

Linguistic means in food advertising

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ABSTRAKT

V této bakalářské práci se zabývám výrazovými prostředky v reklamě na jídlo na základě amerických psaných reklam z vybraných časopisů. Teoretická část vysvětluje definice termínů nezbytné pro pochopení výzkumu a dále porovnává různé zdroje a jejich definování daných termínů. Praktická část se zaměřuje na výzkum výrazových prostředků v oblasti morfologie, lexikologie a syntaxe.

Klíčová slova: morfologie, lexikologie, syntax, stažený tvar, nové slovo, slova převzatá, zkratka, složená slova, komparativ, superlativ, lexém, sémantické pole, podstatné jméno, přídavné jméno, zájmeno, číslovky, sloveso, interpunkce, věty jednoduché, věty složené, souvětí souřadné, souvětí podřadné, činný a trpný rod, čas, elipsa, věty tázací, věty příkazovací.

ABSTRACT

In this bachelor thesis I focus on linguistic means in food advertising which are found in written form of American ads, picked from particular magazines. The theoretical part explains definitions of terms which are essential for understanding of the research and it compares different sources and their definitions. The practical part is focused on the research of linguistic means on morphological, lexical and syntactical level.

Keywords: morphology, lexicology, syntax, contraction, coinage, borrowing, abbreviation, compounds, comparative, superlative, lexeme, semantic field, noun, adjective, pronoun, numerals, verb, punctuation, simple sentences, multiple sentences, active and passive voice, tense, ellipsis, interrogative sentences, imperative sentences.

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DECLARATION OF ORIGINALITY

I hereby declare that the work presented in this thesis is my own and certify that any secondary material used has been acknowledged in the text and listed in the bibliography.

March 3, 2009

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INTRODUCTION

I have chosen this topic which is dealing with linguistic means in food advertising since I am interested in analysis of English language and impact that thoroughly picked words and structure of sentences have on a reader or potential customer.

This bachelor thesis is focused on food advertising, namely printed food advertising in America. The commonly known fact, that the Americans love eating is reflected in such food ads. Since eating and need of food is common for all people in the world the language of food advertising developed from this fact and it is present in every food ad. The Americans have a special relationship and approach to eating as food is not only a means how to survive but also a source of pleasure while enjoying every piece of food. All of us know about frequently discussed thorny issue called *obesity* that is the most remarkable in America. Advertisers take this opportunity to sell both, junk or healthy food. There are these that try to promote fatty or easy-to-prepare food that is not very healthy and as a response there is another group of advertisers who try to deal with the problem of obesity and so they offer low-fat and healthy products.

My bachelor thesis is divided into two parts: theoretical and practical. For understanding the practical part or the research, it is crucial to understand linguistic terms. In the theoretical part, I try to illustrate different approaches to linguistic terms and choose the most suitable definition. I also explain why the chosen definition is the most convenient and how it corresponds with the research. In the research itself I explore different linguistic means and the possible effects that these thoroughly picked words or structures have on potential customers. It is evident that one of the means that influences readers of ads is language and therefore advertisers consider the choice of language properly, next to the choice of, for example graphical side, placement of and ad, etc.

The aim of this research is to show how issues connected with food and eating in America is reflected in the chosen language. The most significant fact that is present almost in every printed, and in my opinion not only printed, food ad is the notion of informality. Since food products are assumed to be something common, something needed every day and consumed immediately the language cannot be sophisticated but it has to be simple, informal, addressing and also entertaining. As food is our everyday matter, all of us consume it more times a day; therefore the language of food ads has to be clear to everyone. In my bachelor thesis I will try to prove and illustrate the relationship between the issue of food and usage of language in food advertising.

My work is based on American printed food ads that I have found in different American magazines. Some of them are found in tabloids but since food is so common these food ads can be seen in magazines dealing with more serious issues. My corpus comprises of fifty-five different food ads but I have not used all of them for features I am describing later repeat all over again. I have divided the ads into groups (healthy products, products aimed at children, ready-to-serve products and enjoyable products) but I do not mention such a division in my bachelor thesis. It might be another topic to describe different kinds of food ads and their features. To gain the idea about language of advertising I have read two works about language of advertising but I have found out that food advertising differs and therefore I have gone through works found on the internet aimed at food advertising. I have decided to write about food ads from morphological, lexical and syntactical point of view and through the whole analysis I try to prove the fact how language of food advertising is connected with everyday life and the ways how it is reflected. I also explain reasons why advertisers pick the particular words or structures and the impact that such choice has on readers. The examples that are found in the practical part of my bachelor thesis are specified by numbers in brackets [] and the particular slogans or ads are inserted in appendix.

I. THEORY

1 MORPHOLOGICAL LEVEL

It is essential to define morphology in order to understand the research and its findings. Printed food ads differ from any written piece of text in terms of occurrence of features typical in spoken language. The first part of research is focused on the structure of the words frequently found in food advertising.

Morphology is “the study of the structure of the words”. (Crystal 2003, 198) (McArthur and McArthur 1992, 670) It is divided into these two main branches: inflectional and lexical morphology. Inflectional morphology is focused on inflections. Inflection is “a grammatical form of a word” (McArthur and McArthur 1992, 516), thus different forms of lexemes are expressed. Derivational or lexical morphology can be simply called *word-formation* and it deals with various ways how words can be built up (Crystal 2003, 198) by adding different elements to stems (roots). (McArthur and McArthur 1992, 1122)

Concerning inflectional morphology, inflections include different kinds of means but this text deals only with inflectional suffixes which are added to adjectives, especially in their comparative and superlative form.

1.1 Contraction

It is crucial to determine the term contraction for it occurs frequently in written form of food advertising. The remarkable fact is that contraction is usually found in spoken language or informal writing. Language of food advertising uses contraction in order to shorten expressions and to suggest informality.

Contraction is “a reduction in form, often marked in English in writing and print by an apostrophe (’)”. (McArthur and McArthur 1992, 244) Slavko Milekic and Steven E. Weisler describe contraction in these words: “The process of contraction fuses certain sequences of words into a single word, with the omission of some of the sounds in the input. In the English spelling system contractions are typically marked with an apostrophe.” (Milekic and Weisler 1999, 8)

Both definitions express similar ideas, nonetheless, the latter is more exact than the former one and therefore more appropriate for the analysis undermentioned. Both views coincide with each stating that contraction in the English spelling system is marked by using an apostrophe (’).

Above-cited interpretations agree on these two types on contractions: auxiliary and negative contraction but they disagree in further division. Since the text deals with these two kinds of contraction only there is no need to consider further differences.

1.2 Comparatives and superlatives

Comparatives and superlatives cannot be left without noticing. They are found in food advertising and in the analysis one can acquire the knowledge about their usage and purpose in written ads of food products.

“Comparative degree is the middle term in the three degrees of an adjective or adverb. The comparative is formed by adding *-er* to shorter words and *more* to longer words.” (McArthur and McArthur 1992, 242) “Superlative degree is the third degree of an adjective or adverb. This is usually formed either by adding *-est* to the uninflected positive or absolute form of shorter words or by putting *most* before longer words and adverbs.” (McArthur and McArthur 1992, 1005)

From the research it is obvious that comparatives play main role comparing to superlatives. Food advertising uses these forms of adjectives rather frequently.

1.3 Word classes

Since this thesis deals with word classes it is essential to define what *word class* exactly signifies. In Oxford Companion one can find this explanation: “Term in linguistics for a category of words that have been grouped together because they are similar in their inflection, meaning, functions, or a combination of these.” (McArthur and McArthur 1992, 1122)

From the definition, it is obvious that word classes are not organized on the basis of inflection only but other features are concerned too. This chapter is focused on different types of word classes, namely nouns, adjectives, pronouns, numerals and verbs.

1.3.1 Noun

Nouns are the most crucial group of words in food advertising from all word classes. They usually carry the main ideas or notable facts about products.

Noun is “A part of speech or word class typically used in a variety of sentence functions such as subject and object. [It is] traditionally regarded as naming or identifying persons and things.” (McArthur and McArthur 1992, 710) “A noun tells us what someone

or something is called. Nouns are the names we give to people, things, places, etc. in order to identify them.” (Alexander 1988, 34)

Nouns are very common in food advertising and most of them are used to name things, they particularly refer to products or ingredients included in products.

1.3.2 Adjective

It is important to define the term *adjective* since it occurs in food advertising very often. Adjectives usually precede nouns and give them particular qualities, in food advertising they are no exception.

Adjective is “A part of speech or word class chiefly used to premodify nouns and as a complement to copular verbs.” (McArthur and McArthur 1992, 14) Alexander describes adjectives in this way: “An adjective describes the person, thing, etc. which a noun refers to. We use adjectives to say what a person, etc. is like or seems like.” (Alexander 1988, 106)

The second theory seems to describe adjectives more precisely; consequently it is more applicable to the research. Even though there are some traces indicating that adjectives function as a complement to copular verbs (McArthur and McArthur 1992, 14), in food advertising they mainly fulfill the function of modifying nouns. They are mostly used to give qualities to products or their ingredients.

1.3.3 Pronoun

Pronouns represent a crucial element not only in food advertising but in all kinds of utterances. The most common ones are personal pronouns which typically refer to subject or object. The research is mainly focused on personal pronouns, namely *it* and *you* and it provides a reader with a possible explanation of their function in the written form of food advertising. The analysis also describes possessive and indefinite pronouns which occur in food advertising and shows potential impact on customers.

A pronoun is “A traditional part of speech that is typically used as a substitute for a noun or noun phrase.” (McArthur and McArthur 1992, 810) Alexander gives this explanation “A pronoun is a word that can be used in place of a noun or a noun phrase. We use pronouns like *he*, *she*, *it* and *they* when we already know who or what is referred to. This saves us from having to repeat the name or the noun whenever we need to refer to it. However, we normally use *I/me*, *you* and *we/us* for direct reference to ourselves or the person(s) addressed and not in place of nouns.” (Alexander 1988, 72)

Both theories agree on the fact that a pronoun substitutes a noun or noun phrase, nonetheless, the second definition is more precise in describing its reference. From the research it is obvious that the most common pronouns found in food advertising are *it* and *you*. *It* typically refers to a product, an idea or a fact. On the other hand, *you* is often used to address unknown potential customers.

1.3.4 Numerals

Usage of numerals is another feature of written texts of food advertising. To avoid ambiguity the term *numeral* is more exact since the term *number* can also mean singular or plural form of nouns. It is indispensable to mention numerals in food advertising since they introduce amount.

“[Numeral is] a word or symbol, or a group of words or symbols, that represents a number.” (McArthur and McArthur 1992, 716)

It is clear that this definition of numerals is suitable for the analysis since many numbers occur in symbols, sometimes connected with other symbols (100%) and they are rarely expressed by words.

1.3.5 Verb

Verbs represent core structure of every text and texts of food advertising are no exception. Verbs are used in different ways, in various tenses and forms, most of them being full verbs but modal auxiliaries occur in food advertising as well for their ability to express possibility, certainty or prediction. It is crucial to understand terms such as verb, full verb, modal verb or phrasal verb. Verbs can be found in food advertising frequently and therefore the research concerns the way of usage of verbs.

Verb is “A class of words that serve to indicate the occurrence or performance of an action, or the existence of a state or condition.” (McArthur and McArthur 1992, 1083) Alexander provides a reader with this definition: “A verb is a word or a phrase which expresses the existence of a state or the doing of an action.” (Alexander 1988, 159)

Even though both definitions express similar ideas, the latter is more suitable and better understandable than the former one if we apply it into the research. From the analysis it is clear that verbs in food advertising express both, state or the doing of an action and they occur either as a single word or a phrase. (Alexander 1988, 159)

Full verbs are common phenomena found in food advertising, consequently one has to understand their role and meaning. Crystal comments on full verbs: “Lexical verbs (also

called full verbs) are those with a meaning that can be clearly and independently identified.” (Crystal 2003, 212) From the definition it is obvious that full verbs are clearly understandable and therefore they are often used in food advertising.

The research has proven the fact that modal verbs are found in food advertising rather frequently. “Modal verbs convey a range of judgments about likelihood of events; they function only as auxiliary verbs, expressing meanings which are much less definable, focused, and independent than those of lexical verbs.” (Crystal 2003, 212) The analysis explores usage and meaning of modal verbs in the context of food advertising and it is assumed that they serve such purposes as certainty, uncertainty or possibility.

Phrasal verbs do not occur so often as other mentioned verbs but they are quite important in food advertising. “One of the most common characteristics of the English verb is that it can combine with prepositions and adverb particles. Broadly speaking, we call these combinations phrasal verbs.” (Alexander 1988, 152) In food advertising their function is to create the atmosphere of informality since they are commonly used in everyday speech.

2 LEXICAL LEVEL

Lexicology, as a study of lexemes, describes words from different points of view. The second part of analysis explores lexemes, especially their ways of entrance into a language. It is focused on the structure of words and the form in which they occur in written texts of food advertising.

“Lexicology is an area of language study concerned with the nature, meaning, history and use of words and word elements.” (McArthur and McArthur 1992, 602) “Lexicology might be defined as the study of the lexicon or lexis (specified as the vocabulary or total stock of words of a language)” (Lipka 2002, 9)

Both theories express similar ideas; in the research, it is assumed that lexicology is a study of stock of words (Lipka 2002, 9), in this case, of English language. It does not cover meaning therefore the first definition does not correspond with the analysis exactly, since it provides readers with description and explanation of function and role of lexemes in the slogans and food advertising texts.

2.1 Lexeme vs. word

It is essential to understand the term *lexeme* for the research is focused on lexemes classified according to their ways of entrance into a language. One should also consider the difference between word and lexeme to grasp ideas of the analysis.

These definitions can be found in The Oxford Companion to the English Language: “Lexeme is a unit in the lexicon or vocabulary of a language. Its form is governed by sound and writing or print, its content by meaning and use.” (McArthur and McArthur 1992, 599) “Word is a fundamental term in both the general and technical discussion of language.” (McArthur and McArthur 1992, 1119) “[Word is] a unit of spoken language: a written sign representing such an utterance.” (McArthur and McArthur 1992, 1119)

It is generally known that opinions on definition of lexeme and word differ. Linguists cannot agree whether there is a difference or not. It is supposed that *lexeme* is used in technical terminology whereas *word* is generally known term and therefore it occurs more often. For purposes in the research both terms, word and lexeme, are treated equally and both carry the same meaning: unit of a language.

2.2 Ways of entering new words

There are different ways how new words can enter into a language. Since the language of food advertising is special, only the most crucial ways are mentioned in this work. These means are significant, especially for their effect they have on a reader of a printed ad. This phenomenon is explained in the present analysis. The most common and notable means are coinage, borrowing and word-formation which includes compounding, clipping and abbreviations.

2.2.1 Coinage

Coinage plays important role on morphological field, especially concerning the word-formation. A lot of new words that attract reader's attention are created by this way.

In *Oxford Companion to the English Language* one can find following definition of coinage: "An invented word or phrase and the process of inventing it." (McArthur and McArthur 1992, 230) On the other hand, another resource determines coinage as: "a new word, a word never used before. This is one of the least used word formation processes and is quite common in the naming of products to be sold." (Andrews 2001, 22)

Both definitions are suitable in different way. The former is not so precise because, even though it describes coinage as an invented word (McArthur and McArthur 1992, 230), it does not state that it has never been used before as the latter one (Andrews 2001, 22). On the contrary, the second definition points out the fact that it is common way of word-formation while inventing name of products. This analysis deals with expressions occurring in food advertising and it has been proven here that coinage is used in describing or naming food products.

2.2.2 Borrowing

Usage of borrowings is another typical feature found in food advertising and therefore it is important to define this term on the field of word-formation.

