

EVIDENCE FOR THE GLOBALIZATION OF MASS CULTURE
THROUGH ADVERTISING;
A RHETORICAL ANALYSIS OF SELECTED UNITED STATES AND
TURKISH MAGAZINE ADVERTISEMENT HEADLINES

A Thesis

Presented to

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by

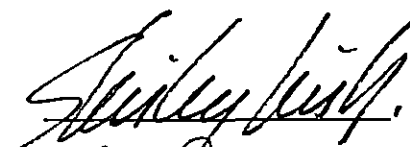
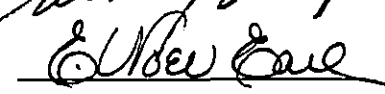
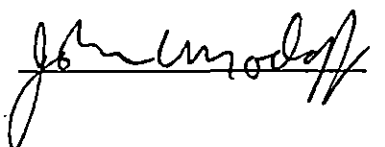
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25 June 1993

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Necip Serdar Sever, M.A.
Morehead State University, 1993

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This study examines the role of magazine advertisement headlines in terms of the globalization of mass culture, through rhetorical analysis of selected United States and Turkish magazine advertisement headlines. The time frame for the magazines studied was from the second week of February, 1993 until the second week of March, 1993. Following magazines were used as sources of data: Time, Newsweek, Glamour, Ladies Home

Journal, Details, Esquire, Fortune, Forbes, Nokta, Aktuel, Kadinca, Elele, Car&Men, MR, Panorama, Ekonomist.

In this study, rhetorical analysis was preferred above content analysis by defining the essence of rhetorical analysis as "interpretation." Rhetorical analysis aims to explore and reveal the meaning of the symbolic conventions used by a communicator.

Headlines were examined and listed under List I and List II. Tables are visualized forms of determined research questions.

Consequently, despite cultural differences the multinational United States firms have a tendency to promote what they call "universal values" through persuasive communication. They follow virtually the same strategies in print advertisements when they promote a same product in both countries. As a type of headline, curiosity was the most preferred type of headline for both Turkish and United States magazine advertisements.

Accepted by: Shirley Gies, Chairman

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Chapter 1

INTRODUCTION

International advertising is a spreading segment of the advertising business.¹ But, operating an advertising business in different countries can raise discussions about the relationship between a specific culture and international advertising practices.² While culture may affect advertising in many ways, advertising itself may alter the cultural environment in which it operates.

In communication theory, it is well established that an individual's cultural environment significantly affects the way he or she perceives information.³ Consequently, if a sender of a message lives in a cultural environment different from his or her intended

receiver and wishes to communicate effectively, a knowledge of the culture of the receiver is necessary.

Corporations sell standardized products with the same methods throughout the world. Advertisers who use a standardized approach argue that consumers anywhere in the world have the same basic needs and desires and can, therefore, be persuaded by the universal advertising appeals.⁴

A powerful force drives the world toward a converging commonality, and that force is technology. Technology has proletarianized communication, transportation, and travel. The effects of technology have made isolated places and impoverished peoples eager for modernity's allurements. The result is a new commercial reality: the emergence of global markets for standardized consumer products on a previously unimagined scale.⁵

Predictions are that United States advertising expenditures will increase at an annual rate of 7 percent until 1994, but that Canada and Japan will grow at a slower pace. Less developed countries, particularly in eastern Europe and Asia, will see double-digit growth during the same period.⁶

It is clear that American companies will be looking to international markets for continued growth. This philosophy is the slogan of one of the world's largest advertising agencies, Bacher Spielvogel Bates Worldwide: "Think Global. Act Local."⁷

With the collapse of the Soviet Union, once dependent and ethnically different regions have become republics today. Some of those republics (Central Asian republics: Kazakhstan, Turkmenistan, Kirgizistan, Tajikistan, Azerbaican) are ethnically Turkic in majority. The dominant daily parlance is also Turkish. Those nature source-rich, but skill and knowledge-poor countries, are now looking toward Turkey for leadership

in all fields. For example, the Kazakhstan President stated that, "We want to implement a free-market economy. For this our only model is Turkey. My country will go forward by the Turkish route."⁸

Roughly speaking, there are 50 million people living in a total of five republics in the former Soviet Union. In these republics, all the needs of daily life are growing accordingly. During the communist regime, Moscow was the only authority in terms of planning and implementation of all industrial and production facilities. For instance, while Russia was producing milk, processing the milk and producing the butter was the duty of another state. Moscow dictated precisely which businesses or programs were allotted of the five republics. Kazakhstan was assigned the space programs, while Turkmenistan and Tajikishtan were jointly assigning the mining business. At the same time, Azarbaican was producing the heavy machinery and construction vehicles.⁹

Today, these five republics need and want color TVs, video equipments, refrigerators, and other kinds of consumer goods once supplied by Moscow. The logical way to appeal to those new republics is to use joint-ventures between Turkish headquarters of United States firms and advertising agencies.

Approaching those relatively "untouched" societies through media brings up the question of how to spread mass culture through various methods. In this study, as one of these various methods, the evidence for globalization of mass culture was examined through studying the role of magazine advertisement headlines in this cross-cultural setting.

Because of the language and particular cultural similarities between Turkey and these five republics, the results obtained in this study can be applied in both cases. Further analyses can also be done in terms of determining reliable and long lasting communication links between intended multinational United States firms and

those five Turkic republics. In addition, any reader of this study can find cues to understand similarities and differences in two cultures and how to convert differences to similarities between different cultures.

Content Of The Study

This study examines the role of magazine advertisement headlines in terms of the globalization of mass culture, through rhetorical analysis of selected United States and Turkish magazine advertisement headlines. What is an advertisement headline? The headline is the most important part of an advertisement. By some estimates seventy five to eighty percent of advertisement's value is in the headline.¹⁰ People read a magazine or newspaper by scanning the headlines. Advertisers spend the utmost effort in their wording or in order to get the attention of a target public through headlines.

Advertising does not only carry messages about products. Advertising can communicate the values and cultural standards of a country. The multinational advertisers find that it is the cultural framework of a country that is most difficult to determine and, yet, is vital to the product promotion. Language differences are the most obvious problems faced by multinational agencies. Advertisers have learned the hard way that simple translations of advertisements from one language to another will not work.

Advertising often uses nuances of a given language; slang, and peculiar word usages either make no sense when translated, or worse, have completely different (and sometimes negative) meanings.¹¹ For instance, the precise translation of "Karinizi baska birisiyle paylasmak ister misiniz?" a bank advertisement headline could put the advertiser into jeopardy and also be quite humorous. When translated directly, it could

read "Do you want to share your profit with someone else?" In the translation process, a minor mistake in translating the word profit to Turkish equivalent of karinizi means your wife. Thus, the meaning of whole title would read "Do you want to share your wife with someone else?" The true translation must be kârinizi instead of karinizi of the word profit. A closer look will identify the "^" sign on top of the letter "a" in the Turkish word of karinizi.

Research Questions

In order to assess the evidence for globalization of mass culture through studying the role of magazine advertisement headlines in this cross-cultural setting, the following research questions were determined and then examined.

Research Question 1.

How do multinational United States firms tend to use advertisement headlines in Turkish magazines when promoting the same product in Turkey?

- * Precise translation of original English headline to Turkish
- * Original English headline
- * A different occurrence of headline in Turkish
- * A different occurrence of headline in English

Research Question 2.

What are the relationships between types of headlines and product categories used in United States and Turkish magazine advertisement headlines?

Research Question 3.

Do Turkish and United States magazine advertisement headlines tend to use the same rhetorical devices for the same product categories?

Research Question 4.

Do Turkish magazine advertisement headlines tend to use English words, phrases, or full English sentences?

