes comparative and contrastive studies between US Spanish varieties and Latin American varieties. Of particular note would be a variationist study on Spanish advertising in the US

and in Latin America. Such a study could allow for data that could provide insight into regionalized linguistic advertising phenomena of participants that claim similar heritage, but currently reside in distinct locations.

It could also be noteworthy to study potential relationships between US English and US Spanish advertisements. Considering the United States as a nation where several languages coexist, there is potential for social, cultural, and linguistic tendencies that could be shared by distinct language communities due to transfer that may not occur in other countries. Studies that analyze said tendencies within advertisements can be carried out in order to ascertain the potential influence US English and US Spanish advertising may have on each other.

Finally, newspapers obviously do not provide the only form of advertising. A large scale study is recommended within the US in order to compare and contrast tendencies within newspaper, radio, television, web-based, and other forms of advertisements. It is quite likely that each medium contains distinct rich data, and such data can provide valuable insight into linguistic phenomena found in US Spanish advertisements.

The results of the current study indicate the potential for a vast array of sociolinguistic studies on Spanish in the US. Such studies have been quite rare, but it appears to be evident that future studies could be inexhaustible. As mentioned above, Bell (1991: 7) declared that “one’s view of language is shaped by the most readily available examples of it.” Few, if any, examples of language are more “readily available” than media speech. If such a relationship can be proven between advertising and regional speech patterns, then the rate and nature

of field studies can dramatically change in order to provide a higher quantity of accurate and relevant sociolinguistic studies.

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APPENDIX A  
DATA COLLECTION SHEET

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Newspaper name: \_\_\_\_\_

State: AZ / FL

Edition date: \_\_\_ / \_\_\_ / \_\_\_

Ad #: \_\_\_\_\_

Product description:

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Listed cost (if any): \_\_\_\_\_

Ad location (newspaper section): \_\_\_\_\_

Other specific factors to consider from the advertisement:

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Advertisement text:

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## BIOGRAPHICAL SKETCH

Andrew Borba is a graduate student at Arizona State University, studying Spanish Linguistics, with a subconcentration in sociolinguistics. The majority of his research has focused on Spanish linguistics in the media. He has presented pragmatic research on television advertisements in a conference at the University of Florida, variationist research on address forms in Arizonan newspapers at the University of Arizona and Arizona State University, and phonological research on final /s/ in Arizonan newscasts at Arizona State University. Andrew has also published some of his research on newspapers in *Académica Solaluna*, an ASU journal for graduate students. Andrew has been employed for nine years as a Spanish teacher and is the swim team coach at Desert Ridge High School in Mesa, Arizona. He lives in San Tan Valley, AZ with his beautiful wife and their three children. They enjoy playing rough, going on adventures, and simply laughing together.