The term *borrowing* is defined as "taking a word or phrase from one language into another, or from one variety of a language into another. Borrowing is a major aspect of language change. Any language, under appropriate circumstances, borrows lexical material from other languages." (McArthur and McArthur 1992, 140) David Crystal suggests this: "Quite a large number [of words] are simply taken over from other languages; they are called borrowings." (Crystal 2002, 41)

Both theories agree on the fact that borrowings are words which enter the language from other languages. However, the first definition expresses an idea that not only words but also phrases can be taken from various languages. (McArthur and McArthur 1992, 140) The definitions also concur in the fact that borrowing is one of the most common ways how new words enter into a language system.

2.2.3 Word-formation

There are various definitions describing the term *word-formation*. Concerning to Oxford Companion, there are three different approaches and all of them show different points of view dealing with word-formation. The most suitable for the analysis is the following formulation: “[Word-formation is] the formation of all words, simple or composite, from more basic elements of language.” (McArthur and McArthur 1992, 1122-1123)

Comparing to other theories, the present one corresponds with the research as it expresses the idea about formation of all words, not only simple or composite ones. The research is focused on complex words, especially concerning compounding but it also deals with more simple words or abbreviations that function as a word.

2.2.3.1 Clipping

Even though clipping is not typically found in food advertising, there are some traces of it and it is evident that the term clipping has to be explained for better understanding of the research.

David Crystal specifies clipping as “A part of word which serves for the whole, such as *ad* and *phone*.” (Crystal 2003, 120) Another resource describes clipping as: “An abbreviation formed by the loss of word elements, usually syllabic.” (McArthur and McArthur 1992, 223)

Both definitions are acceptable since both of them imply that clipping is not the whole word in its original form but it has lost word elements, therefore a new, shorter word is created by this way. From the text, it is clear that the most common way of clipping is *back-clipping* where the end of a word is omitted (McArthur and McArthur 1992, 223) and the rest is resulted in a new word.

2.2.3.2 Abbreviation

The term abbreviation is crucial for understanding the part of research which concentrates on shortening words and explains the effect of its usage. Occurrence of abbreviation in

food advertising is quite common due to the fact that it allows better flow of information. Abbreviations occur frequently but most of them are not generally known, these that are understandable and clear to almost everyone can be seen in food advertising very often.

Opinions on abbreviation differ as we can find it as a type of initialism in one source while other resources express opposite point of view. One theory comments on initialism: “This type of word-formation process has its basis in the written language: in the central cases a base is formed by combining the initial letters of a sequence of words. There are two main types, abbreviations and acronyms.” (Bauer et al. 2002, 1632)

Concerning David Crystal, it is obvious that initialism is a type of abbreviation. (Crystal 2003, 120) Abbreviation is “the shortening of words and phrases and a result of such shortening.” (McArthur and McArthur 1992, 4)

In the analysis, the second opinion is preferred since abbreviation is used as superior to initialism. Abbreviation from this point of view does not imply only shortening of words by using first letters but it expresses an idea that words can be also created by omitting vowels as in tsp. (teaspoon).

2.2.3.3 *Compounds*

Compound words often occur in food advertising and therefore they have to be taken into account. The analysis describes usage of compounds and it deals with compound adjectives and nouns especially. It also explains the effect that compound words have on a reader.

“A compound is a unit of vocabulary which consists of more than one lexical stem. On the surface, there appear to be two (or more) lexemes present, but in fact the parts are functioning as a single item, which has its own meaning and grammar.” (Crystal 2003, 129)

This theory defines compounds as words that comprises of two or more lexemes but the fact one has to consider is that compounds function as one word and can have quite different meaning in comparison with original meanings. From the research, it is assumed that some compounds have notion of exaggerating in themselves. (Crystal 2003, 129)

2.3 Relationships among words - Semantic field

Since the term *semantic field* is present in the research it is crucial to realize its meaning. The analysis is aimed at semantic field of food and most of words described in *morphology* and *lexicology* section are related to this semantic field.

David Crystal comments on semantic field: “a named area of meaning in which lexemes interrelate and define each other in specific ways.” (Crystal 2003, 157) Another resource describes semantic field as following: “A group, pattern, or framework of related words and word elements that covers or refers to an aspect of the world, such as colour words, culinary terms, military ranks, and the usage of sport.” (McArthur and McArthur 1992, 913)

Both theories suggest that semantic field is a group of words related to each other by their meaning. In the research, term *semantic field* is used according to this explanation and notable amount of lexemes is connected with food, therefore the term *semantic field of food* is introduced.

3 SYNTACTICAL LEVEL

It is crucial to comprehend the term syntax as the last part of the research deals with it. Syntax in written form of food advertising is unique among other written texts, especially in terms of using structures typically found in everyday speech.

In The Oxford Companion, syntax is determined as: “A term in general use and in linguistics for the study of the ways in which words combine into such units as phrase, clause and sentence.” (McArthur and McArthur 1992, 1016)

This theory corresponds with the research which explores different aspects of syntax of food advertising. It deals with different types of sentences, their structure, tenses, voices and other significant features related to food advertising from the syntactical point of view.

3.1 Punctuation

Punctuation in written form of food advertising is, of course, used as in any typical written piece of text so we can find full stops, commas and other means of punctuation but some of them are used in different, not typical way. The term punctuation is necessary to be explained for clear understanding of special usage of it in the food advertising.

Punctuation is “The practice in writing and print of using a set of marks to regulate texts and clarify their meanings, principally by separating or linking words, phrases, and clauses, and by indicating parentheses and asides.” (McArthur and McArthur 1992, 824)

From the definition it is evident that punctuation in food advertising is used in the way of making the meaning clear. (McArthur and McArthur 1992, 824) On the other hand, punctuation can fulfill many other functions, such as indicating abbreviation and different types of sentences, adding detailed information or exaggerating the key facts.

3.2 Simple and multiple sentences

It is essential to recognize the difference between these two types of sentences for they have different occurrence and purpose in food advertising.

“Sentences which consist of just one clause are said to be *simple sentences*. Sentences which can be immediately analyzed into more than one clause are *multiple sentences*.” (Crystal 2003, 216)

Since simple sentences are more frequently seen in food advertising it is essential to identify and differ them from multiple sentences. The definition stated by David Crystal perfectly expresses the main idea about those types of sentences.

3.3 Active and passive voice

It is crucial to explain the term *voice* since it plays key role in food advertising. There are two types of voice, active and passive, but passive voice occurs in food ads rather rarely comparing to active voice which is used to a large degree. Both kinds of voices have grammatical purpose but in food advertising they also fulfill special function.

David Crystal states that voice is “A category used in the grammatical description of sentence or clause structure, primarily with reference to verbs, to express the way sentences may alter the relationship between the subject and object of a verb, without changing the meaning of the sentences. The main distinction is between active and passive.” (Crystal 2003, 495)

To distinguish active from passive voice is notable for each sentence or clause that comprises of a verb uses one of them. From the research it is evident that this definition is suitable, especially while talking about “the relationship between the subject and object of a verb” (Crystal 2003, 495) Choice of voice can influence any reader as it is implied in the analysis.

Active voice is “referring to a sentence, clause or verb form where, from a semantic point of view, the grammatical subject is typically the actor, in relation to the verb.” (Crystal 2003, 8) The research has proven that usage of active voice outnumbers passive voice and the most significant reason results from the fact that the subject is the actor (Crystal 2003, 8) which allows affecting readers of the food ad.

Passive voice is “referring to a sentence, clause or verb form where the grammatical subject is typically the recipient or goal of the action denoted by the verb. In English, there are passive sentences which have an unclear active counterpart.” (Crystal 2003, 339) The term *passive voice* has to be understood and explained, as the first part of the definition suggests, to gain the idea about usage and purpose of it. In food advertising, the second part of definition is apparently the most relevant, especially when applied to the research.

Nevertheless, in comparison to the definition in selected food ads containing passive voice, the recipient is not expressed.

3.4 Tense

From the analysis it is obvious what kinds of tenses are used in food advertising and therefore it is necessary to clarify what the term *tense* refers to and how it is marked.

Tense is “The grammatical category, expressed in forms of the verb that locates a situation in time. In English, tense must be expressed in all finite verb phrases. It is marked by the choice of the first or only verb in the verb phrase.” (McArthur and McArthur 1992, 1030) David

Crystal provides this definition: “[Tense is] A category used in the grammatical description of verbs, referring primarily to the way the grammar marks the time at which the action denoted by the verb took place.” (Crystal 2003, 459)

Both theories agree on the fact that tense determines the time at which the action happened. Usage of different types of tenses results in defying the time and therefore it affects a reader of a food ad.

In food advertising the most preferred tense from all of them is present simple. It should be clear how present simple works and how it can influence readers.

“The simple present. With dynamic verbs, this tense expresses habitual activity and timeless truths. With static verbs, it refers to a present or timeless state. With private verbs expresses how things are.” (McArthur and McArthur 1992, 1031)

When the definition is compared with the research, the most significant feature is “timeless state” (McArthur and McArthur 1992, 1031) that enables readers to realize the recent information.

3.5 Ellipsis

To understand the research properly, it is essential to introduce the term *ellipsis*. It can occur in more forms but some of them are typical for food advertising as it is seen in the analysis.

David Crystal comments on ellipsis: “A term used in grammatical analysis to refer to a sentence where, for reasons of economy, emphasis or style, a part of the structure has been omitted, which is recoverable from a scrutiny of the context.” (Crystal 2003, 159) Another resource states that ellipsis is “The omission of an element of language for reasons associated with speech, rhetoric, grammar, and punctuation. The omitted element can usually be recovered by considering the context of what has been said or written. In speech and writing, sounds and letters are often left out of words. Such contractions are informal and usually arise from speed of delivery, economy of effort.” (McArthur and McArthur 1992, 344)

Both theories point out the same fact that ellipsis is based on omitting elements, nonetheless, the former definition shows reasons for ellipsis that match with the research. It is assumed that the sentence is understandable concerning context. In addition the second theory describes contraction which has already been explained. Ellipsis is mainly characterized by omitting subject in food advertising.

3.6 Interrogative sentences

Interrogative sentences are common phenomena in food advertising and therefore it is essential to understand the structure and usage of them. In written form of food advertising one can find different types of interrogative sentences, the most frequent are wh-questions and declarative questions, and they also serve various purposes.

Interrogative is “The grammatical structure through which questions are asked, and a term used in the classification of sentence types, in contrast with declarative, imperative, etc. But some grammarians keep interrogative as a category of form and question as a category of meaning.” (McArthur and McArthur 1992, 525) David Crystal states that interrogative is “A term in the grammatical classification of sentence types, and usually seen in contrast to declarative. It refers to verb forms or sentence/clause types typically used in the expression of questions.” (Crystal 2003, 241)

Both definitions agree on the fact that interrogative is used for classification of sentence types and it is typically used in questions. However, interrogative not necessarily express a question, there are different types of interrogatives that can serve other purposes and their structure also differs.

Inevitably, the term wh-question has to be introduced since food advertising uses this interrogative form the most frequently. One has to be able to detect the structure and to understand its meaning.

“A wh-question is a term used in the grammatical sub-classification of question types to refer to a question beginning with a question word.” (Crystal 2003, 499) Another theory says about wh-questions that they are “questions beginning with an interrogative word. With the exception of how, these all begin with the letters wh-.” (McArthur and McArthur 1992, 834)

The second theory corresponds with the research since an interrogative word *how* can also be used in food advertising even though the most common are words starting with wh.

The first definition is not clear enough at first sight and the term *question word* would have to be explained.

Another rather often occurred feature of interrogative sentences is usage of declarative questions. First of all it is important to define the term *declarative sentence* to understand the structure and function of declarative questions.

Declarative is “A term for the grammatical mood through which statements are made, in contrast with imperative, interrogative, and exclamative. Although declarative is often used interchangeably with statements, it is useful as a means of distinguishing the syntactic form of a sentence from its function.” (McArthur and McArthur 1992, 281)

This definition suggests that declarative sentences are usually used for statements. On the other hand it is also assumed that the meaning of a sentence does not have to depend on its structure inevitably. This fact corresponds with the research since declarative questions, even though they have the structure of declarative sentences, do not express a statement but they function rather as a question. In food advertising they have their own purpose why to appear here.

3.7 Imperative sentences

Imperative sentences are one of the most significant features concerning syntactical point of view. From the research it is obvious that they fulfill a special role in relation to potential customers and therefore it is crucial to understand the term *imperative sentences*. They are used frequently and one can find them almost in every written form of food ad.

Imperative is “The mood of the verb used to express commands, requests, warnings, offers, and entreaties. Sentences with an imperative as their main verb require the person(s) addressed to carry out some action. Hence, the subject of an imperative sentence is typically the second-person pronoun you, which is normally omitted.” (McArthur and McArthur 1992, 500)

Comparing to David Crystal’s idea that imperatives are “typically used in the expression of commands” (Crystal 2003, 227) the first theory is more relevant concerning the analysis. It has been proven that imperative sentences are marked by their typical structure, nonetheless, they can serve different purposes, as it is implied in the first definition. It is true that imperative sentences in food advertising express commands in their meaning but they are very clever in the way they do so. They never give direct orders and they rather choose way of providing readers with offers. In food ads, the subject is

almost always second-person pronoun *you* which is not expressed directly by words.
(McArthur and McArthur 1992, 500)

ANALYSIS

4 MORPHOLOGICAL LEVEL

There are some common features found in food advertising written texts from morphological point of view. The most apparent are these: contraction, compounds and comparatives and superlatives. All of them have one aspect in common – they create notion of informality. This chapter deals with impact that they have on a reader.

In this part of research one can explore word classes and what they have in common in printed food advertising. The usage of these words that are grouped in classes is typical for food advertising, but one can also discover rather rare phenomena concerning features of word classes. Not all word classes are mentioned in this work, since it would be impossible to describe all of them and therefore only the main, such as nouns, adjectives, pronouns, numerals and verbs are discussed.

4.1 Contraction

Contracted forms are used to make written text more attractive and less formal. It is generally known that informal language, either spoken or written, is typically full of contractions that make language easier to flow. Concerning food advertising, it is a common phenomenon largely utilized to create image of informal and friendly atmosphere. Notion of informality is considered to be one of the crucial topics while creating an ad since food is believed to be everyday matter.

The most frequent are expressions using verb *to be* and negative form *not*. Verb *to be* is, in most cases, attached to personal pronouns, especially third person singular *it*. The most common contractions are: *it's*, *don't*, *won't*, *you'll*, *they're*, *that's*, *you're*, *we'll*, *we're*, *she'll*, *what's*, *I'll*, *they'll*, *I'm*, *here's*.

The expression *it's*, that is the most frequent one, can serve these purposes:

- to introduce characteristics of food products;
It's sweet and delicious... [5]
- to give a reason why to buy particular product;
It's good for your heart. [16]
- to exaggerate the name of product, or brand.
It's not delivery, it's DiGiorno. [20]

From the research, it is evident that contractions serve the purpose of evoking everyday speech. They have only grammatical and visual function in order to achieve informality and familiarity.

4.2 Comparatives and superlatives

These two are relatively common phenomena in food advertising, although their number is quite limited. The most frequently used is *less* which is connected with the fact that the particular product contains less fat and thanks to this, eating such food is healthier for customers and it is also suitable for people on diet. *Less* is also used with *more* to show benefits of products, as in: more protein, more fiber, less sugar. [53] Other common comparatives found in food advertising are: better, easier, more. On the contrary, superlatives are quite rare to see and their usual purpose is to inform about the most positive advantages. These that can be seen in written ads are: *healthiest* and *newest*.

Usage of comparatives and superlatives in food ads results in exaggerating the particular product that meets high-quality standards. The main purpose is to highlight attributes that other products seem not to have.

4.3 Nouns

Nouns are the most common lexemes from all word classes and they can be found in either singular or plural form. Singulars occur more often, nonetheless, the difference between these two is not very significant. Notable part of lexemes of written food advertising belongs to semantic field of food this can be demonstrated on typical examples such as: sunflower oil [13, 18], potato [10, 13, 18], chocolate [37, 43, 44, 46, 50], cheese [14, 27, 29, 31, 33, 39A], chicken [26, 27], fruit [3], walnuts [32].