Chapter 2

REVIEW OF LITERATURE

The majority of the literature examined for this study agrees that cultural contents of advertisements from different countries are surprisingly transferable. Levitt¹² claimed that firms have successfully transferred their advertising campaigns and that standardized themes have provided unified brand images worldwide. Marquez¹³ revealed that the cultural content of advertisements from the United States, the Philippines, and Thailand was strikingly identical. Hong, Muderrisoglu, and Zinkhan¹⁴ found that Japanese and United States magazine advertisements were not significantly different in cultural content.¹² Biswas, Olsen, and Carlet¹⁵ studied

cross-cultural advertising by comparing print advertisements from the United States and France in terms of emotional appeals, information content, and the use of humor and sex. The study revealed that both countries use the same appeals, while French advertisements make greater use of emotional appeals. Cutler and Javalgi¹⁶ in their study on the analysis of the visual components of print advertising between United States and European Community revealed that significant differences occurred primarily in product categories rather than in appeals. In their study of the analysis of information content in United States and Japanese magazine advertising, Madden, Caballero, and Matsukubo¹⁷ have found that Japanese magazine advertisements were generally more informative than United States advertisements, although the emphasis on specific content varies cross-culturally.

Whitelock and Chunk¹⁸ in their study have developed an algorithm for evaluating the degree of

standardization of advertisements. The method used in this study takes into consideration the following differences in advertisements collected from Woman's Journal of United Kingdom and Marie Claire of France.

Picture

Size

Color

General layout

Caption (headline)

Explanatory text

The authors decided that the following differences in headlines could occur.

1. The headline is different, but the language remains the same.
2. The headline is written in the language appropriate to the country.
3. The headline is written in the language appropriate to the country and the meaning is different.

Out of thirty eight advertisements with a headline in that study, six have identical headlines in French in both magazines. Two have their headlines in French in Woman's Journal but the words forming the headlines differ to some extent. The overall result of this study suggests that fully standardized word usage is the exception rather than the rule.

Johnstone, Kaynak and Sparkman¹⁹ have studied the cross-cultural and cross-national essence of the information content of television advertisements. The study covered the three different channels in Maine and three channels in the Maritime region of Canada. The study used the advertisement information content criteria of Stern, Krugman and Resnik (1981). Later, they used the actual data obtained from three bilingual judges. As a result, data indicated that French Canadian television commercials contain more information than American television commercials.

Tansey, Hyman, and Zinkhan²⁰ in the content analysis of "Cultural Themes in Brazilian and United States Auto Ads" have focused on the following points: (1) the urban theme and the wilderness theme, and (2) the work theme and the leisure theme. In determination of the themes, researchers have relied on previously done sociological and historical studies as well as argumentations in these fields. As a finding, researchers suggest that careful search must be done in terms of standardizing advertising appeals.

Zandpour, Chang, and Catalano²¹ have studied the stories, symbols, and straight talk in French, Taiwanese and United States television commercials. The researchers stated that the purpose of the present study is to examine differences and similarities that might exist between American, French, and Taiwanese advertising in terms of strategy, content, and execution form. Further, researchers stated that these three countries were very different in terms of culture, language, geography,

political and economic backgrounds, and developmental stages of advertising, thus providing a wide range of marketing environments. France is a strong partner in the European Economic Community, and Taiwan is one of the fastest growing economies in Asia. The study has been based on a content analysis of six hundred and fifty nine commercials from the United States, France, and Taiwan with special attention to selection of channels, timing, program content, and seasonal variations.

The results clearly demonstrated distinct patterns of advertising messages among those three countries. United States commercials often feature a celebrity or a credible source to provide testimonials or arguments in favor of the product.

Pollay, in the study of "Measuring the Cultural Values Manifest in Advertising", examined the role of methodology in the evaluation process.

No method now exists for measuring the values manifest in advertising, despite the fact that the

cultural consequences of advertising have been the subject of much discussion from both thoughtful scholars in diverse social science fields and advertising. In recent years a growing number of studies have reported content analyses of the advertising in various contemporary social criticism of agism, racism, and sexism, these studies have examined portrayal of the elderly, minority groups, and women and in so doing have touched upon the social characters of advertising. Even the best of these studies, however, has not dealt satisfactorily with the larger issue of the value content.²²

Pollay argued that the value concept of an advertisement is the main purpose of the communicator to convey the message. Further Pollay refers to Levi-Strauss.²³ Levi-Strauss uses the term briocoleur to describe the process of converting the cultural symbols to invest a product with new meanings.

Finally, Pollay came up with a value category system. His system consists of various classifications of the most common values in contemporary advertising, such as: "modern" (contemporary, modern, new, improved, progressive, advanced.) To test the applicability of this category system, the researcher developed a procedure for

coding print advertisements. The procedure for this coding is as follows:

1. Look at the illustration and headlines and code for dominant themes.
2. Read body copy and code subsidiary themes based upon key words and phrases.
3. Examine illustration alone for any additional subsidiary themes manifest.
4. Review list of values as check list for final cross-check of subsidiary themes.

Results showed that the coding procedure can be applicable to most print advertisements in other cultures where contemporary methods are in use.

Haarmann has studied the verbal strategies in Japanese fashion magazines. The study shows that there is a wide usage of elements from foreign languages (Used as a section or page markings, titles or subtitles for stories, articles, commercial slogans, short or longer texts.) The author examines some elements of Japanese

language with other western languages. In explaining the argumentative points, the study contains some rhetorical analysis samples.

Haru-o kanji sasaru karoyaka-na puritsi sukato-no wanpisu. (A pleat skirt one-piece makes you feel like spring.) What makes this sentence monolingual is the fact that the borrowed terms of English origin have been assimilated by the Japanese language and the form part of the Japanese code.²⁴

Haarmann concludes that Japanese bilingual texting in fashion magazines is meant to create specific moods and to appeal to people's emotions rather than to their foreign language proficiency.

Bush and Boller²⁵ have used the rhetorical analysis in the "Rethinking the Role of Television Advertising During Health Crises." The researchers described the purpose of this study as meant to examine the role of the federal government and advertising community when addressing the AIDS pandemic in 1987, 1988, and 1989 television campaigns.

First, researchers made in-depth examination of every advertisement in each of those three campaigns. As a second step, researchers transcribed each advertisement in a year's campaign both verbally and visually. Then, researchers examined the advertisements in each of the three campaigns focusing on the following rhetorical elements: Significance, repeated copy points, significant repeated tag lines, primary spokes people and characters, repeated instances of a particular communicative form.

Moreover, researchers combined each advertisement's semantic differences with its representation of persuasive intent. This process enabled the researcher to create each campaign's rhetorical structure. In the final step, researchers examined each campaign's rhetorical structure for apparent dramatic structure.

As findings, researchers found out that each campaign's structure was based on specific socio-psychographic characters carried to the television audience

lectured about behavior in which they should or should not engage. Most important of all, ideologically, AIDS is no longer portrayed as an environmental threat. Instead, the 1988 campaign portrays AIDS as a deadly consequence of irresponsible "individual" behavior.

Kanso²⁶ found that human wants and needs are more or less universal, but ways to address these wants and needs is different. Mueller²⁷ found that Japanese and United States advertisements have certain degrees of uniqueness to the particular consuming market. Tse, Belk, and Zhou²⁸ found that print advertisements from China, Hong Kong, and Taiwan depict distinctive consumer cultures. Frith and Wesson²⁹ found that cultural adaptation of print advertisements between United Kingdom and United States were more significant.

The four research studies explained in this chapter were useful in determination, preparation and analysis of this study. The algorithm developed by Chunck

and Whitelock for evaluating the degree of standardization of advertisements used the three possible differences that could occur in headlines. These three categories were used as a base in research question 1.

Pollay's argument in the research study of "Measuring The Cultural Values Manifest in Advertising" was found to be a supportive point this study. Pollay stated in his study that value concept of an advertisement is the most important element in a communication process. Thus, value concept must be examined.