The most frequent nouns that one can find in food ads are: taste [1, 2, 7, 10, 13, 18, 29, 33, 35, 38, 40, 41, 45, 53], fat [10, 12, 13, 14, 16, 17, 18, 23], grain(s) [4, 6, 11, 16, 23, 30, 40], kid(s) [21, 22, 23, 24, 25, 48], protein [5, 9, 15, 21, 53], bar(s) [1, 5, 15, 52, 53], chips [4, 10, 13, 18], snack(s) [4, 11, 33, 39A, B], calcium [9, 21, 23].

The remarkable fact of the lexeme *taste* is that even though it also functions as a verb, in food advertising it is usually found as a noun and as a verb it occurs rather rarely. It is typically connected with adjectives that determine the taste and give more details about it, such expressions can include: home-baked taste [1, 40], great taste [13, 18, 53], fresh taste [38]. There are also cases when the *taste* is connected with a particular brand and it is presumed that this brand is generally known, e.g. Russell Stover taste [7].

From the research it is obvious that the most frequently used lexemes in food advertising are nouns, especially the noun *taste* which typically functions as a noun, not a verb. These nouns are characteristic for belonging to the semantic field of food.

4.4 Adjectives

Adjectives are the second biggest group of words which can be found in written form of food advertising. Both comparatives and superlatives occur in this kind of texts but the most common type of adjectives is their simple form. They are usually used to give characteristics of products presented in the ad. Since these ads are focusing on food products, most of adjectives are related to semantic field of food. They are informing customers about qualities and try to exaggerate benefits which eating the product can bring. The most frequently used word is *delicious*. It carries the connotation of something very pleasant to taste and it can be connected with gourmandize.

Commonly found adjectives in food advertising are: delicious [5, 8, 16, 19, 26, 28, 29, 36, 40, 50, 52], new [4, 8, 19, 24, 26, 35, 43, 52, 54, 55], whole [6, 11, 16, 20, 23, 26, 30, 35, 40], good [2, 16, 17, 18, 23, 42], favorite [1, 17, 26, 33, 34], free [9, 17, 30, 52, 53], regular [13, 14, 18, 30] and words containing the lexemes derived from the word *nature*. Concerning the word *natural* it is usually used in these expressions: all-natural [1, 3, 36], unnatural [2] or it simply stands alone as natural [8].

Adjectives are supposed to create pleasant atmosphere and intend to stimulate customer's imagination. They also describe (An analysis of language feature in English advertisements) positive and special attributes of particular food products.

4.5 Pronouns

All kinds of pronouns can occur in food ads, nonetheless, the most frequent are personal pronouns which are used to the large degree. Those which can be found almost in every text are: *you* and *it*. The lexeme *you* refers to all customers and this leads to the fact that nobody is specified exactly and it is also used to create atmosphere of informality. *You* simply allows to address population that come in contact with the ad, as in: One bite and you'll discover what the buzz is all about. [26]. On the other hand, *you* can be used in special cases to make the ad sound informal and it can resemble slang: You guys won't last a minute out here! [37].

It represents another frequently used pronoun which can refer to more different things or ideas. Very often *it* can be identified as a reference to a particular product, e.g. One taste and you'll want it every day. [35]. However, *it* can have other functions such as empty subject: It's amazing how rich and flavorful our kraft 2% milk shredded cheese is. [14]. *It* can also refer to otherwise unknown fact which is perfectly understandable to everyone, as

in: If your kid can't leave the table until he eats *it* it probably needs some ranch. [25] – after reading this ad, it is obvious that *it* in this case means meal. Other expressions where *it* is included are connected with the name of brand or product and they are trying to send a message to their consumers to consume the product, as in: CHEEZ-IT [33] and RITZ it up [39B].

Pronouns *she* and *he* occur very rarely due to the fact that they focus only on specific group - males or females. *I* is not very popular in food ads since it refers to a particular person and the notion of informality is highly limited. When it is used it usually is a kind of storytelling where people inform you about their experience: This morning, I woke up in an alley. [43]. First person plural, *we*, can be hardly found in food advertising, however, if it occurs it refers to the producer of the food, e.g. We're so confident you'll prefer our great taste and nutrition, we'll give you 1 BAR FREE! [53]. Pronoun *they* is not typical as well but it occurs in food ads commonly referring to certain products: They're made with 100% Pure Sunflower Oil. [18], but they can also refer to people, as in: Some women know exactly what they'll be wearing this fall. [51].

Possessive pronouns are normally present in written form of food advertising; the most common one is *your* referring to any potential customers' possession: Be faithful to your spouse – Play around with your salad. [36]. It also carries notion of informality and it has the effect of addressing general public. *My* is not commonly used in food ads, however if it is there, it can refer to either customers or products:

- Oh, my aching jaw [55]
- If you're particularly faithful to just one of my delicious all-natural salad dressings, why not loosen up and try something different? [36]

Our typically refers to the producer of the product, as in: Start every day with our delicious Special K[®] cereals. [19]

There are some traces of indefinite pronouns, such as *everything* [4], *nothing* [13], and *something* [36]. They are not concrete and therefore refer to an unspecific amount of products or group of people. They also allow taking advantage of customers' imagination as in: Everything you expect from an energy bar, with the great taste you expect from SNICKERS. [4], where *everything* refers to unspecific attributes which can represent different expectations from customer to customer.

From the research it is clear that pronouns connected with second and third person (you, your, it) are the most common in food advertising and serve the purpose of

addressing potential customers or referring to exact products. They also give the feeling that the customers are taken into consideration and that they are a part of advertising campaign.

4.6 Numerals

Numerals are frequently used in food advertising, especially when they want to exaggerate positive qualities of the product or when they provide customers with instructions how to prepare the meal. Most of numerals are not written in words but in numbers to save the space and to make the meaning more clear. There are two types of numerals mostly used in food ads; the first group consists of numbers expressing percentage points and the second one comprises of numbers which demonstrate exact amount or time needed for preparation. Percentage in these ads is usually introduced to inform readers about special qualities that the product has. It happens frequently that numbers presenting percentage are connected with the fact that the product is healthier and therefore the most common expressions are related to fat free food, as in: it's 94% fat free [11], 33% less fat [14], 25% less fat [20]. On the other hand the expression 100% is typically used to demonstrate high quality of the particular product, e.g. 100% all-natural [3], 100% Russell Stove taste [7], 100% pure sunflower oil [13].

Other commonly found numerals in food advertising are those that express amount of ingredients needed; hence they provide customers with instructions: 1 cup milk [30, 31], 2 tbs. soy sauce [31], 1 cup shredded mozzarella cheese [29]. They can also refer to the time of preparation, as in: Prep: 5 min. Cook: 25 [29], Prep: 10 min. Bake: 35 min. [30]. Numbers can also stand for nutritional information about the product: 3g fiber [15], 5g Whole Grain [23], PROTEIN 17g [53].

Expressions with numerals are supposed to express or emphasize qualities of products and they also inform about the preparation of ready-to-serve meals. It is assumed that numerals provide their customers with nutritional information and they make the text shorter and therefore more interesting to read.

4.7 Verbs

Verbs are found in different forms – gerund, infinitive, passive or active – and they are one of the most essential groups of words in written food advertising. Majority of verbs are monosyllabic as they are easier to remember and understand. They also occur in everyday

speech for most speakers use them frequently. Such verbs are: say, make, be, get, have, give...

Be can function as an operator or as a full verb: I'm getting all the great taste without all the preservatives, why should I make my sandwich with anything else? [2], A good taste is what you'll find in every bag of Lay's® brand potato chips. [18].

Different forms of verbs, concerning tenses, are found in food ads but the typical one is the form of present simple. On the other hand, future tense is not very common as present tense but when it is used it is usually formed by *will* and it occurs in both positive and negative form. Most of them serve these purposes:

- promise

We're so confident you'll prefer our great taste and nutrition, we'll give you 1 BAR FREE! [53]

Flavor-packed choices like these mean you won't get bored before you reach your goal. [16]

- assurance

well, that's evidence I'll put my name on. [11]

Some women know exactly what they'll be wearing this fall. The Godiva knows exactly what she'll be eating. [51]

Quite common phenomenon in written form of food advertising is usage of gerunds. It can indicate continuous tense or ellipsis.

- No wonder chefs are acting so cold. [27]
- Spend less time preparing your meal and more time enjoying it with new Bumble Bee Prime Fillet Chicken Breasts. [26]

The most typical word is *introducing* which gives a reader or customer an idea of new, one might say, original characteristics of products. Expression *introducing* intends to capture reader's attention and in most cases it represents an introductory word of a sentence, however, sometimes it can stand just for itself. Typical examples include these:

- Introducing the New Special K Challenge™. [19]
- Introducing Bumble Bee® Prime Fillet™ Chicken Breasts. [26]
- Introducing the goodness of oatmeal in a chocolate chip cookie. [37]
- Introducing the PLATINUM Collection. [49]

From these illustrations it is obvious that most of them consist of the name or brand of the particular product. Nonetheless, in rare cases, it is also possible to use *presenting*

instead of *introducing* with the same meaning, as in: Presenting Chocolate Delight Cookies [44].

Due to the fact that these ads focus on food products, one can find expressions from semantic field of food, e.g.: eat [1, 4, 16, 25, 51], tastes [5, 21, 24], serve [17, 27, 29], stir [29, 30, 31], bake [30, 31]. Most of them provide customers with information about qualities of food or they simply give information about preparation. They also try to appeal to customer's senses and stir up their curiosity to buy and taste the product.

There are some traces of modal verbs in food ads but they are not so evident. Most of them are in positive form, however negatives are also used. The most common modal verbs are *may* and *can*. *May* usually indicates uncertainty, as in: Results may vary. [16], Weigh loss may vary. [19], where even though one is on recommended diet, nobody can guarantee that they really lose weight. *May* can carry not only notion of possibility but it can also help to stir up action. This phenomenon is demonstrated on this food ad: When consumed at work, they may cause incoherent speech, mind-wandering and file-dropping. Inattention to urgent emails and sudden loss of interest in spread sheets may occur. [28]. *Can*, on the other hand, usually expresses possibility and it tells the customer about further options that the product or the company offer, e.g. Plus now, you can enjoy our new Protein Meal Bars, Protein Snack Bars and Special K₂O™ Protein Water. [19] In some cases one can meet with *can* suggesting certainty, as in: You can count on OSCAR®. [38]. The intended message is sent to reassure customers about the quality standards of the product.

Another significant feature in food advertising is usage of phrasal verbs. They are mainly used for the reason that they are able to carry notion of everyday speech and create atmosphere of informality, especially with expressions like: put on [11], play around [36] or check out [21]. Other used phrasal verbs include: look for [1, 39B, 40], wake up [9, 43], count on [38], keep up with [52] etc.

It is implied that verbs are part of the core structure in food advertising and they can occur in different forms and tenses, including gerunds, actives, and passives. Modal verbs are frequently used to express possibility or uncertainty and phrasal verbs create notion of informality.

From the morphological research, it is obvious that different linguistic means are commonly used not only to create level of informality, but also to influence potential customers by carefully selected words with positive connotations, and to compare them

with similar attributes of different products. It has been proven that among the most common techniques belong these two: contraction and comparatives and superlatives.

The most crucial words in food advertising belong to these word classes: nouns, adjectives, pronouns, numerals and verbs. All of these words can appear in different forms depending on their characteristics. Notable part of them belongs to semantic field of food and their main purpose is supposed to create the atmosphere of informality and give information about the product, either preparation or characteristics.

5 LEXICAL LEVEL

From the lexical point of view it is intriguing to find out how new lexemes enter into the language of food advertising. The most common ways are: coinage, borrowing, clipping and abbreviation, compounding. Most of them have one feature in common, it is desire to create the atmosphere of informality. All of them have other means concerning the influence on the reader. In this chapter functions of these linguistic means are discovered.

5.1 Coinage

One of the most significant features of written form of food advertisements is usage of coinage. It is achieved by dashes that connect two or more words together and thereby form new ones that are, in most cases, perfectly understandable. Another way of word formation is simple linking, usually of two words. These expressions aim at gaining readers or customers' attention, thus the language of these ads seems to be innovative and compelling. (Analysis of Advertising English Through Classification)

The words express positive qualities of products or are derived from a brand name.

great-tasting	fresh-from-the-garden	Splendaville	Woo-Hoo-able!
lunchablesmom	creamiticious orangetastic	advantEDGE	cheez-it

It is believed that coinage is not focused on informal style of writing only, but they are one of means used for making text more attractive and pleasing for reader's eye. The main reason for applying them is to draw reader's attention in order to read further information about the product. Once this first battle is won and the reader starts to be interested in the ad you are on a good way to win the whole war.

5.2 Borrowings

Since Italy and especially France are considered to be leading countries of the world's cuisine, their vocabulary is used to demonstrate quality of food products. They create atmosphere of prestigious and highly evaluated food as well as draw customer's attention. Some of them describe qualities of food products, particularly French ones, or they name different kinds of food where English is in lack of these expressions.

entrées [26] sauté [27] crème [43] farfalle [27]

Borrowings are considered to be highly valuable, especially when we take into account the fact that they carry different connotations with them. From the corpus it is obvious that

borrowings in food advertisement should evoke the high quality of food. French borrowings are used quite often due to general awareness of excellent French cuisine.

5.3 Clipping and abbreviation

Clipping is not found so often but there are some traces of it. It is supposed to create atmosphere of normal face to face speech and therefore it leads to impression of informality. Sometimes it is used in the type of food ads which give instructions concerning the process of food preparation.

prep (preparation) [30], min. (minute/s) [30], parm (parmesan) [29]

Abbreviation, on the other hand, is used more often, especially in food advertising of ready-to-serve products. These ads resemble recipes that can be found in every ordinary cookery book and as far as one follows instructions the result should be a delicious meal. That is why expressions as following often occur in written food advertising:

tbsp. (tablespoon) [30], tsp. (teaspoon) [30], oz. (ounce) [30], 3-qt. (quart) [30]

The most common abbreviation found almost in every written ad is *www* (world wide web) so that all customers know where to look for further information.

These two forms of word formation are assumed to make texts shorter and therefore save the space as well as costs. It is easier for reader to go through a piece of text consisting of 3 lines rather than 10 since customers and readers' free time is precious. The secondary effect of using these two means is also notion of informality.

5.4 Compound words

Compound words can be found often in food advertising, particularly for the purpose of showing the level of informality, as we they can be easily detected in ordinary everyday speech. The most common are compound adjectives and nouns but the interesting fact is that compound verbs rarely occur in this kind of ads.

Compound adjectives:

- noun-adj: home-baked, honey-dizzled, mouth-watering, flavor-packed, fiber-rich
- adj-adj: medium-high,
- adv-adj: all-new, all-natural,

Compound nouns:

- noun-noun: sunflower, heartbeat, meatball, lunchtime, oatmeal, poppy seed,
- prep-noun: afternoon,

It is clear that compounds are used to resemble speech between ordinary people in order to create the same atmosphere. But they are also able to capture reader's attention if placed effectively.

It is obvious that entering of new words by clipping, abbreviation, borrowing, coinage and compounding plays crucial role in written form of food advertising. Each means has different functions but among the most common features belong informality, shortage of text, drawing a reader's attention, providing potential customers with further information or usage of such words that carry connotation in them.

6 SYNTACTICAL LEVEL

Food advertising texts are special from the syntactical point of view. This chapter deals with different means of syntax and how their usage can influence a reader. The most crucial are punctuation, ellipsis and different types of sentences, voices and tenses. Effective choice and combination of these means can have positive effect on potential customers so that they can decide to choose the particular product.

6.1 Punctuation

It is perfectly understandable that punctuation has to be used in sentences, either complex or simple for better understanding of the meaning. In everyday speech individuals can use intonation, pauses or tone of their voice to clarify the meaning and exaggerate key information but in a piece of text one has to use different punctuation marks to make the message clear. Punctuation in advertising is used not only to serve better understanding but also to add further information, give suggestions, emphasize benefits, ask questions and many others.