Haarmann suggested that using foreign terms in any part of a print advertisement is meant to create specific moods and to appeal to people's emotions rather than to their foreign language proficiency. This means that cultural values, along with foreign words, should be agreed upon so that the communicator can use foreign words to appeal to consumers.

Bush and Boller's rhetorical analysis in the "Rethinking The Role Of Television Advertising During Health Crises" explained how a rhetorical analysis method should be applied in the analyzing of advertisements. In their research, Bush and Boller clearly stated that the rhetorical analysis of any advertisement must be made on presentation of persuasive intent as well as social reasons.

Chapter 3

METHODOLOGY

This study examines the role of magazine advertisement headlines in globalization of mass culture in selected United States and Turkish magazine advertisement headlines. Most studies that purport to examine the meaning of advertisements typically use content analysis (e.g., Bush, Hair, and Bush 1983; Gilly 1988; Gross and Sheth 1989; Weinberger and Spotts 1989).

Content analysis provides an efficient way to decompose advertisements into objective, separable and quantitative meaning units. Unfortunately, content analysis is rather limited in the ability to assist in describing complex relationships of meaning between numerous advertisements. As a methodological alternative in this study, rhetorical analysis was preferred above

content analysis by defining the essence of rhetorical analysis as "interpretation."³⁰ Rhetorical analysis aims to explore and reveal the meaning of the symbolic conventions used by a communicator. In order to understand how this rhetorical analysis method works in examining a magazine advertisement headline, an actual analysis made by Corbett was examined:

Let us look at one of the commonest forms in our society, of a discourse designed to influence an audience, a magazine advertisement. There will be a rhetorical analysis of that piece of discourse. What first catches our eye in the ad is the headline, printed in big bold-faced letters: "At Smith Corona, simplicity is the mother of invention." That headline introduces the name of the company; it adumbrates the theme of the ad with the use of the word simplicity; and, for many people, the main clause of the headline cleverly echoes a folk expression: "Necessity is the mother of invention." (Simplicity here neatly matches the word necessity in the suffix that ends the word-ity).³¹

Advertisement headlines are not always meaningful in everyday life. Many headlines rely upon psychological and sociological factors and assumptions which would lead to different conclusions in different languages. For

instance, in List I, headline no. 31 is Yeniden Atakoy. To the ordinary reader the exact translation of the headline Again Atakoy may not mean much. But, the social reality behind this headline is quite different. Atakoy is actually a neighborhood that consists of 25,000 people. It is a compact site with a shopping mall, theater, clinic, schools, and a special security system.

More importantly, this is an elite neighborhood and is in Turkey's largest city, and Eastern Europe's, and the Middle East's, trade and commerce center, Istanbul. The public demand for residence there is so high that contractor banks are annually expanding their credit for loans in order to construct more housing units. Thus, the motive behind the headline Yeniden Atakoy (List I, no. 31), and "In The Warm Tropical Waters Of Miami, There Is A Community Unlike Any In The World" (List II, no. 77) is rhetorically similar. Both headlines offer the promise of "convenient and trouble-free" living.

The hidden social details as in the headlines discussed above, makes a classification process more complicated. Rhetorical analysis was found to be the most viable tool in this kind of evaluation. Further, with careful examination of current advertising headline usage, we can continue to find common interest points in both Turkey and the United States.

Components Analysed

The terms listed and explained below were the components of research questions examined in this study. The reader will find these explanations vital in order to understand the study as a whole. Explanations, along with the terms, also show how those terms are operationalized in this study.

Multinational United States Firms

This term refers to the firms enlisted in The Economist, March 27- April 2nd, 1993, vol. 326, iss.7804.

Advertisement Headline

The Dictionary of Advertising and Direct Mail Terms, defines the headline as "Sentence, phrase, word, or group of words set in large, bold type on a newspaper front page or above a body of text on any page of a newspaper or magazine, or in printed advertisement. The purpose of a headline is to attract attention and usually to encourage the reading of the following copy."³²

Types of Headlines

Lane, Ronald and Russell (1993) specified categories of headlines in terms of news, promise, curiosity, selective and command (see Figure 1). These categories are vital in order to comprehend and analyse lists and tables in this study. This classification choice was based on the fact that it was found most appropriate to the study. This classification was taken from Lane, W. Ronald and J. Thomas Russell. Kleppner's Advertising

Procedure. Englewood Cliffs, NJ: Prentice Hall, 1993,
p 464.

Product Categories

Most common classification of goods, product categories are classified in terms of fast moving consumer goods, consumer durables, and industrial goods and services (see Figure 2). Although, there are many kinds of product classifications, this classification is based on the fact that it was found most appropriate to this study. This classification was taken from The New Encyclopaedia Britannica. Chicago, IL: Encyclopedia Britannica, Inc. Vol: 23, (15th Ed.), pp 538-9.

The Relationship Between Types of Headlines and Product Categories

The main concern in the research question 2, is to investigate whether both United States and Turkish magazine advertisements employ the same type of headline

Figure 1**Advertisement Headlines Classification**

(Based on Kleppner's Advertising Procedure)

Headlines	Descriptions
News	Headlines that present a new benefit.
Promise	Headlines that directly promise an existing benefit.
Curiosity	By invoking curiosity, an advertiser may grab attention from an otherwise disinterested audience by challenging the curiosity of the readers, thereby prompting them to read further and leading them into the key message.
Selective	Selective headlines, aimed at a particular prime prospect who would be more interested in the product is often used.
Command	Headlines that merely command a reader to buy or try something.

Figure 2**Product Classification**

(Based on The New Encyclopaedia Britannica)

Products	Descriptions
Fast Moving Consumer Goods	These are the items that make up the contents of the everyday shopping basket, such as groceries, toiletries, and general household consumables.
Consumer Durables	These are items that, as their name implies, are used over substantial periods of time, such as home appliances and motor vehicles.
Industrial Goods	These are goods purchased for use in the production of other goods . Industrial goods can be subdivided into raw or semifinished materials, which go

Figure 2 (continued)

to finish goods; consumables, such as stationary, fuel, and packaging materials; and capital goods, such as machinery, ships, and major projects like factories, petroleum refineries, and transport systems.

Services

All tangible goods contain an element of service and the reverse may also be true, but a separate category of intangibles can readily be identified. In addition to everyday services such as theaters and other entertainments, various forms of transportations and restaurants, professional services, such as accountants, bankers.

for the same product category.

Rhetorical Devices

For research question 3 (Do Turkish and United States magazine advertisement headlines tend to use the same rhetorical devices for the same product categories?) the author assumed that following rhetorical devices, along with the predetermined product categories (see Figure 2), are used to distinguish persuasive appeals both in selected United States and Turkish magazine advertisement headlines.

Appeals to novelty in time.

<u>English</u>	<u>Turkish</u>
New	Yeni
Now	Simdi
Now On	Artik

Appeals to novelty of design.

Advanced	Gelistirilmis
Advancement	Ilerleme

<u>English</u>	<u>Turkish</u>
Revolution	Devrim
Revolutionary	Yenilestirilmis
Elegant	Seckin
Quality	Kalite
Different	Farkli
Difference	Fark
Best	En Iyi
Excellent	Mukemmel

Appeals to multinationality of a product.

Global	Kuresel
World	Dunya
Worldwide	Dunyada
Worldwise	Dunyaca

The Usage of English Words or Phrases in Turkish Magazine

Advertisement Headline

When classifying words or phrases, attention was given to those written in English. Product names,

location names, and all personal names were excluded.

Selection Of Magazines

A matched-pairs technique was used to select magazines that appeared to be equivalent in both countries. The United States offers a greater variety of magazines than does Turkey. Therefore it was necessary to recategorize the magazines into a similar number of more general categories (Madden, Caballero, and Matsukubo's study of U.S. and Japanese magazine advertisement content used the categories of general interest, sports, entertainment, women's, men's, and professional magazines.)³³ However, due to the significantly different formats of Turkish sports and entertainment magazines, these categories were excluded in this study.