The most common means of punctuation is the full stop which cannot be omitted if an ad consists of more than one sentence. Without full stops the text would not be clear at the first sight and this fact would influence a reader or consumer in the way of losing their interest. Full stop, of course, is not found only in the end of a sentence but it can also occur in different positions. Typical example in food advertising is referring to the website of the company that produces the product where one can search for more information about it, if needed.

- sojoy.com [1], www.bumblebee.com [26], nestle-stixx.com

Some slogans imitate and follow the structure of web address to draw the attention using dashes and full stop.

- IFYOU CANT PRONOUNCE
IT-DON'T-EAT-IT.COM [1]

Full stops are to a large degree used with abbreviations. This way is common in all kinds of texts and in food ads they occur especially when giving instructions how to prepare the food.

- min., oz., qt., [29, 30, 31], tsp. [30, 31], tsp. [31]

On the other hand full stops are not always used where the sentence or clause is emphasized itself (different type of font, capitals) and it fulfills the function of a slogan.

Other commonly used punctuation marks are commas which usually separate sentences, clauses or sentence elements (they typically follow adverbs). The purpose of their usage is to make the text clear and while reading it aloud commas also suggest a pause.

- Before they realize it has 60% less fat, they'll have eaten 100% of the bag. [10]
- Finally, a cereal for your inner outdoorsman. [8]

Dashes are found in food advertising as well. They are mostly used to give further information about the product and to stress its qualities. The sentence or clause that precedes the dash carries the main idea and the following information should support it and thus convince the reader to purchase the product.

- It's amazing how rich and flavorful our kraft 2% milk shredded cheese is – especially with 33% less fat than our regular shredded cheese! [14]
- Energized – without that extra weight dragging you down. [16]

The same purpose, to provide the potential customer with detailed information, can achieve usage of brackets and colons. However, application of the colon can be more appealing for consumers and it contributes to his decision to take the action and buy the product.

- It's right there on the bag: Chex Mix has 60% less fat than regular potato chips. [10]

Brackets are usually found when the producer intends to give information or tips and so it carries informative function.

- 2 cans (about 12 oz. *each*) tuna, drained [30]
- a bunch of bowls (for the perfect group snack) [33]

Colon is also used for giving more examples or tips how customers themselves can improve the product by adding or replacing particular ingredients.

- Choose from three delicious flavors: zesty Garlic & Herb, smoky-sweet Barbeque or savory Southwest Seasonings. [26]
- For cheese lovers: Add 1/2 cup shredded Cheddar with the soup and omit the soy sauce. [31]
- Substitution Options: Use Campbell's® 98% Fat Free or 25% less Sodium instead of regular soup. [30]

Bullets are not used very often in food advertising but there are some traces. They usually provide potential customers with tips how to enjoy the product and make it taste better.

- Serve it in a fun dessert glass.
- Accessorize with fresh fruit, such as strawberries, banana slices, blueberries or raspberries.
- Sprinkle with low fat granola (1tbsp.). [17]

Even though quotation marks do not occur very often in food advertising one can find them in some cases. They can be used for exaggerating of particular words or in traditional way for a direct speech.

- Is it “Creamilicious Orangetastic” or “Orangeistible Creaminess?” [45]
- “Toasted is always in Good Taste” George Hamilton [41]

Question marks and exclamation marks cannot be ignored as well. Most of them indicate the fact whether the sentence is interrogative or imperative but the meaning of the sentence does not have to be so clear. It can cover different functions from exaggerating to their basic function: giving orders or asking questions.

It is assumed that punctuation can cover and achieve different functions in food advertising. The primary function is to make the meaning clear to potential customers and send the message effectively. Other functions can be: exaggerating of qualities, giving further information, advising and providing tips.

6.2 Simple and multiple sentences

Sentences in food advertising tend to be simple rather than multiple. (Analysis of Advertising English through Classification) They have to be clear and easy for readers to remember in order to recollect them without any problems. If they are too long nobody will read them. Moreover, try to remember them. However, multiple sentences are found in food ads as well but not to a large degree. About the same number of compound and complex sentences occurs in food advertising. Most of compound sentences are connected with the conjunction *and* but other conjunctions are used too.

- Mix one cup of marshmallows and one cup of walnuts with Duncan Hines Milk Chocolate Frosting and spread generously on cooled brownies. [32]

The most common conjunction in complex sentences are: *before* and *when*. *Before* can suggest an uncertain period of time or it can warn customers in a way of notice.

- Flavor-packed choices like these mean you won't get bored before you reach your goal. [16]
- Consult your physician before starting any diet or exercise program. [19]

When is often used in meaning of *if* and expresses condition. In these cases *when* can be substituted with *if*, sometimes change of structure is needed, without any effect on meaning.

- When consumed at work, they may cause incoherent speech, mind-wandering and file-dropping. [28]

It is obvious that both simple and multiple sentences can be found in food advertising, nonetheless, simple sentences occur more frequently in order to send the intended message directly and with the clear meaning. From multiple sentences either compound or complex sentences are used and the number of them can be comparable.

6.3 Active and passive voice

Active voice is used almost in every food ad since it can address more potential customers directly and while reading it they can feel that they are taken into consideration as well. This kind of voice is typically heard in common conversation and usage of it suggests notion of informality and it sounds naturally. Usage of active voice exceeds the number of passive voice dramatically.

- Here's how I see it. [2]
- We don't believe in feeling hungry on the beach. [15]

Concerning the passive voice, the most common phrase that occurs in food advertising is *are/is made with* which is supposed to inform about high quality ingredients used in production of the particular food product.

- New TOSTITOS® Multigrain Tortilla Chips are made with the wholesome goodness of four grains. [3]
- They're made with 100% pure sunflower oil. [13]

It is clear that active voice is found to a large degree in food advertising, mainly to draw the attention as it sounds informally and naturally. On the other hand, passive voice occurs rather rarely and if it does, it is usually connected with production of food – *is/are made with*.

6.4 Tense

The most frequent tense that can be seen in food advertising is present simple due to the fact that it does not refer to exact period of time and so it can send the message independently on it. This way the ad creates the feeling that it is still current for potential customers and at the same time it can motivate their desire to buy the product.

- With a variety of great tasting whole grain breads, Oroweat is the perfect fit for a healthy life. [6]

Nonetheless, different types of tenses are also found in food advertising, especially future simple. It is mainly used for assuring customers of the future situation, e.g. quality of products, ingredients... Frequently, it is connected with high quality of products that will not be changed in the future and some of them can also convince readers.

- And a good taste is what you'll find in every bag of Lay's brand potato chips. [18]

There are some traces of present perfect, past simple, present continuous or present future perfect but these tenses occur very rarely and only occasionally. Past tense is usually used for potential situation that customers could have experienced and it is connected with current problems in society, e.g. obesity and how to loose the weight. Further reading of the food ad informs customers about acceptable solutions.

- Did some extra weight sneak up on you over the years? [16]
- Morning got you down? [43]

It has been proved that the most frequently used tense in food advertising is present simple which expresses continuity and therefore it gives feeling of current information. Future tense cannot be ignored as well, even though it is not used so often. In most cases it serves the purpose of assuring customers of quality of products.

6.5 Ellipsis

Ellipsis is a part of everyday speech and due to this fact it is used in food advertising to a large degree. It does not only make the ad sounds more naturally but it can also save some space. Language of advertising is special – even though it is in written form it carries a lot of features of informal and spoken language. The message to potential customers should be clear in order to make them understand it properly. Subject is typically avoided while describing a product that has already been mentioned. Typical examples of expressions omitted in written form of food advertising are: it is, we are, they are.

- High in protein, vitamins and minerals. [4]

- Introducing new Nature Valley[®] Cereal, with honey-drizzled flaks, crisp rolled oats and huge crunchy chunks of Nature Valley[®] Granola Bars. [8]
- Toasted full of flavor, not fried. [41]

Another common case of ellipsis in food advertising is leaving out the expression *that is/are*. The message or information is perfectly understandable without using it and it sounds more natural.

- Crunchy pecans with toasted whole grains, plump raisins and dates, inspired by the delicious taste of homemade. [40]

Usage of ellipsis is supposed to create the atmosphere of informality and naturalness and the effect it can achieve is also saving some space and it is easier for potential customers to read the food ad.

6.6 Interrogative sentences

Interrogative sentences are commonly used in food advertising and they can serve different purposes. One of the main is to draw attention (Stylistic Features of the Advertising Slogan) of a reader but they can also make them think of what is the best from the product range offered on the market. Even though some interrogative sentences ask a question, they do not expect the answer and it is up to a reader to answer it. Some of them do not follow the structure of questions but they are ended with a question mark. These sentences are also used to provide a potential customer with the solution on questions connected with their current situation by answering it and giving reasonable arguments.

- Did some extra weight sneak up on you over the years? Try the Post[®] Eat 2 Lose 10 Plan[™]. [16]

The most frequently used questions from the whole group are *wh*-questions which use especially these expressions: *what* and *why* to exaggerate characteristics of food products and therefore they can motivate customers to take the action, some of them by answering it.

- Why Boca Burger? Because protein bars and ketchup just don't mix. [9]
- What's the difference between making a resolution and keeping one? the difference is K [19]

Declarative questions are found in food advertising too but their structure is not typical. As most of the questions, they also make their potential customers think of a possible answer.

- Think you know one of the healthiest names in snacking? [12]

- Not big on raisins and dates? [40]

Interrogative sentences, such as yes-no questions, rhetorical or exclamatory questions are used in food advertising but they do not occur very often.

It is supposed that interrogative sentences should serve the purpose of asking for solution and exaggerating qualities of food products. They also draw attention of readers for if a question occurs customers are curious (Stylistic Features of the Advertising Slogan) and they want to find out the answer.

6.7 Imperative sentences

Imperative sentences are commonly used in food advertising and one can see them almost in every single one. They fulfill different functions but the most significant one is to motivate and possess reader's desire to own the particular product. Imperatives can influence potential customers through their emotions and due to this fact they can decide to try the particular product. Subject in these sentences is not expressed and the target group is customers that are addressed directly, as if the subject was *you*. Imperative sentences can arouse customer's curiosity to find out more about the food product and they also give tips where to find the further information.

- Look for inspired snack ideas at ritzcrackers.com [39B]

Some imperative sentences focus on customer's attitude and they try to change it by giving reasonable explanation about characteristics of the food product.

- Eat like you mean it. Say no to preservatives. And believe in naturally nutritious nutrition bars. [1]

Imperative sentences also suggest ideas how to enjoy or improve your food and how to change it to make it better.

- Follow this helpful recipe to make your next movie night with friends a hit. Gather your fellow movie-lovers and enjoy one of your favorite films with the classic big cheese snack, cheez-it®. [33]

Some imperative sentences influence customers by telling them directly to take the action.

- Try New Honey Bunches of Oats with Cinnamon Clusters. [35]

It is clear that imperative sentences are frequently used in food advertising and their main function is to motivate customers, to stir up their desire for the food product. Food ads can suggest improvements or they can simply try to change the attitude of a reader.

It is evident that syntactic structure of written food ads is special in their form and purpose that they can fulfill. The most significant features are: referring to non-specified period of time, clarifying of the meaning, drawing potential customers' attention, saving space, giving solution and imitating everyday speech in order to make the ad sound more naturally. These effects are achieved by usage of different means, such as: ellipsis, punctuation, different types of tenses and sentences, active or passive voice.

CONCLUSION

The aim of my bachelor thesis was to illustrate the relationship between the choice of language and promotion and consumption of food itself. I explained how the fact that food is needed every day affects the choice of language of food advertising and how such a choice influences potential customers. The most common phenomenon in food advertising is to create the atmosphere of informality.

From the research it is obvious that different means are used to gain the attention of readers and to stir up the desire to buy the particular product. These means are explored on morphological, lexical and syntactical level. To make the research understandable for a reader it was necessary to choose and explain the most suitable definitions. In the research, it has been proven that the relationship between the choice of words and structures and food issues in society exists. It is obvious that advertisers pick the particular words and structures with intention to influence readers but reacting to thorny issues is also quite common feature of food advertising.

As it is evident from the practical part, the most common phenomenon in all food ads is the atmosphere of informality. Different kinds of linguistic means are used but I have described just structure of words, words and structure of sentences. Since food products are so common the language of food advertising resembles this fact. It tries to reflect the language of everyday speech which is more understandable for common people. In the research there are described the most common features found in the language of food advertising and the impact they have on a reader.

On the basis of this research it would be interesting to do the comparison of the language of food advertising and language of different type of advertising, especially of products that are not used daily. Such languages would differ in relation to the target group of customers. Another idea that comes from this research is to analyze language of food advertising concerning different types of food products.

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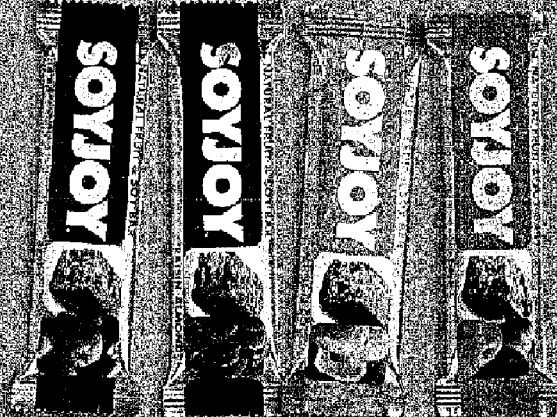
APPENDICES

P I Printed food ads.

APPENDIX P I: PRINTED FOOD ADS

Food ad [1]

**IFYOUCANTPRONOUNCE
IT-DONT-EAT-IT.COM**



Get life you need today, not preservatives. And believe in naturally nutritious nuts for energy. That's SOYJOY, all-natural, delicious soy, dried fruit. And a home-baked taste. Look for SOYJOY in the nutrition aisle at your favorite store.

REAL IS REVOLUTIONARY. SOYJOY.COM

US Weekly April 23, 2007

Food ad [2]

No unnatural ingredients for my 100% natural body, thank you very much. Here's how I see it. If I'm getting all the great taste without all the preservatives, why should I make my sandwich with anything else?

Heather Hazelwood

Hormel
NATURAL CHOICE
100% NATURAL
NO PRESERVATIVES

Hormel
DELIHAM

visit.hormelnatural.com for more samples information

People March 5, 2007

Four wholesome grains.
One great-tasting snack.

NEW!
0 grams
Trans Fat

Tostitos
MULTIGRAIN

Four Wholesome Grains!

New TOSTITOS® Multigrain Tortilla Chips are made with the wholesome goodness of four grains. They're a fun, great-tasting snack that your family will love and a perfect companion to 100% all-natural TOSTITOS® Salsa.

MEET ME AT THE TOSTITOS
BRAND

TOSTITOS, TOSTITOS Logo and MEET ME AT THE TOSTITOS are trademarks used by Frito-Lay. ©2006 Frito-Lay North America, Inc.



COMMITMENT

*Lose your goal and you have lost your way.
Eat a bad energy bar, lose your lunch.*

*High in protein, vitamins and minerals. Everything you expect
from an energy bar, with the great taste you expect from SNICKERS®.*

NEW



SNICKERS MARATHON ENERGY BAR
Peach & Vanilla
Specially fortified for women

SNICKERS MARATHON ENERGY BAR
Vanilla Caramel
Specially fortified for women



© 2006 Danisco North America, Inc. All rights reserved.

Location
anywhere & everywhere

Post Office
www.splenda.com

Weather
daily SPLENDA® sprinkles

Official Flower
sweet pea

*Destination:
Splendaville™*

Splenda
It's sweet and delicious but without all the calories to spoil the joy.
SPLENDA® No Calorie Sweetener tastes like sugar because it's made from sugar.

Be Dazzled™

Food ad [6]

2006

With a variety of great tasting whole grain breads,
Oroweat is the perfect fit for a healthy life.

OROWEAT.
Bread Perfected.