Magazines were chosen on the basis of popularity, representativeness in their categories, accessibility and comparability. In order to maintain comparability,

the magazines were matched by format. Figure 3 shows the specific United States and Turkish Magazines chosen for the study.

Current Turkish magazines studied were obtained directly from Turkey through mail. The time frame for the magazines studied was from the second week of February, 1993 until the second week of March, 1993. Exactly the same time frame was used for the United States magazines. In the case of magazines toward men and women only, monthly magazines were chosen and the February, 1993 issue was studied. Fortune and Forbes are biweekly magazines but their Turkish equivalents Panorama and Ekonomist are weekly magazines, all issues of each magazine were used.

Figure 3

Sample Magazines

Type Of Magazine	United States Magazines	No. Of Issues	Turkish Magazines	No. Of Issues
General Interest	Time	4	Nokta (Point)	4
	Newsweek	4	Aktuel	4
Women's	Glamour	1	Kadinca (Feminine)	1
	Ladies Home Journal	1	Elele	1
Men's	Details	1	Car&Men	1
	Esquire	1	MR	1
Professional	Fortune	2	Panorama	4
	Forbes	2	Ekonomist	4
Total Advertisements				
Sampled	369		185	

Selection Of Advertisements

For size, half page, or larger advertisements appearing in each selected magazines were assessed for this study. Many advertising subjects were excluded in the study due to the lack of relationship to multinational advertising. For deciding of subject matter, the following advertising subjects were excluded:

Social and political advertisements

Classifieds

Employment and real estate advertisements

Meeting announcements

Medicine advertisements

Deaths

Advertisements without headline

Corporate advertisements

Advertisements with only product name as a
headline

Inserts

Although, several medicine advertisements sponsored by multinationals were observed but, since Turkish commerce laws prohibit any kind of public promotion of medicine through mass media, such advertisements were also excluded in the study. Inserts, because of their nature are not physically the parts of magazines. For this reason, inserts were also excluded in the study.

Coding Procedures

Lists

In order to obtain and process data, List I and List II were prepared. For further steps of the study, the required raw data were obtained from the lists. By preparing lists four major goals were achieved: (1) raw data were visualized, (2) necessary translations of headlines were made in the lists, (3) in preparation of

tables, labor and time were saved, (4) possibility of making error was reduced. The List I is as shown in Figure 4:

Figure 4

LIST I

SELECTED TURKISH MAGAZINES ADVERTISEMENT HEADLINES

(Model Example)

NO.	ORIGINAL HEADLINE	ENGLISH TRANSLATION	ORIGIN OF FIRM	BRAND NAME	PRODUCT CATEGORY

The List II is as shown in Figure 5:

Figure 5

LIST II

SELECTED U.S. MAGAZINES ADVERTISEMENT HEADLINES

(Model Example)

NO.	ORIGINAL HEADLINE	BRAND NAME	PRODUCT CATEGORY

Headlines in both the lists and tables were typed as they originally showed in advertisements. When translating headlines, necessary punctuation changes were made where otherwise these would not be meaningful sentences.

There are two different columns between List I and List II. "English Translation" and "Origin Of Firm" columns were not included in List II, because of the following reasons: (1) since List I is for Turkish magazines, for reader's convenience and further comparisons in the study, translation of each headline was necessary, (2) in order to make the comparison stated in research question 1 (How multinational United States firms tend to use advertisement headlines in Turkish magazines when promoting same product in Turkey?), "Origin Of Firm" column was necessary in List I. By adding this column, when List I was completed it was possible to see all product names that belong to multinational United States firms.

To assess the "Brand Name" for both List I and List II, attention was given to logo or trademark sign (TM) in each advertisement. The product names next to logo were classified as brand name. "Product Category" was based on the product classification system as shown on the Figure 2.

Tables

Tables are arranged as visualized form of the research questions. These tables along with List I and List II, are the core of this study, because this study deals mainly with advertisement headlines, while investigating given research questions. These tables will provide results and support overall conclusions.

Research question 1 was examined as a form of Table I. Explanations and descriptions of Table I are as shown in Figure 6:

Figure 6**Components Of Table I**

Columns	Descriptions
No. In List I	Refers to matching number of a given headline in List I.
Headline in Turkish Magazines	Refers to advertisement headline in List I used by multinational United States firms when promoting same product both in United States and Turkey.
No. In List II	Refers to matching number of a given headline in List II.
Headline In United States Magazines	Refers to advertisement headline in List II used by multinational United States firms when promoting same product both in United States and Turkey.

Figure 6 (Continued)

Product Name	Refers to same brand name in a given headline in List I and List II.
Occurrence Of	
Headline	Refers to usage of headlines as classified in research question 1: In Turkish Magazines (1) precise translation of original English headline to Turkish, (2) original English headline, (3) a different headline in Turkish, (4) a different headline in English.

To assess the origin of a firm, index carding method was used. Every advertised product by multinational United States firms and its assigned headline number were noted in alphabetically organized cards. This same process was done for Turkish magazines.

For United States magazines, all advertised products were noted on cards. From the cards, Table I was prepared without accidentally missing any product advertised by multinational United States firms both in selected Turkish and United States magazines. Two products of multinational United States firms were found to be classified in Table I. In both cases, the number of advertisement headlines for the same product were quantitatively different both in Turkish and United States magazines, therefore, one-to-one comparison was made in realization process of the table.

Research question 2 was examined as forms of Table II and Table III. Explanations and descriptions of Table II is as shown in Figure 7:

Figure 7

Components Of Table II

Columns	Descriptions
No. In List I	Refers to matching number of a given headline in List I.
Headline	Refers to advertisement headlines in List I.
Product Category	Refers to product categories for a given advertisement headline in List I.
Type Of Headline	Refers to type of headlines as described in Figure 1.

Explanations and descriptions of Table III are as shown in Figure 8:

Figure 8

Components Of Table III

Columns	Descriptions
No. In List II	Refers to matching number of a given headline in List II.
Headline	Refers to advertisement headlines in List II.
Product Category	Refers to product categories in List II for a given advertisement headline.
Type Of Headline	Refers to type of headlines as described in Figure 1.

Research question 3 was examined as forms of Table IV and Table V. Explanations and descriptions of Table IV are as shown in Figure 9:

Figure 9

Components Of Table IV

Columns	Descriptions
No. In List I	Refers to matching number of a given headline in List I.
Headline	Refers to advertisement headlines in List I.
Product Category	Refers to product categories in List I for a given advertisement headline.
Rhetorical Device	Refers to terms listed under the title of "Rhetorical Devices" in pages 33-34. Terms in parantheses are the Turkish counterparts of given rhetorical devices.

Explanations and descriptions of Table V are as shown in Figure 10:

Figure 10

Components Of Table V

Columns	Descriptions
No. In List II	Refers to matching number of a given headline in List II.
Headline	Refers to advertisement headlines in List II.
Product Category	Refers to product categories in List II for a given advertisement headline.
Rhetorical Device	Refers to terms listed under the title of "Rhetorical Devices" in pages 33-34.

Research question 4 was examined as a form of Table VI. Explanations and descriptions of Table VI are as shown in Figure 11:

Figure 11

Components Of Table VI

Columns	Descriptions
No. In List I	Refers to matching number of a given headline in List I.
Headline	Refers to advertisement headlines in List I.
Listing Of	
English Words	Refers to English word(s) in a given advertisement headline in Turkish magazines.

Problems And Solutions

There were several problems faced while realizing the study. These problems can be classified as

(1) problems related to technical features, (2) problems related to format of the study and, (3) problem related to time.