© 2006 Bimbe Baker, P.S.A., Inc. 04-56-2-0019

People July 10, 2006

Russell Stover. Organic chocolates

Rest assured that Russell Stover.
Organic chocolates come
with USDA-sanctioned
Organic certification
and 100%
Russell Stover taste.

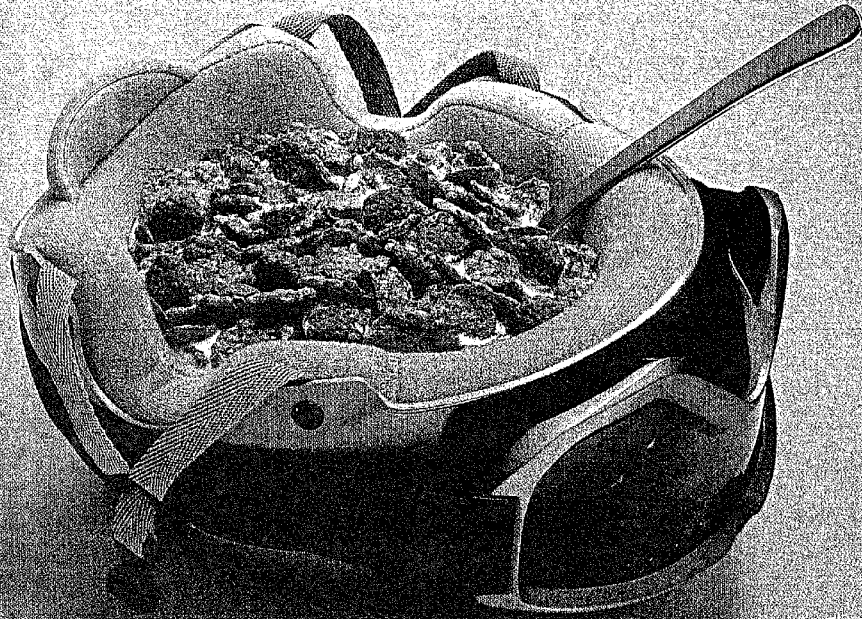


USDA-sanctioned Organic,
assuring you of products that are
at least 95% wholly organic.



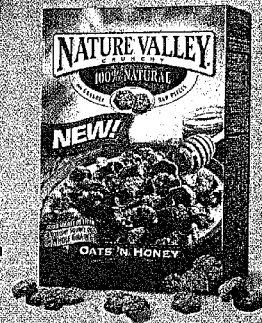
Russell Stover.
ORGANIC

© 2007 General Mills



Finally, a cereal for your inner outdoorsman.

Introducing new Nature Valley® Cereal, with honey-drizzled flakos, crisp rolled oats and huge crunchy chunks of Nature Valley® Granola Bars. It's 100% natural and 100% delicious.



The Cereal Nature Intended™

Before they realize it has 60% less fat, they'll have eaten 100% of the bag.



It's right there on the bag: Chex Mix has 60% less fat than regular potato chips. But just one taste of that crunchy, mouth-watering mix, and words won't matter.

Chex MIX
Traditional
Shack On!

60% Less Fat
than regular potato chips
with sodium content.

BRAND
SNACK

© 2006, C. P. & S. Co.

DL



starred in the designer's fall 2006 ad campaign. "When Iggy said yes, it was like, 'Oh my God, we've arrived,'" says Varvatos. "He's like the godfather of punk."

The two men bonded after sharing "old stories from Detroit," and Pop regularly wears Varvatos's clothes. "It's gratifying that my icons growing up have a lot of respect for what I do," says Varvatos. "The biggest turn-on is seeing people who love to wear your clothes."

By Molly Lopez in New York City

Varvatos outfitted Joaquin Phoenix in a black virgin wool suit for the 2005 GQ Men of the Year Awards.

PHOTOGRAPH BY JOHN COLLIWELL FOR GQ; STYLING: KENNY WILSON

HOW TO ROCK THE RED CARPET

• **THE SUIT** Varvatos doesn't want any client to feel "like he's wearing a penguin suit. He should feel sexy." Right now, that means a one- or two-button jacket with "a narrower lapel versus a wider lapel," and slim-cut pants with a flat front, as seen above on David Arquette, whom Varvatos dressed for the Golden Globes.

• **THE SHIRT** There's a little flexibility here, with Varvatos suggesting "either a straight or point collar, with a pleated or plain front." There is, however, one absolute: "French cuffs, for sure."

• **THE TIE** Most men should stick to "a skinny tie in black or silver, or a bow tie."

• **THE SHOES** "No patent leather!" Varvatos says. Instead, he recommends "either an elegant slip-on shoe or a simple black tie-on shoe."



I don't really consider myself to be in the business of making healthy snacks, but when you consider that my hot and buttery Orville Redenbacher's SmartPop is made with whole grains and it's 94% fat free, well, that's evidence I'll put my name on.

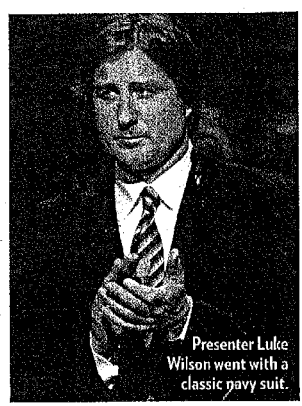
Orville Redenbacher

Orville Redenbacher's
SMART POP! 94% Fat Free Butter

(12)



Jack White requested this vest, shirt and tie from the Feb. 5 show.



Presenter Luke Wilson went with a classic navy suit.

of the design palette offered by a guy who, as a kid, fell asleep most nights listening to Led Zeppelin on his headphones. After a brief, requisite foray into rock—he played guitar and sang in a high school band—Varvatos “got very into clothes, because music has a big influence on fashion,” he says. Even so, he didn’t start as a designer: In 1977, after graduating from the University

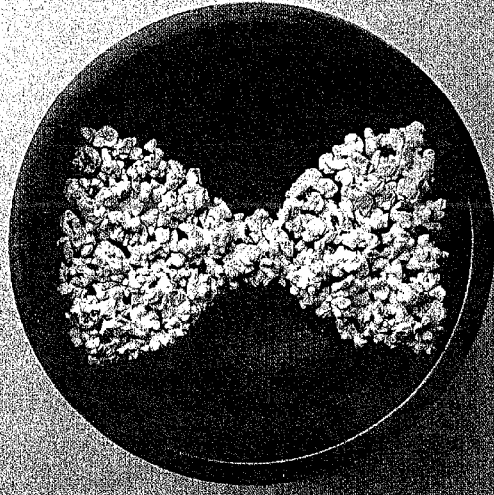
of Michigan in Ann Arbor, Varvatos continued his job working as a salesman in men’s stores, eventually moving to Manhattan to become vice president of sales for Ralph Lauren in 1983.

It was only then that he began to for-

mally study design, taking night classes at the Fashion Institute of Technology. In 1985 his penchant for mixing vintage and contemporary clothes caught the eye of Lauren himself, and at 29 Varvatos landed his first gig as a designer. A stint as men’s designer for Calvin Klein (during which he launched the CK brand) followed, before Varvatos branched out on his own in 1999. “It was a period of time when everything was black,” he recalls. “I thought, ‘If there’s ever a time to do something different, it’s now.’”

Celebrities agreed. In 2003 he outfitted Tye Diggs and his groomsmen for the actor’s wedding, and later that year Hugh Jackman wore Varvatos’s line while promoting *X2: X-Men United*. Even so, Varvatos—who lives in Manhattan with wife Joyce Zylberg, 42, a contemporary art consultant (he has two kids from a previous marriage, Lyndsey, 20, and John Jr., 22)—says he can still feel a little starstruck when meeting some of the rock heroes from his childhood, like Iggy Pop, who

Think you know one of the healthiest names in snacking?



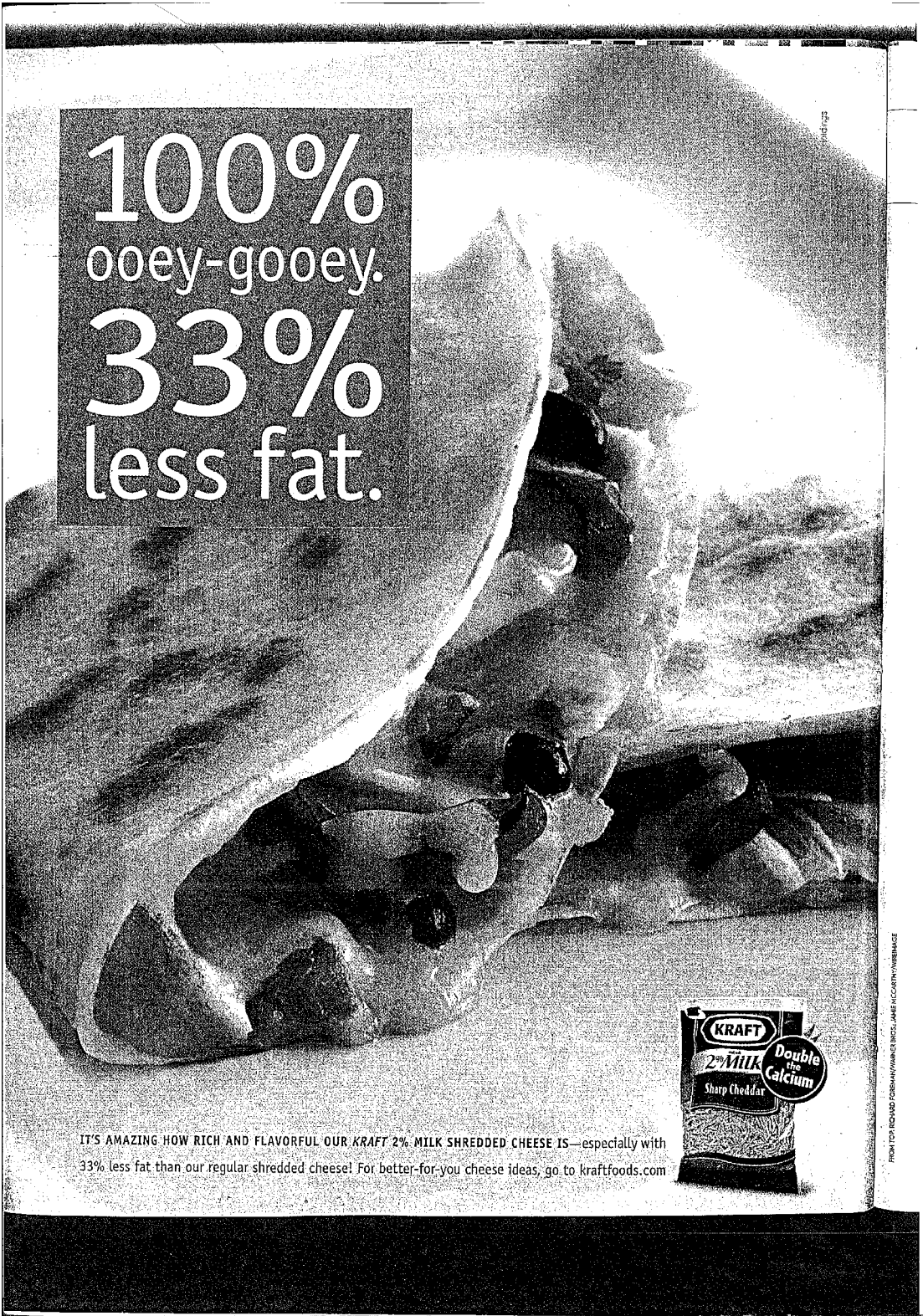
Nothing but net.

Pure Joy

Score every time you open a bag of LAY'S brand potato chips. They're made with 100% pure sunflower oil. That great taste you love has 50% less saturated fat than regular potato chips. And that's 100% pure joy. Swiss.

© 2007 Frito-Lay, Inc. All rights reserved.

100%
ooey-gooey.
33%
less fat.



IT'S AMAZING HOW RICH AND FLAVORFUL OUR KRAFT 2% MILK SHREDDED CHEESE IS—especially with 33% less fat than our regular shredded cheese! For better-for-you cheese ideas, go to kraftfoods.com



PHOTO: JEFFREY MAYER/GETTY IMAGES

HELLO IT'S YOUR WAKEUP CALL



Did some extra weight sneak up on you over the years?

Try the Post® Eat 2 Lose 10 Plan:® Replace 2 meals a day, each with a bowl of a tasty Post® Healthy Classics Cereal, as part of a reduced-calorie diet and exercise program.

Lose the fat, not the muscle. It's good for your heart, and good for your body. Drop up to 10 lbs in 12 weeks. And up to 3 inches from your waist.*

Variety breeds success. Flavor-packed choices like these mean you won't get bored before you reach your goal. These hearty, fiber-rich whole grains are as satisfying as they are delicious.

Feel like you did 10 lbs ago!™ Energized — without that extra weight dragging you down. Answer the call. Start the Post Eat 2 Lose 10 Plan today.



See box for details, or go to Eat2Lose10.com

*Results from a study by a leading cardiologist; 50% of subjects lost 10 or more lbs. Average weight loss 11 lbs. Consult your physician before starting any diet or exercise program. Results may vary. © 2006 KF Holdings.

Every diet needs a little wiggle room. And just like your fitness routine, sticking to a healthy diet means changing it up to keep it fun. *The Biggest Loser* trainer Kim Lyons specializes in making fitness and good eating fun as she helps contestants transform their bodies.

Watch *The Biggest Loser* next week. Wednesdays 9/8c. NBC

ADVERTISEMENT

WIGGLE ROOM FOR YOUR DIET WITH TRAINER KIM LYONS

SPOONFUL OF FUN

Try these tips on dressing up your favorite 100 Calorie JELLO Fat-Free Pudding Snack.

- Serve it in a fun dessert glass.
- Accentuate with fresh fruit, such as strawberries, banana slices, blueberries or raspberries.
- Top with COOL WHIP Sugar Free Whipped Topping (2 tbsp.). >
- Sprinkle with low fat granola (1 tbsp).
- Try it with one of these tasty treats as a "dipper":
 - A couple of Reduced Fat NILLA Wafers
 - Apple slices or strawberries
 - A couple of low fat pretzels

Every Diet Needs A Little Wiggle Room.

©2006 KF Holdings | jello.com

100 CALORIES PER CUP. WIGGLE WITH DELIGHT.

Rich, creamy JELLO Chocolate Vanilla swirls in 100 calorie pudding cups. Every Diet Needs A Little Wiggle Room.

*This year's
Big Story
is in extremely
Good
Taste*

*And good taste is what you'll find in every bag of Lay's® brand potato chips. They're made with 100% Pure Sunflower Oil. They have all the great taste you love with 50% less saturated fat than regular potato chips.**

Lays
100% Pure Joy

*Regular potato chips have 10g total fat and 3g saturated fat per 1 oz. serving. LAY'S® potato chips made with 100% pure sunflower oil have 10g total fat and 1g saturated fat per 1 oz. serving. LAY'S and LAY'S Logo are trademarks used by Frito-Lay, Inc. © 2006 Frito-Lay North America, Inc.