1. When assembling the tables, due to the technical nature of computers, it was not possible to obtain a print out that would contain and make clear of lists and all tables. A typewriter had to be used partly in writing these lists and tables.
2. To find a workable format for the lists and the tables, a great deal of time was experienced. However, lists and tables were core of this study. A feasible presentation was essential and the problems had to be worked out first. Some Turkish to English translations problems were experienced.

FINDINGS

LIST I

Selected Turkish Magazines Advertisement Headlines

LIST II

Selected U.S. Magazine Advertisement Headlines

TABLE I

Comparison Of Headlines Used By Multinational U.S. Firms
Promoting A Same Product Both In Selected
Turkish And U.S. Magazines

TABLE II

Selected Turkish Magazines Advertisement
Headlines Classification

TABLE III

Selected U.S. Magazines Advertisement
Headlines Classification

TABLE IV
Rhetorical Devices In Selected Turkish
Magazine Advertisement Headlines

TABLE V
Rhetorical Devices In Selected U.S.
Magazine Advertisement Headlines

TABLE VI
Headlines With English Components In Selected
Turkish Magazine Advertisements

LIST I

SELECTED TURKISH MAGAZINES ADVERTISEMENT HEADLINES

NO.	ORIGINAL HEADLINE	ENGLISH TRANSLATION	ORIGIN OF FIRM	BRAND NAME	PRODUCT CATEGORY
1	Tekstil İkinci Tabanlı Haliser	Haliser With Textile Second Layer	Non U.S.	Haliser	Consumer Durable
2	Simdi Kepege Son	Now, End To Dandruff	Non U.S.	Dandruff Shampoo	Fast Moving Consumer Good
3	Kocanızla Bu Akşam Yine Bu Kis Nasıl Isinacagınızı Tartisacaksınız	Tonight, You Will Discuss Again With Your Husband About How You Will Heat Your Home	Non U.S.	Pirapen P.V.C.	Industrial Good
4	Simdi Dünya Giyiyor	Now, Whole World Wears	Non U.S.	Parizien	Fast Moving Consumer Good

5	Kadinca Etkiler	Feminine Impulses	U.S.	Max Factor Stretch	Fast Moving Consumer Good
6	Simsicak Puffy'li Geceler	Warm Nights With Puffy	Non U.S.	Puffy	Consumer Durable
7	Hangisi In? Hangisi Out? 900 900 079	Which One In? Which One Out? 900 900 079	Non U.S.	Alo Bilgi	Service
8	Alo Otomobil Alacagim 900 900 077	Hello, I Will Buy A Car 900 900 077	Non U.S.	Alo Bilgi	Service
9	Bir Ev Alacagim 900 900 078	I Will Buy A House 900 900 078	Non U.S.	Alo Bilgi	Service
10	Yeni Super Otomatik Beko Zigzag	New Super Automatic Beko Zigzag	Non U.S.	Beko Zigzag	Consumer Durable

11	140 Parca Yemek Takimini Sadece "3100 Liraya" Yikayabilir misiniz?	Can You Wash 140 Pieces Of Diner Set Just To "3100 Lira"?	Non U.S.	Arçelik	Consumer Durable
12	Bir Arçelik Mikrodalga Firinla Hayatiniz Degissin	Let An Arçelik Microwave Oven Change Your Life	Non U.S.	Arçelik	Consumer Durable
13	Pilavlik Pirincin Alasi Amerika'dan Yetis	The Best Rice For Pilaf Is From America Yetis	Non U.S.	Yetis	Fast Moving Consumer Good
14	Kek Ustasi Eti'den Papatya-Kek Size Dusen Yalnizca Yemek	Papatya-Cake, From Cake Master Eti All You Need To Do Is Just Eat	Non U.S.	Eti	Fast Moving Consumer Good
15	Burcunuz Ne Diyor?	What Your Horoscope Says?	Non U.S.	Alo Bilgi	Service
16	Seckin Olmanin Heyecanini Yasayin	Feel The Difference Of Being Elegant	Non U.S.	First	Fast Moving Consumer Good

17	Birincilik Odulu!	The Winner Award!	Non U.S.	Vernel	Fast Moving Consumer Good
18	Ozel Deterjan	A Special Detergent	Non U.S.	Lovela	Fast Moving Consumer Good
19	Piyale Adini Tadiyla Yasatiyor	Piyale's Reputation Lives With Its Taste	Non U.S.	Piyale	Fast Moving Consumer Good
20	En Tatli Anin Tatlisi	The Sweet Of The Sweetest Moments	Non U.S.	Piyale	Fast Moving Consumer Good
21	Kim. Bu Benim Iste	Kim. That's Me	U.S.	Kim	Fast Moving Consumer Good
22	Alo Arkadas 900 901 970	Hello, Friend 900 901 970	Non U.S.	Alo Bilgi	Service

23	Deterjan mi? Yumusatıcı mi?	Detergent Or Softener?	Non U.S.	Perwall	Fast Moving Consumer Good
24	Tum Zamanların En Usta Yazar Cizerleri Joker'de	The Best Columnists And Cartoonists Of All Times Are At Joker	Non U.S.	Joker	Fast Moving Consumer Good
25	Sağlıklı Saclar Sağlıklı Deride Gelisir	Healthy Hairs Grows In Healthy Skin	Non U.S.	Sebamed Shampoo	Fast Moving Consumer Good
26	Atmosferi Siz Yaratin!	You Create Your Own Atmosphere!	Non U.S.	Vivien	Fast Moving Consumer Good
27	Kucuk Sisede Dev Guç	A Giant Power In A Small Bottle	Non U.S.	Pril Supra	Fast Moving Consumer Good

28	Samimiyetten mi, Mecburiyetten mi?	Is It Because Of Closeness Or Obligation?	Non U.S.	Turkiye Is Bankasi	Service
29	Bu Rendelenis...	And, This One Grated...	U.S.	Kenwood	Consumer Durable
30	Turkiye'nin ilk Combi Ocakli Bulasik Makinesi'ni Yaratan Frigidaire'den Bir Yenisi Daha...	And, Another Innovation From Frigidaire, The Innovator Of Turkey's First Combi Stove And Dishwashing Machine...	U.S.	Frigidaire	Consumer Durable
31	Yeniden Atakoy	Again Atakoy	Non U.S.	T.C. Basbakanlik Toplu Konut Idaresi Baskanligi	Service
32	Olaganustu Duygularla...	With Extraordinary Feelings...	Non U.S.	Renault	Consumer Durable

33	Uc Yumusak Dokunus!...	Three Soft Touches!...	U.S.	Johnson&Johnson Lotion, Tonic Moistrurizer	Fast Moving Consumer Good
34	Hayattaki En İyi Seyler Bile Daha İyi Olabilir	Even The Best Things In Life Can Be Better	Non U.S.	Sana	Fast Moving Consumer Good
35	AEG'den Yilin Ilk Yeniligi... Ocak Ve Bulasik Makinesi Birarada	The First Innovation Of The Year From AEG... Combinded Stove And Dishwashing Machine Unit	Non U.S.	AEG	Consumer Durable
36	Duygusunu Sizden Aldik	You Prophesized The Feeling To Us	Non U.S.	Pan Club	Service
37	Gunussuyu, Renk Ve Cesit Duvarini Asti!	Gunussuyu Has Gone Over The Color And Variety Wall	Non U.S.	Gunussuyu	Consumer Durable