Resolution

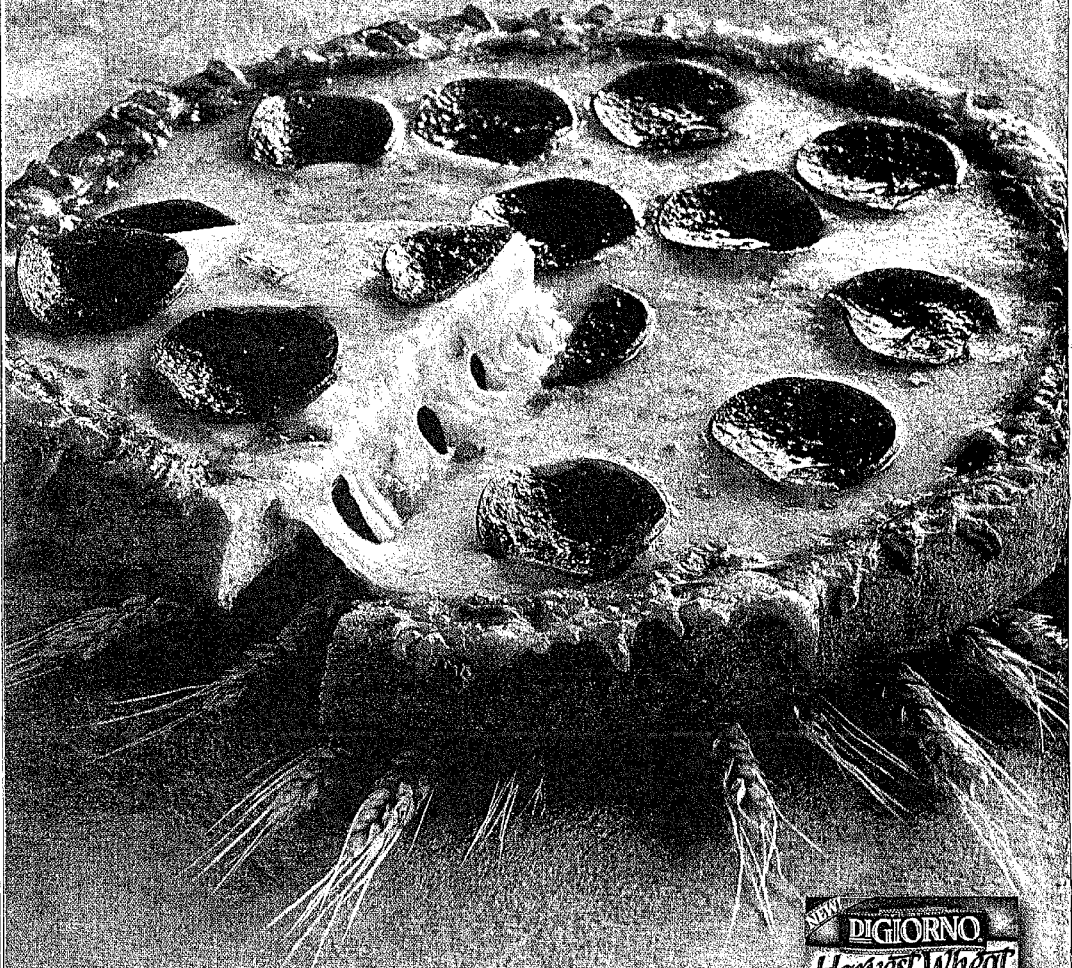
Introducing the New **Special K Challenge**™.
Losing up to 6 pounds in 2 weeks* *Just got easier.*
Start every day with any of our delicious
Special K cereals. Plus, now you can enjoy
our new Protein Meal Bars, Protein Snack Bars
and **Special K²O**™ Protein Water. Search
"Special K" at Yahoo!® today to design your
Challenge. What's the difference between
making a resolution and keeping one?

the difference is **K**™

*Consult your physician before starting any diet or exercise program. Average weight loss when replacing meals with two cereal meals is 5 pounds. Weight loss may vary.


©2006 KF Holdings

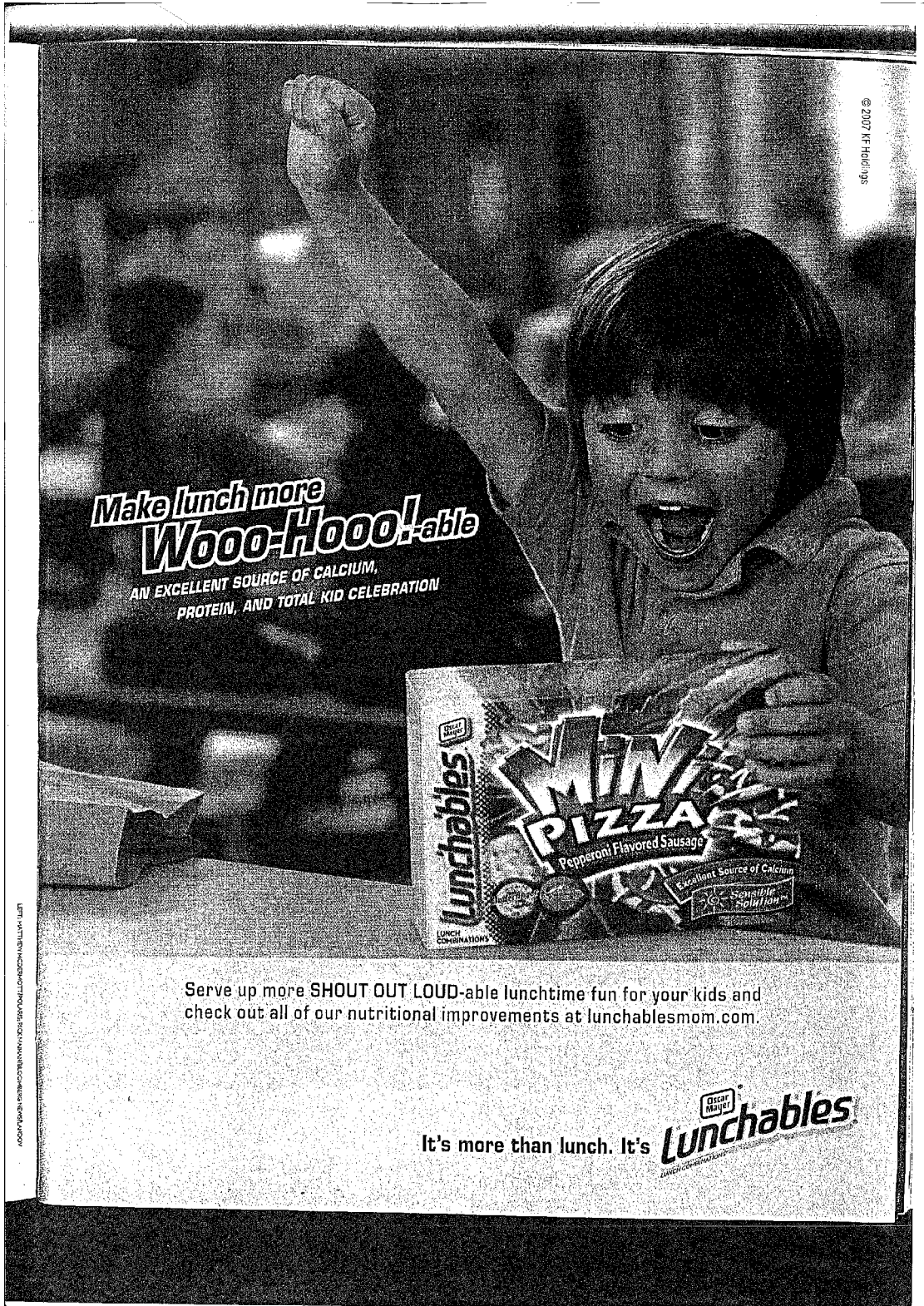
Wheat bagels everywhere are waving the white flag.



Introducing DiGiorno® Harvest Wheat Crust.
A tasty way to enjoy whole wheat. 25% less fat*. It's not delivery, it's DiGiorno®.

* THAN FROZEN PEPPERONI PIZZA





© 2007 KF Holdings

**Make lunch more
Woo-Hoo!-able**
AN EXCELLENT SOURCE OF CALCIUM,
PROTEIN, AND TOTAL KID CELEBRATION

Lunchables
MINI PIZZA
Pepperoni Flavored Sausage
Excellent Source of Calcium
Sensitizing Solution
LUNCH COMBINATIONS

Serve up more SHOUT OUT LOUD-able lunchtime fun for your kids and check out all of our nutritional improvements at lunchablesmom.com.

It's more than lunch. It's **Lunchables**
Oscar Mayer

LEFT: MATTHEW HANCOCK/STUDIO CITY; RIGHT: SHANE WALKER/STUDIO CITY

Picks&Pans MOVIES

**SUPERSIZE THIS!
BLOCKBUSTERS GO IMAX**

IMAX isn't just for space walkers, deep sea dwellers and rainforest critters anymore. *Superman Returns* is the latest Hollywood film to simultaneously screen in conventional theaters and the extra-large format once best known for nature documentaries. *Apollo 13* was the first blockbuster to hit the very big screen in 2002, but IMAX struck its most sizable box-office jackpot with a 3-D version of 2004's *The Polar Express*, which grossed over \$45 million domestically in two releases. What's the draw? "With bigger TV screens, video games and DVDs, the public wants something different to get off the couch," IMAX co-CEO Richard Gelfond says. For *Superman*, IMAX audiences will put on



Big hero: *Superman Returns* will open in 111 IMAX theaters worldwide.

glasses to view four 3-D scenes totaling 20 minutes, including a rescue sequence with a plummeting plane.

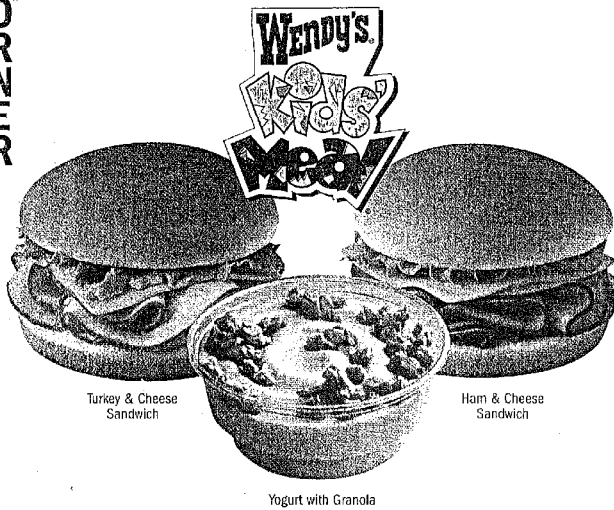
Who will be next to fight evil in 3-D? *Harry Potter and the Order of the Phoenix*, due in 2007, will likely have 3-D segments, insiders say, and execs are mulling the idea for *Spider-Man 3*.

And IMAX has three animated 3-D films on tap later this year: *The Ant Bully*, *Open Season* and *Happy Feet*. Then there's the wish list. "I think you'll see some rereleases in 3-D," Gelfond says. "My personal favorite would be *Indiana Jones. Or E.T.*"

—KRISTEN MASCIA

2006 IMAX

**CRAVES
REFRESH**



Turkey & Cheese Sandwich

Ham & Cheese Sandwich

Yogurt with Granola

THE NEWEST CHOICES ON THE WENDY'S® KIDS' MENU

©2006 Wendy's

**TASTY CHOICE
PERFORMANCES
THE KIDS
WILL LOVE**

An escape from the typical kids' meal, this menu has it all. A cast of tasty choices co-stars with a terrific toy... keeping everyone happy from start to finish.

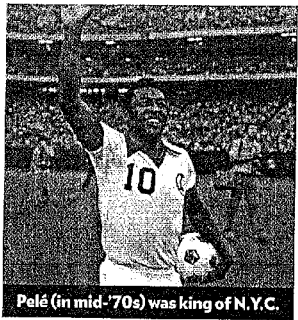


Do what tastes right.™

Enter for a chance to win a DVD, book, CD, Movie Cash™ or Wendy's Bucks®. Go to www.cornerraves.com

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▽ **Once in a Lifetime: The Extraordinary Story of the New York Cosmos** An entertaining documentary looks at the brief glory days of pro soccer in the U.S., focusing on the rise and fall during the '70s disco era of the flashy New York Cosmos team. Star player Pelé is much mentioned, but nixed an interview. (PG-13) ★ ★ ★



Pelé (in mid-'70s) was king of N.Y.C.

FROM LEFT: GERRIE THOMAS/REXUS; SMITH; CREDITS/DAVIDE COZZI/DAVIDE

Stanley Tucci

FASHIONISTA IN PRADA



Stanley Tucci, fashion plate? He's Meryl Streep's caustic, gay right-hand man in *The Devil Wears Prada*—and the actor, 45, chatted with PEOPLE from his exercise bike ("Sorry I'm panting"). *Very diva.*

ARE YOU ANYTHING LIKE YOUR CHARACTER NIGEL? I'm married with children. Let's start there. I like clothes.

Nigel and I have that in common. I don't mind shopping. In fact I take my wife shopping. She hates shopping. I love it.

WHAT WAS IT LIKE WORKING WITH COSTUME DESIGNER PATRICIA FIELDS? Pat opened my eyes. I would say, "I can't wear that!" and [she would say], "Just put it on." It worked.

WHAT'S YOUR OFFSCREEN WARDROBE? I wear Hugo Boss and Dries Van Noten, jeans, Levis corduroys, brown boots from Italy, a lot of ties, white shirts. Pretty simple.

NO PASTEL SHIRTS FOR YOU? No, no. Bite your tongue.

ANY FAVORITE PIECES? A black cashmere zip-up sweater that I refuse to not wear every day.

NIGEL WAS INTO THOSE SWEATERS, TOO. He did have them! I guess we're not that far apart.—KELLY CARTER

Nabisco

Tell your kids not to feel bad: bears would eat *them* in a heartbeat.

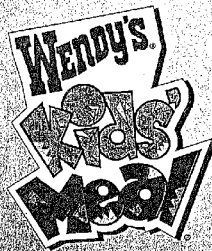
—Snack Fairy

Mini Teddy Grahams
Cinnamon Cubs
100 CALORIES

Sensible Snacking
1/2 cup's source of
Fiber
1/4 cup's source of
Whole Grain
1/2 cup's source of
Trans Fat

Snack Happy

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more than toys.
We give them choices.**



Wendy's® gives kids more choices than ever. Like the new Turkey & Cheese and Ham & Cheese Kids' Meals. With a choice of new Yogurt & Granola on the side. Bring your kids to Wendy's, so they can do what tastes right.

Do what tastes right.™



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IF YOUR KID CAN'T LEAVE
THE TABLE UNTIL HE EATS IT
IT PROBABLY NEEDS SOME RANCH

THE WAY RANCH IS SUPPOSED TO TASTE

Get hooked on Bumble Bee®
in a whole new way.



Introducing Bumble Bee® Prime Fillet® Chicken Breasts.
Moist, delicious chicken breast entrées. From pouch to plate in 30 seconds!

Spend less time preparing your meal and more time enjoying it with new Bumble Bee Prime Fillet Chicken Breasts. Moist and tender whole chicken breasts that are pre-seasoned and ready-to-serve in 30 seconds. Just add your favorite side dishes and your meal is complete. Choose from three delicious flavors: zesty Garlic & Herb, smoky-sweet Barbeque or savory Southwest Seasonings. You can find these delicious chicken breast entrées in the canned tuna and chicken section of your favorite grocery store. One bite and you'll discover what the buzz is all about.



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FROZEN DINNERS
ITALIAN CHEFS
DON'T WANT YOU
TO WARM UP TO.

BERTOLLI
ITALY'S FINEST

**CHICKEN ALLA VODKA
& FARFALLE**
pasta and white meat chicken with asparagus
in a creamy tomato vodka sauce
Complete Skillet Meal for Two

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FREEZER
SECTION

READY IN 10 MINUTES

BERTOLLI
ITALY'S FINEST

Restaurant-quality meals you simply sauté and serve. Like farfalle pasta and grilled chicken served with tender asparagus in a tomato Romano cheese sauce with a touch of vodka and cream. No wonder chefs are acting so cold. Now you don't have to be an Italian chef to be an Italian chef.

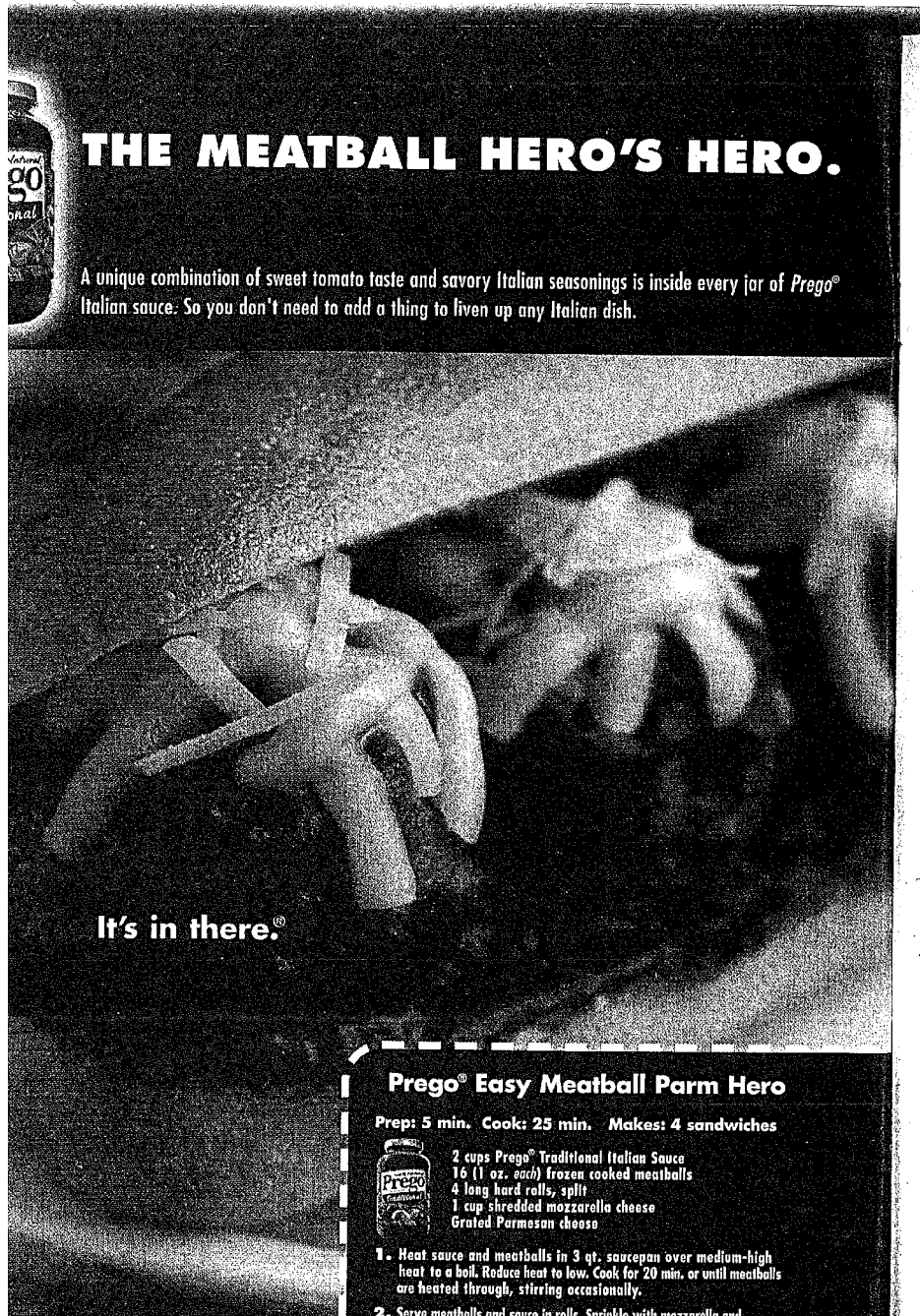
CHUNKY
Single Bean with Bacon & Cheddar

Campbell's
Chicken Noodle

Select
Hearty Chicken

Campbell's® Microwavable Soup Bowls

CAUTION: Contents are extremely delicious. When consumed at work, they may cause incoherent speech, mind-wandering and file-dropping. Inattention to urgent emails and sudden loss of interest in spread sheets may occur.




THE MEATBALL HERO'S HERO.

A unique combination of sweet tomato taste and savory Italian seasonings is inside every jar of Prego® Italian sauce. So you don't need to add a thing to liven up any Italian dish.

It's in there.®

Prego® Easy Meatball Parm Hero

Prep: 5 min. Cook: 25 min. Makes: 4 sandwiches

 2 cups Prego® Traditional Italian Sauce
16 (1 oz. each) frozen cooked meatballs
4 long hard rolls, split
1 cup shredded mozzarella cheese
Grated Parmesan cheese

1. Heat sauce and meatballs in 3 qt. saucepan over medium-high heat to a boil. Reduce heat to low. Cook for 20 min. or until meatballs are heated through, stirring occasionally.

2. Serve meatballs and sauce in rolls. Sprinkle with mozzarella and

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make in minutes

Prep: 10 min. Bake: 35 min.

Tuna Noodle Casserole

2 cans (10 3/4 oz. each) Campbell's® Cream of Mushroom Soup

1 cup milk

2 cups cooked peas

2 cans (about 12 oz. each) tuna, drained

4 cups hot, cooked medium egg noodles

2 tbsp. dry bread crumbs

2 tsp. butter, melted

1. Stir soup, milk, peas, tuna and noodles in 3-qt. casserole.

2. Bake at 400°F for 30 min. or until hot. Stir.

3. Mix bread crumbs with butter and sprinkle on top. Bake for 5 min. more. Makes 8 servings.

Better For You Possibilities

 **Whole Grain:** Use whole wheat noodles instead of egg noodles.

 **Substitution Options:** Use Campbell's® 98% Fat Free or 25% Less Sodium instead of regular soup.



Casserole featured in CorningWare® Casual Collections™ available at www.corningware.com

M'm! M'm! Good! *Casserole*
POSSIBILITIES

CampbellsKitchen.com



APR NEWS

Make some holiday magic.



Green Bean Casserole

Prep: 10 min. Bake: 30 min

- 2 cans (10 3/4 oz. each) Campbell's® Cream of Mushroom Soup (Regular or 25% Less Sodium)
- 1 cup milk
- 2 tsp. soy sauce
- 1/4 tsp. ground black pepper
- 8 cups cooked cut green beans
- 2 2/3 cups French's® French Fried Onions

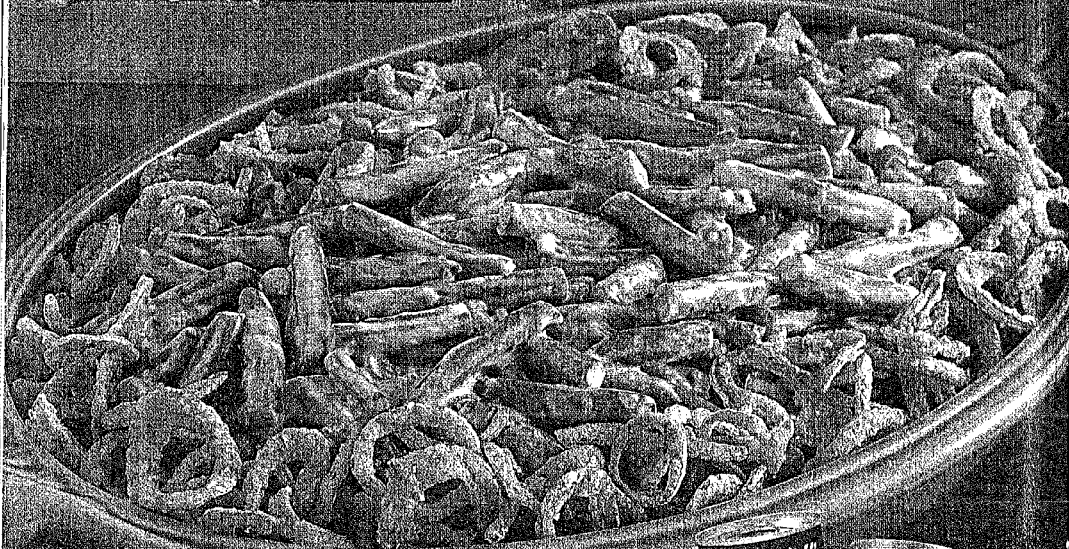
1. Stir soup, milk, soy sauce, pepper, beans and 1-1/3 cups onions in a 3-qt. casserole.
2. Bake at 350°F. for 25 min. or until hot. Stir.
3. Top with remaining onions. Bake for 5 min. more. Makes 12 servings.



Make it festive: Stir in a colorful 1/2 cup of chopped red pepper with the soup.



For cheese lovers: Add 1/2 cup shredded Cheddar with the soup and omit the soy sauce.



M'm! M'm! Good!

Casserole
POSSIBILITIES

CampbellsKitchen.com





**Duncan
Hines.**

*Score major brownie points
with your family.*

Duncan Hines Easy Brownie Pointer

Duncan Hines Rocky Road Brownies

Bake Duncan Hines Chewy Fudge Brownies. Mix one cup of marshmallows and one cup of walnuts with Duncan Hines Milk Chocolate Frosting and spread generously on cooled brownies. Top with additional walnuts, if desired.

So Rich. So Moist. So Very Duncan Hines.

When it comes to making the best for your family, trust Duncan Hines. All you need is Duncan Hines Brownies and Duncan Hines Frosting. For a valuable coupon and other simple, yet sensational, frosted brownie recipes, visit www.duncanhines.com.



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Hines** Family-
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Brownies
CHEWY FUDGE

**Duncan
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Home-Style
MILK CHOCOLATE
FROSTING

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Hines.**

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OREO

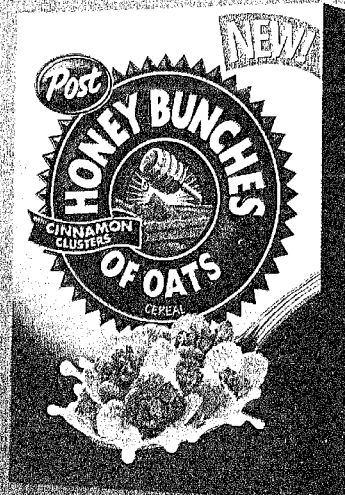
Milk's favorite cookie.

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CINNAMON TUE WED THU FRI SAT SUN

Try New Honey Bunches of Oats
with Cinnamon Clusters. Real cinnamon
baked into every crunchy cluster.
One taste and you'll want it every day.

*Honey Bunches of Oats.
There's a whole bunch to love.*



Caesar Dressing

Light Honey Mustard

Light Red Wine Vinaigrette & Olive Oil

Ranch Dressing

Light Spin Detox Tomato

Low Fat Sesame Ginger

Family Recipe Italian

Lighten Up!

Be faithful to your spouse –
Play around with your salad.

Paul Newman

If you're particularly faithful to just one of my delicious all-natural salad dressings, why not loosen up and try something different? Perhaps flavors seasoned with fresh-from-the-garden herbs & spices could persuade you. Just one fling with these tempting alternatives will make you glad you strayed.

NEWMAN'S OWN

Paul Newman and the Newman's Own Foundation donate all profits to charities. Over \$200 million has been given to thousands of charities since 1982.

For great recipe ideas, visit www.newmansown.com

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YOU GUYS WON'T LAST A MINUTE OUT HERE!

CHIPS AHOY!

INTRODUCING THE GOODNESS OF
OATMEAL
IN A CHOCOLATE CHIP COOKIE.
THEY GO FAST!

NEW! Oatmeal Chewy

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Picks&Pans MUSIC

Kimball makes teen pop grown-ups can enjoy.

Cheyenne Kimball

The Day Has Come

POP-ROCK This overachieving 15-year-old—who prevailed as NBC's *America's Most Talented Kid* at 13 and now stars in MTV's *Cheyenne*—will win over even the meanest girls with a pop-rock debut that beats anything by Ashlee, Hilary or Lindsay. Kimball plays guitar and cowrote every song, strongly suggesting that her day has come the old-fashioned way.—C.A. ★★☆☆

▶ **DOWNLOAD THIS:** "Hanging On"

PHOTO: STEPHEN CARLSON; ILLUSTRATION: JEFFREY M. HARRIS

HOT DOWNLOADS

EDIE BRICKELL & NEW BOHEMIANS reunite on the breezy blues-rocker "Wear You Down," at newbohemians.com.

MARIO YAZQUEZ (left), the *American Idol* dropout, resurfaces with the heartfelt ballad "Gallery," at iTunes.com.

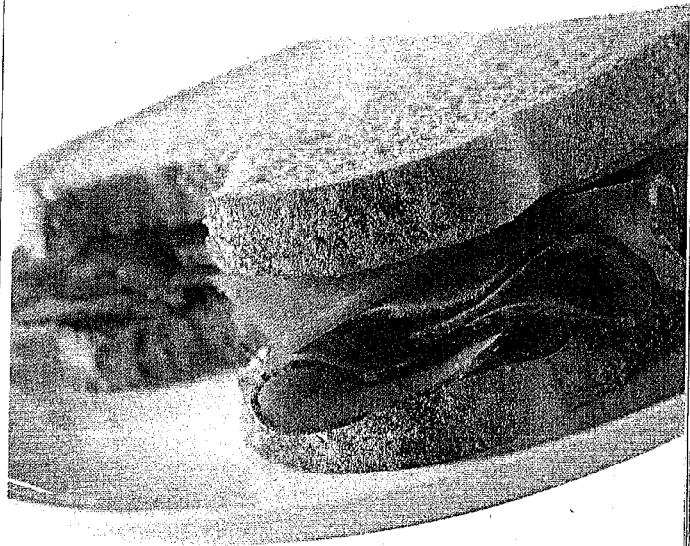


JOHN MAYER channels Curtis Mayfield on "Waiting on the World to Change," a funky preview of his upcoming CD, at iTunes.com.

JURASSIC 5, the alternative hip-hop act, teams up with the Dave Matthews Band on the uplifting "Work It Out," at buymusic.com.

OH, I WISH...
THIS BITE COULD LAST
FOREVER.

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139

Ripe for the snackin'

Introducing Roasted Vegetable Ritz, with real vegetables roasted in for a delicious twist on a classic taste.
Look for inspired snack ideas at ritzcrackers.com

RITZ it up

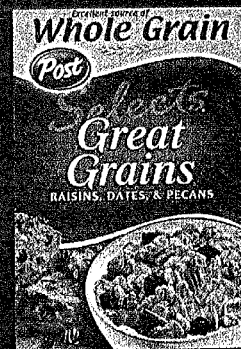
Home ~ baked taste.

~ And only one bowl to wash ~



Crunchy pecans with toasted whole grains, plump raisins and dates,
inspired by the delicious taste of homemade. Not big on raisins and dates?
Look for Great Grains® with just crunchy pecans.

1 serving of Great Grains Raisin Date Pecan cereal provides 29 g of Whole Grain. ©2006 KF Holdings.



*"Toasted is always in
Good Taste"*
George Hamilton

Wheat Thins TOASTED Chips Veggie
60% LESS FAT
No Trans Fat

RIT TOASTED Chips ORIGINAL
55% LESS FAT
No Trans Fat

Wheat Thins TOASTED Chips Multi-Grain
60% LESS FAT
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*Toasted full of flavor, not fried.
~ Find them in the cracker aisle ~*

This morning, I woke up in an alley.

Morning got you down?
Try new Nestlé Stixx. 6 crispy wafer sticks filled with a smooth crème middle and dipped in Nestlé® chocolate.