38	Uclu Emniyet En Guclyu Auer	Triple Security, The Most Powerful Auer	Non U.S.	Auer	Consumer Durable
39	Siz Bir Teba Firin Istiyorsunuz	You Want A Teba Stove	Non U.S.	Teba	Consumer Durable
40	Dunya Markasi Candy Simdi Turkiye'de	World Brand "Candy" Now In Turkey	Non U.S.	Termikel&Candy	Consumer Durable
41	Turkiye'den Dunyaya Amagan Turkuaz	Turkuaz, A Gift From Turkey To World	Non U.S.	Vestel	Consumer Durable
42	Yeni Fullautomatic 2300 Fullautomatic'te Bugun	New Fullautomatic 2300 Today Of Fullautomatic(sic)	Non U.S.	Arçelik Fullautomatic 2300	Consumer Durable
43	Simdi Beko Tiyatron Seyretme Zamani	Now, It's Time To Watching Beko Tiyatron	Non U.S.	Beko	Consumer Durable
44	2002 Yilina On Bahar Kaldi	Ten Springs To Year 2002	Non U.S.	2002 Jeans	Consumer Durable

45	Favorit LX Ve Forman LX Türkiye'de... Yeni Skoda'lar Yeniliklerle Donatıldı!	Favorit LX And Forman LX Are In Turkey... New Skodas Were Equipped With Innovations!	Non U.S.	Skoda	Consumer Durable
46	Buzdolabında Arçelik Farkı Serin & Derin	An Arçelik Difference In Refrigerators, Cool & Deep.	Non U.S.	Arçelik	Consumer Durable
47	Yatırımcılar Bu Kez Aldanmayın!	Investors Do Not Illusionated This Time!	Non U.S.	Trend	Fast Moving Consumer Good
48	Gerçek Otomobilcinin Dergisi Otchaber	The Magazine Of Real Automobile Fan Otchaber	Non U.S.	Otchaber	Fast Moving Consumer Good
49	Yabancı Dil mi?	A Foreign Language?	Non U.S.	Sita Yabancı Dil Kursu	Service

50	Dünyanın Her Yerinde %100 McDonald's.	100% McDonald's Everywhere Throughout The World.	U.S.	McDonald's	Fast Moving Consumer Good
51	Burda Mart Sayısı Sindi Bayinizde!	Burda March Issue Now At Stands!	Non U.S.	Burda	Fast Moving Consumer Good
52	Türkiye'nin En Klas Dergisi MR	MR, Turkey's Most Elegant Magazine	Non U.S.	MR	Fast Moving Consumer Good
53	Martta Vizyon	Vizyon At March	Non U.S.	Vizyon	Fast Moving Consumer Good
54	Kim Kimin Adanı?	Who Is Who'se Man?	Non U.S.	Nokta	Fast Moving Consumer Good
55	Özel Bir "Sound"	A Special Kind Of "Sound"	Non U.S.	Beko	Consumer Durable

56	Turkiye'nin 1 Numarali Otomobili: Yeni Corolla.	New Corolla: Turkey's Number 1 Automobile.	Non U.S.	Toyota	Consumer Durable
57	Yukselen Yildizlar, Yillardir Zeki'ce Davraniyor!	Raising Stars Have Been Acting Smart For Years!	Non U.S.	Zeki	Consumer Durable
58	Power-DJ'93 En Iyi Disc-Jockey Yarismasi	Power DJ'93 The Best Disc-Jockey Contest	Non U.S.	Power 100 FM	Service
59	Netas Halka Aciliyor	Netas Is Opening To Public	Non U.S.	T.C. Basbakanlik Kamu Ortakligi Idaresi Baskanligi	Service
60	Hizli, Sinirsiz, Garanti'li Konut Kredisi	Fast, Unlimited, Guaranteed House Credit	Non U.S.	Garanti Bankasi	Service

61	Ona Yaklasin! Kesfedince Vazgecemeyeceksiniz.	Approach To It! When You Discover, You'll Never Be Without It.	Non U.S.	Bisse	Consumer Durable
62	Lezzet Paketi	A Package Of Appetite	Non U.S.	Maggi	Fast Moving Consumer Good
63	Deri Giyimde Modern Bir Klasik	A Modern Classic At Leather Outfit	Non U.S.	Desa	Consumer Durable
64	Desa Yeni Ve Seckin Bir Olanak Daha Yaratti: Desa Card	Desa Has Created A New Elegant Choice: Desa Card	Non U.S.	Desa Card	Service
65	"Degismeyen Cagdas Zevk"	"Nonchanging Contemporary Taste"	Non U.S.	Parke San	Industrial Good
66	Phillips Gozunuzu 21. Yuzyila Aciyor	Phillips Opens Your Eyes To 21 st Century	Non U.S.	Phillips	Consumer Durable

67	Güvenliğiniz İçin Aygaz'a Kulak Verin.	Listen Aygaz For Your Own Security.	Non U.S.	Aygaz	Fast Moving Consumer Good
68	Gece Mavisi Parliament	The Night Blue Parliament	U.S.	Parliament	Fast Moving Consumer Good
69	Ozenle Hazırlanmış Çay Servisinde "Biskrem" in Özel Bir Yeri Vardır.	There Is A Special Place For "Biskrem" In Specially Prepared Tea Service.(sic)	Non U.S.	Ulker	Fast Moving Consumer Good
70	Bir "Çiçek". Bin Sağlık.	A "Flavor". A Thousand Healthiness.	Non U.S.	Paksoy	Fast Moving Consumer Good
71	Yemek Bir Keyifse... Mutlaka Calve!	If Eating Is A Fun... Definitely Calve!	Non U.S.	Calve	Fast Moving Consumer Good

72	Icimizden Biri... Ve Uluslararası.	One Of Us... And International.	Non U.S.	Oba	Fast Moving Consumer Good
73	Simdi Herkese Yetecek Kadar Var.	Now It's Plenty Enough For Everyone.	Non U.S.	Maret	Fast Moving Consumer Good
74	Barvit Pilicin Adi	Barvit, The Name Of The Chicken	Non U.S.	Barvit	Fast Moving Consumer Good
75	Corbaların Lezzetlisi, Tatlıların En Nefisi	The Most Delicious Among Soups, The Most Delicious Among Desserts	Non U.S.	Capamarka	Fast Moving Consumer Good
76	Mucize Simdi Sisede.	Miracle Now In The Bottle.	Non U.S.	Konili	Fast Moving Consumer Good

77	Dikin, Giyin, Kazanın!	You Sew, You Wear, You Win!	Non U.S.	Burda	Fast Moving Consumer Good
78	Bedava Konaklayin!	Stay Free!	U.S.	Budget	Service
79	Bundan Iyisi Garanti	Only Garanti Is Better This	Non U.S.	Garanti Bankasi	Service
80	Super Electronic Tele Islem	Super Electronic Tele Processing	Non U.S.	Yapi Kredi	Service
81	Fissler Mutfagima Ne Guzel Yarasir...	Fissler Fits My Kitchen Well...	Non U.S.	Fissler	Consumer Durable
82	Aktuel-32. Gun Ortak Yapimi Aktuel Yillik '92!	A Joint Projection Of Aktuel And 32. Gun, Aktuel Yearbook '92!	Non U.S.	Aktuel-32.Gun	Fast Moving Consumer Good
83	Gelecegin Radyatoru	Radiator Of The Future	Non U.S.	Alurad	Industrial Good

84	Birakin Burunuzda Cagdas Bir Mekan Yaratalim	Let Us Create A Contemporary Environment In Your Office	Non U.S.	Caliskan	Consumer Durable
85	Simdi Size Onde Olma Duygusunu Yasatacak Bir Video Var.	Now There Is A Video Which Will Let You Feel Being Ahead.	Non U.S.	Panasonic	Consumer Durable
86	Uykusuzluk, Gunes, Stress...Cildinizi Zorlayan Dis Etkenler Bos Durmuyor. Guzelliginizi Korumak Icin Siz Ne Yapiyorsunuz?	Sleeplessness, Sun, Stress... Harmful External Factors To Your Skin Are Not Taking A Rest. What Are You Doing To Protect Your Beauty?	U.S.	Ellen Betrix	Fast Moving Consumer Good
87	Sik Ve Sicak	Chic And Hot	Non U.S.	Alurad	Industrial Good
88	Alurad'i Farkli Kilan Ustunlukler	The Features That Makes Alurad Different	Non U.S.	Alurad	Industrial Good

89	Alurad Radyatorleri Ozenli Yapilarin Isiticida Tercihidir.	Alurad Radiators Are Preferences Of Special Buildings.	Non U.S.	Alurad	Industrial Good
90	Vitra Kalitesi Ve Dunya Standartlarindaki Guvencesi...	Vitra's Quality And Its Reliability In Worldwide Standards...	Non U.S.	Vitra	Industrial Good
91	Erkekler... Once Bu Dergiyi Sonra Kadinlari Okuyun!	Men... First Read This Magazine, Then Read Women!	Non U.S.	MR	Fast Moving Consumer Good
92	Marlboro. Ozgurluk Ve Maceranın Tadi.	Marlboro. The Taste Of Freedom And Adventure.	U.S.	Marlboro	Fast Moving Consumer Good
93	E.C.A. 'dan Yeniligin Isiltisi: Gonca	The Shine Of Innovation From E.C.A.: Gonca	Non U.S.	E.C.A.	Industrial Good

94	Türkiye Kazandı Siz Kazandınız	Turkey Won You Won	Non U.S.	Ytong	Industrial Good
95	Hayal Gücünüzü Ödüllendirin...	Give An Award To Your Imagination...	Non U.S.	Sogut Seramik	Industrial Good
96	Granit Çağı Başlıyor.	Granite Age Starts.	Non U.S.	Bonner Granit	Industrial Good
97	Türkiye'nin İlk Ve Super Konsantre Bulaşık Deterjanı Vim Progress Mikro	Turkey's First And Super Concentrated Dishwashing Detergent, Vim Progress Micro	Non U.S.	Vim Progress Mikro	Fast Moving Consumer Good
98	Sadece Bosch'a Özgü Mükemmel Çözümler. Bosch Çamaşır Makineleri	Excellent Solutions Special To Bosch. Bosch Washing Machines	Non U.S.	Bosch	Consumer Durable
99	Sadece Bosch'a Özgü Mükemmel Çözümler. Bosch Bulaşık Makineleri	Excellent Solutions Special To Bosch. Bosch Dishwashing Machines	Non U.S.	Bosch	Consumer Durable

100	Tun Sorularin Cevabi, Sindiden... Evet!	The Answer Is Already Yes For All Questions	Non U.S.	Turkiye Is Bankasi	Service
101	MR Bu Ay Seren'le Birlikte	MR Is With Seren This Month	Non U.S.	MR	Fast Moving Consumer Good
102	Her Mutfakta Mutlaka...	Definitely In Every Kitchen	Non U.S.	Knorr	Fast Moving Consumer Good
103	Mutfagin Robotu Siz Degilsiniz	You Are Not The Kitchen's Robot	Non U.S.	Rowenta	Consumer Durable
104	Siz Ve Fa Deodorant... Birbirinize Yakisiyorsunuz	You And Fa Deodorant... You Are A Good Couple	Non U.S.	Fa	Fast Moving Consumer Good
105	Makarna Ustasindan Cesitler	A Variety From Pasta Chef	Non U.S.	PastaVilla	Fast Moving Consumer Good

106	Lades Turkiye'ye "Beyaz Et" Oneriyor	Lades Recommends "White Meat" To Turkey	Non U.S.	Lades	Fast Moving Consumer Good
107	Hepsi Ayni Hamurdan	All From The Same Dough	Non U.S.	Tat	Fast Moving Consumer Good
108	Prefabrik Panel Villa Prefabrik Paket Villa Istediginiz Her Buyuklukte	Ready To Assemble Panel Villa Ready To Assemble Package Villa In Any Size You Wish	Non U.S.	Metal Prefabrik	Industrial Good
109	Turkiye'de Ilk Defa "Hazir Koltuk Ortusu"	For The First Time In Turkey "Ready To Place Sofa Cover"	Non U.S.	Ortum	Consumer Durable
110	Micro Jaluzi Merkezi	Micro Venetian Blind Center	Non U.S.	MDM	Consumer Durable
111	Gozalici	Eye-Catching	Non U.S.	Minolta	Industrial Good

112	25.000 Seckin Musterisiyle Bolgeindeki Tek Carsi...	With It's 25,000 Elegant Customers It's The Unique Mall In Its District...	Non U.S.	ZekeriyaKoy Carsisi	Service
113	Buyuk Kesifler Bianchi Ile Yapilir.	Great Discoveries Are Made With Bianchi.	Non U.S.	Bianchi	Consumer Durable
114	Basdonurucu Duygular Yasayacaksiniz...	You Will Live Astonishing Feelings...	Non U.S.	Renault	Consumer Durable
115	Otomobil Ve Yasam Kulturunde Bu Ayin Gundemi.	This Month's Agenda On Automobile And Daily Life	Non U.S.	Car&Men	Fast Moving Consumer Good
116	Hem Notebook Hem de Pen Computer	Both Notebook And Pen Computer	U.S.	Tandy Notebook	Consumer Durable
117	%1.25 Duslerinize Cozum	1,25% Solution To Your Dreams	Non U.S.	Impexbank	Service

118	<p>Çocukların Gelişmesinde Gerekli A Ve D Vitaminleri Ne Ette, Ne Tavukta, Yalnızca Balıkta Vardır.</p>	<p>In Child Nutrition, Required A And D Vitamins Are Not To Be Found In Red Meat Or Chicken But, It Can Only Be Found In Fish.</p>	Non U.S.	Dardanel	<p>Fast Moving Consumer Good</p>
119	<p>Günlük Olayların Hukuksal Boyutu Firtina'da.</p>	<p>Legal Aspects Of Daily Events Are At Firtina.</p>	Non U.S.	Firtina	<p>Fast Moving Consumer Good</p>
120	<p>Turkinvest'le Repo Kazanc Olur, Paranız Değer Bulur!</p>	<p>With Turkinvest Repo Becomes Profit, Your Money Becomes More valuable!</p>	Non U.S.	Turkinvest	Service
121	<p>Arti Pazarlama Arti Mazda</p>	<p>Plus Marketing Plus Mazda</p>	Non U.S.	Mazda	Consumer Durable
122	<p>Biz Sadece Satmıyoruz Geri de Alıyoruz.</p>	<p>We Don't Only Sell, But Also Buy Back.</p>	Non U.S.	Turkinvest	Service

123	Iste Size Nefis Bir Ogle Yeragi Teklifi: Ticket Restaurant	Here Is A Delicious Lunch Offer To You: Ticket Restaurant	Non U.S.	Ticket Restaurant	Service
124	Alcatel 100 Sayisal Ozel Telefon Santrali	Alcatel 100 Numeric Private Switchboard System	Non U.S.	Teletas	Industrial Good
125	Kadina Ozel Emeklilik Sigortasi	Only For Women Retirement Insurance	Non U.S.	Halk Yasam Sigortasi	Service
126	Teknoloji, Soylu Cizgiler Ve Otesi...	Technology, Elegant Style And More...	Non U.S.	PKK Armatur	Industrial Good
127	Arkitekt Subat Sayisi Mimarlik Ve Dekorasyon Konularıyla Butun Bayilerde...	Arkitekt February Issue With Articles On Decoration And Architecture Is On Stands...	Non U.S.	Arkitekt	Fast Moving Consumer Good