Give your afternoon a lift
with new **Nestlé Stixx**

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infatuation

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Presenting **Chocolate Delight Cookies**

Spring 2006



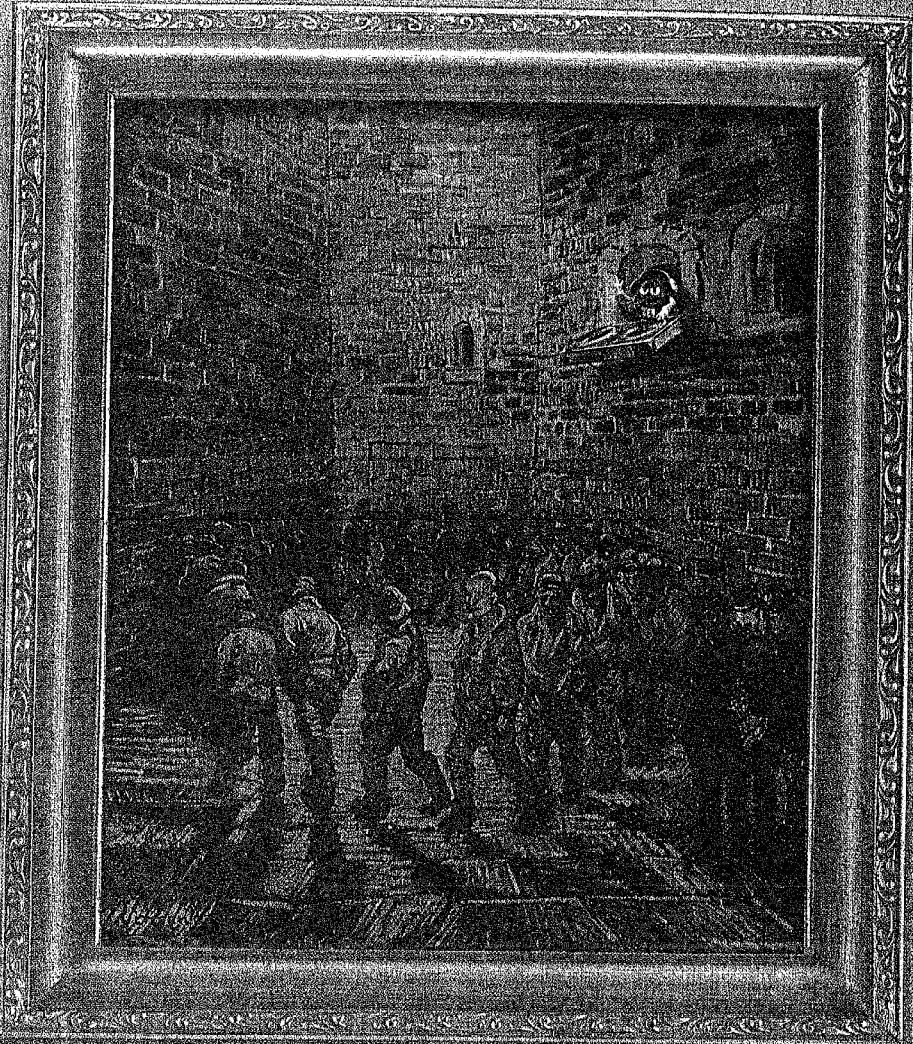
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Creme Savers
HARD CANDY

Orange & Creme

*Is it "Creamilicious Orangetastic" or "Orangeistible Creaminess?"
It's the sweet taste of oranges swirled with rich cream.
Indulge in the hard candy that's beyond words.*

Swirl Away™



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Dark Chocolate
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ALWAYS FUN
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Picks&Pairs MUSIC

Diana Ross
Blue

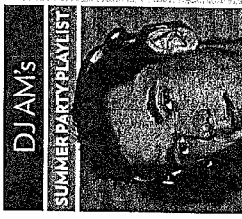
ALZEP The best new Diana Ross album in forever isn't actually new. *Blue* (previously unreleased gem unearthed from the Motown vaults, was recorded in 1971-72 and was originally intended to serve as a companion piece to Ross's classic *Lady Sings the Blues* soundtrack. While the spirit of Billie Holiday was clearly inhabiting Ross, the singer imbues these jazz and pop standards with her own satiny touch, demonstrating how underrated she is as a stylist. In her vocal and artistic prime, Lady Diana reigns supreme from her sultry take on Cole Porter's "Let's Do It" to a lush rendition of "But Beautiful," that is simply gorgeous—CA. ★ ★ ★ ★

▶ **DOWNLOAD THIS:** "Let's Do It"

DJAM's
SUMMER PARTY PLAYLIST

MADONNA: "Holiday." If you don't like it, and don't want to dance when you feel it, you're too normal.
BEYONCÉ FEATURING JAY-Z: "Déjà Vu." It will be the summer anthem. The best is just funny.
THE NOTORIOUS B.I.G.: "Hypnotize." No matter where I am, sleeping I make people dance.
AC/DC: "You Shook Me All Night Long." Classic rock at its best.
CHRISTINA AGUILERA: "Ain't No Other Man." The girl can sing.
MICHAEL JACKSON: "Wanna Be Startin' Somethin'." This is a universal party record.
JUSTIN TIMBERLAKE: "Rock Your Body." A bass line that even rhythm-deprived people can bounce to.
PRINCE AND THE NEW POWER GENERATION: "Kiss." This makes everyone feel sexy.
JAY-Z: "I Just Wanna Love U (Give It 2 Me)." It's so fun to sing along to.

Celebs sleep (and Nicole Richie's ex) Adam "DJ AM" Goldstein, 35, recently launched his own program on AOL Radio featuring hit up-to-the-minute playlist.



Celebs sleep (and Nicole Richie's ex) Adam "DJ AM" Goldstein, 35, recently launched his own program on AOL Radio featuring hit up-to-the-minute playlist.

AFI
December underground

ALTERNATIVE These Bay Area rockers flaunt their goth tendencies like so much eyeliner. Just get out of the name of their fan club: the Despair Faction. DF members can be heard chanting in the background on "Miss Murder," the killer-rising from the quarter's seventh album (which opened at No. 1 on the *Billboard* pop chart). The song combines punk, pop and hardcore tria and hardcore tria stomping anthem on which they come off like a darker shade of Green Day.

AFI (which stands for A Fire Inside) also incorporates elements of emo on out like "Summer Shudder," showing they are a band for all seasons—CA. ★ ★ ★ ★

▶ **DOWNLOAD THIS:** "Miss Murder"



Dashboard's Chris Carrabba can't stay the emotions on his face.

Dashboard Confessional
Disk and Summer

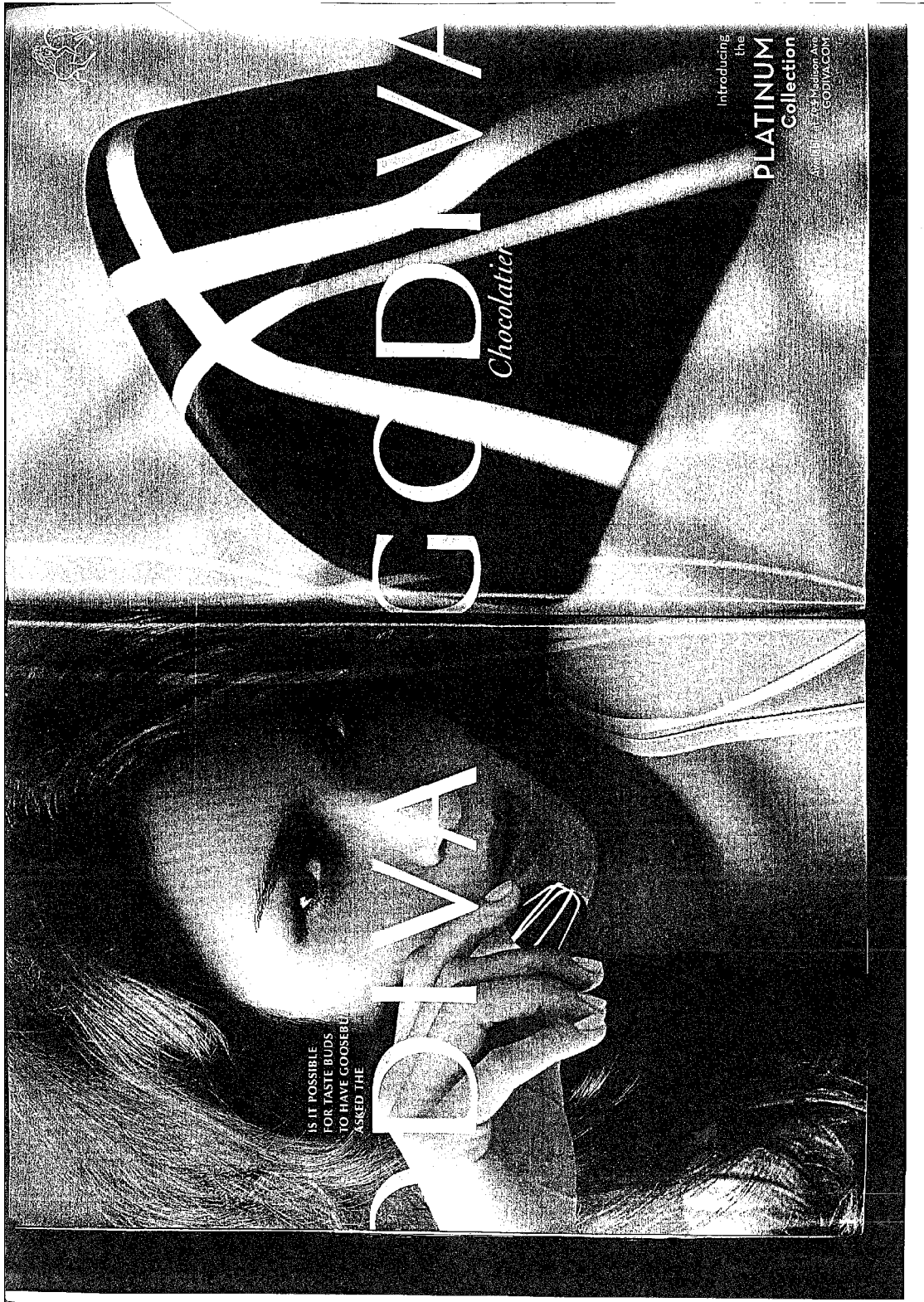
ALTERNATIVE Emo poster boy Chris Carrabba continues to get all touchy-feely, leading with his emotive on the fourth studio album from his band in the Dashboard Confessional. He tugs at all the right heartstrings on shimmering tracks like "So Long, So Long," featuring guest vocals by Counting Crows' Adam Duritz, and the Cure-like "Stolen." But all that sharing and caring can get to be too much like winy whining—CA. ★ ★ ★ ★

▶ **DOWNLOAD THIS:** "Stolen"

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VF10

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the
PLATINUM
Collection

Unique textures.
Decadent ingredients.
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rich, delicious
Godiva chocolate.

Bellaria

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Melodie

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Limetta

Contasse

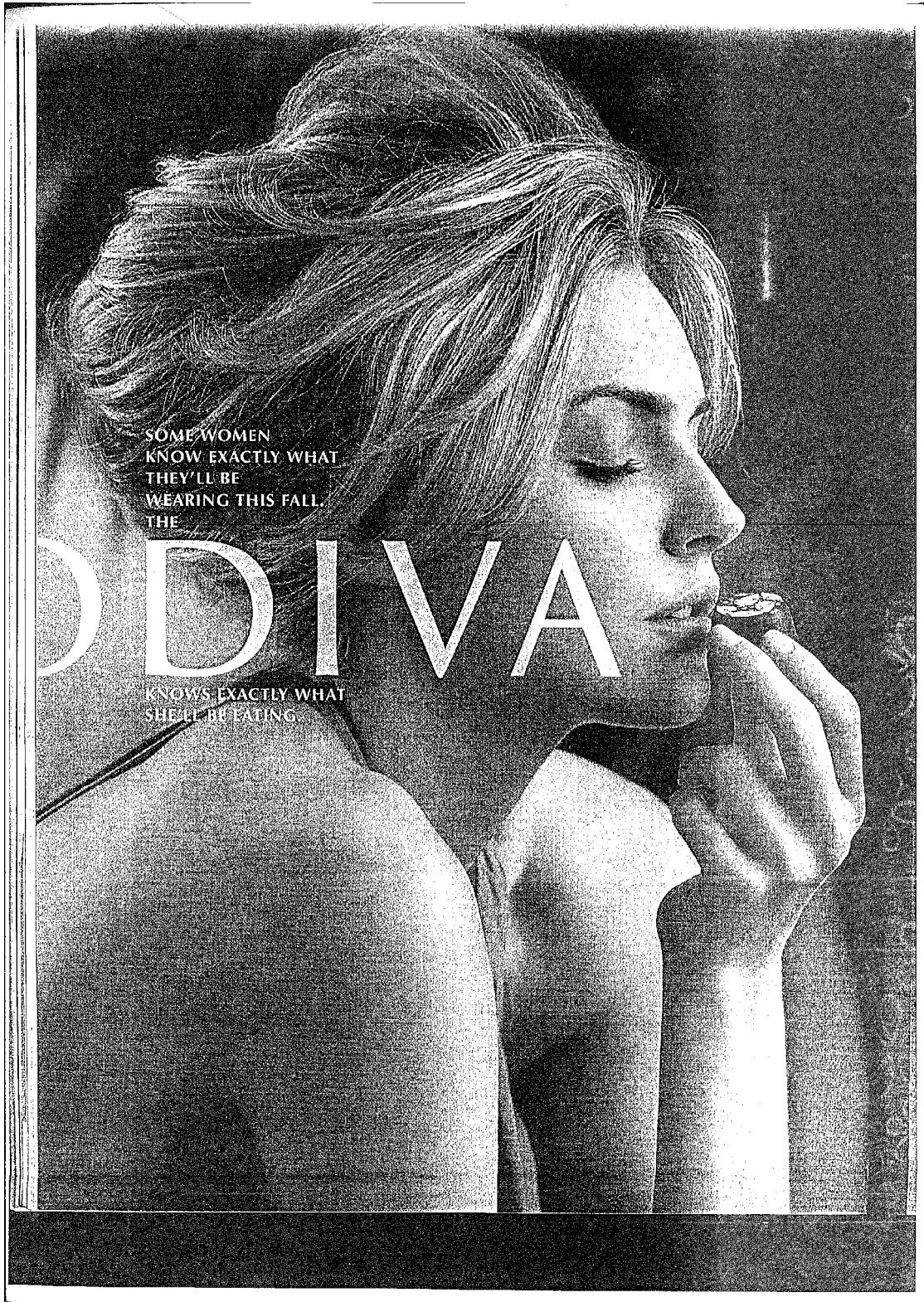
Razabelle

Cherie

Pramandine

Cobalt

Caramella



LOVE REVELIN
Senior

LUCAS DEVLIN
Dallas, Colorado
Football Team Captain

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ENERGY FOR STUDENT ATHLETES, AND THE MOMS WHO KEEP UP WITH THEM.

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Picks&Pans TV
Robin Hood
BBC America (March 3, 9 p.m. ET)

DRAMA A hit in Britain, this new take on the adventures of ye olde populist bandit is a quick-moving blur of horses and souped-up swordplay, with occasional blasts of big thematic music. It's *Star Wars* dropped down into the leafy dirt of Sherwood Forest. Only instead of Hayden Christensen peering out from beneath his hood, you have an actor named Jonas Armstrong, who looks like Justin Timberlake in burclap. He tends to have a slightly condescending expression, as if, outlaw or not, he knows how to get his name on the A-list at the Sheriff of Nottingham's parties. I wish the show had a

Jonas Armstrong, an arch actor
little more verisimilitude—the peasants' homes look cheap, not poor—but it's zippy mindless fun, and Lucy Griffiths makes a sullen yet voluptuous Maid Marian. ★★☆☆

Meet the Rivera: It's a superhero and a superteamuppi!

El Tigre: The Adventures of Manny Rivera
Nickelodeon (March 3, 10 a.m. ET)

ANIMATED This cartoon series will tickle kids—the monster made of bad guacamole alone ought to do the trick—but it's also a beautiful piece of pop-art animation. The creators, husband-and-wife team Jorge R. Gutierrez and Sandra Equihua, were born in Mexico, and every image is saturated with the heightened colors and details of a south-of-the-border fantasy. Which explains the guacamole best. Manny is the son of a superhero. White Panther (who wears a Mexican wrestler's mask), and grandson of a supervillain, Puma Loco. Manny's identity falls between the two—in other words, a super-mischiefous boy. ★★☆☆

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More protein, more fiber, less sugar.

	SUGARS	PROTEIN	FIBER
	1g	17g	6g
	18g	10g	3g
	15g	8g	2g
	18g	12g	5g

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THE RIDICULOUSLY LONG LASTING GUM

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**OH,
MY ACHING
JAW**

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SPEARMINT
Stride
SUGARFREE GUM

THE RIDICULOUSLY LONG LASTING GUM

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