128	Turkom Dovizi Ayaginiza Getiriyor	Turkom Brings Foreign Currencies Right To You	Non U.S.	Turkom	Service
129	Bu Firinlarin Hangisi 25 Yillik?	Which One Of These Ovens Is 25 Years Old?	Non U.S.	Auer	Consumer Durable
130	Dünyanın En Güvenilir Yayınlarını Kaynak Alan Barometre Kasetleri İle Küre Sırdı Daha da Yakınlığınızda.	With It's Citations To World's Most Reliable Sources, Barometre Information Cassettes Makes Globe More Accessible For You.	Non U.S.	Barometre	Fast Moving Consumer Good
131	"Türkiye'yi Ancak Dünya'yi İyi Okuyanlar Değistirebilir."	"Only Loyal Dünya Readers Can Change Turkey."	Non U.S.	Dünya	Fast Moving Consumer Good
132	Tutunbank Avantaj Çemberi	Tutunbank Advantage Hoop	Non U.S.	Tutunbank	Service

133	Yönetici Ve İşadamları Ekonomik Bülten Okuyor.	Executives And Businessmen Read Ekonomik Bülten.	Non U.S.	Ekonomik Bülten	Fast Moving Consumer Good
134	Son Dedikodular Yine Klips'te...	The Latest Gossips Are Again In Klips...	Non U.S.	Klips	Fast Moving Consumer Good
135	Mevzuattaki Son Değişiklikleri Biliyor musunuz?	Do You Know The Latest Changes In Bureaucratic Procedures?	Non U.S.	Lebib Yalçın Yayınları	Fast Moving Consumer Good
136	Yatırım Olanaklarını "Kalkınma" Güvencesiyle Yakalayın!	Catch The Investment Opportunities With "Development" Security!	Non U.S.	Türkiye Kalkınma Bankası	Service
137	Ve... İşte Yeni Modeli... Jeep Grand Cherokee '93	And... Here's New Model... Jeep Grand Cherokee '93	U.S.	Jeep Grand Cherokee	Consumer Durable

138	Ayrıcalıklarla...	With Privileges...	Non U.S.	Renault	Consumer Durable
139	Dunyada Gecerli Bankadan Dunyaca Gecerli Hizmet! Tutunbank Visacard	From A Worldwide Bank A Worldwide Service! Tutunbank Visacard	Non U.S.	Tutunbank Visacard	Service
140	Aklınızdan Geceni Faksınızdan Geciyorsunuz!	We Fax Whatever You Think!	Non U.S.	Hurfax	Service
141	Turkinvest Portfoy Yonetimi Uzmanligina Guvenin!	Trust Turkinvest's Portfolio Management Expertise!	Non U.S.	Turkinvest	Service
142	Tutkunun Ustunluge Donusumu...	The Transformation Of Desire To Advantage...	Non U.S.	Grundig	Consumer Durable
143	1993 Yol Guzeli	1993 Ms. Road	Non U.S.	Isuzu	Industrial Good

144	Farkimiz: Hizimiz...	Our Difference: Our Speed...	Non U.S.	Demir Leasing	Service
145	Dunya Dosuyor, Turkiye Kazaniyor	World Furnishes, Turkey Wins	Non U.S.	Ege Seramik	Industrial Good
146	Yeni Kadının Dergisi Elele	New Woman's Magazine Elele	Non U.S.	Elele	Fast Moving Consumer Good
147	Ankara-Diyarbakir-Ankara Gunde Uc Sefer	Ankara-Diyarbakir-Ankara Three Times A Day	Non U.S.	Turk Hava Yollari	Service
148	Kuresellesenlere Yeni Bir Hizmet!	A New Service For Globalizing People!	Non U.S.	Barometre	Fast Moving Consumer Good
149	Oyleyse Nokta.	Then, Nokta.	Non U.S.	Nokta	Fast Moving Consumer Good

150	Come To Marlboro Country.	Come To Marlboro Country.	U.S.	Marlboro	Fast Moving Consumer Good
151	Yeni Renault 21... Optima	New Renault 21... Optima	Non U.S.	Renault	Consumer Durable
152	Istanbul Direkt Cenevre	Istanbul Nonstop Geneva	Non U.S.	Turk Hava Yollari	Service
153	Sabun Yasklanmalidir!...	Soap Must Be Abandoned!...	Non U.S.	Sebarred Shampoo	Fast Moving Consumer Good
154	Puffy Sevgi Ile Yasatir.	Puffy Let You Live With Love.	Non U.S.	Puffy	Consumer Durable
155	Hayat Ayrıntılarda Gizlidir	Life Is Hidden In Details	Non U.S.	Anse	Fast Moving Consumer Good

156	%100 Tiffany & Tomato T-Shirt	100% Tiffany & Tomato T-Shirt	U.S.	Tiffany & Tomato	Consumer Durable
157	Artik Capital'iniz Var!	Now On, You Have A Capital!	Non U.S.	Capital	Fast Moving Consumer Good
158	New York'taki Ahmet Bey, Gazetesini Hergun Hurfax'tan Aliyor.	New York Resident Mr. Ahmet Gets His Newspaper Everyday From Hurfax.	Non U.S.	Hurfax	Service
159	1 Ocak-31 Subat 1993 1 Aylik Ortalama Portfoy Verimimiz: %9.21	Between January 1 And February 31, Our Average Monthly Portfolio Revenue Is: 9,21%	Non U.S.	Turkinvest	Service
160	Saglikli Bir Yasam Bizi Bekliyor	A Healthy Life Is Waiting For Us	Non U.S.	Livio	Fast Moving Consumer Good

161	Ipeksi Bir Yumusaklik Kadifensi Bir Dokunus	Silky Soft Velvet Touch	Non U.S.	Liliane France	Fast Moving Consumer Good
162	Hydra Vegetal Nem Duzeni Bozulmus Ciltler Icin, Yogun Nem Dengeleyici	Hydra Vegetal For Moisture Imbalanced Skins, Intensive Moisture Stabilizer	Non U.S.	Yves Rocher	Fast Moving Consumer Good
163	Tutkulu Erkegin Gonlegi Anse'dir	Anse Shirt For Desperate Man	Non U.S.	Anse	Consumer Durable
164	Varken Dan Cake, Bu Zahmete Ne Gerek!	Since There Is A Dan Cake, There Is No Need To Struggle!	Non U.S.	Dan Cake	Fast Moving Consumer Good
165	The Art Of Beauty	The Art Of Beauty	Non U.S.	Arezia	Fast Moving Consumer Good
166	Bir Aslan "Panco" Dedi	A Lion Roared "Panco"	Non U.S.	Panco	Consumer Durable

167	Italyan Sanatinin Cazibesi...	The Charm Of Italian Art...	Non U.S.	Pupa	Fast Moving Consumer Good
168	This Is Survival...	This Is Survival...	Non U.S.	Fronti Jeans	Consumer Durable
169	Suzuki Vitara 4x4 O Sadece Arazi Vitesinden Ibaret Degil...	Suzuki Vitara 4x4 It's Not Only 4x4...	Non U.S.	Suzuki	Consumer Good
170	Penthouse'dan Once. Penthouse'dan Sonra.	Before Penthouse. After Penthouse.	Non U.S.	Penthouse	Fast Moving Consumer Good
171	Durdurularaz Bir Guç Ve Farkli Duygularin Cagrisi...	Unpreventable Power And Call Of Different Feelings...	Non U.S.	City	Fast Moving Consumer Good
172	"Kisisel Ve Ozgur..."	"Personal And Free..."	Non U.S.	Jagler	Fast Moving Consumer Good

173	Scotch'un Gerçek Tadı.	The Real Taste Of Scotch.	Non U.S.	Johnnie Walker	Fast Moving Consumer Good
174	Seslerin Ustadi.	The Master Of Voice.	Non U.S.	Macrom	Consumer Durable
175	Bu Simgeyi Gordugunuz Her Yerde...	Everywhere Under This Symbol...	Non U.S.	BMW	Consumer Durable
176	Becker Autoradio'ya Ve Becker'in En Mükemmeline 1993 Yilinda da Sahip Olabilirsiniz.	Again In 1993, You Can Own The Best Of The Becker And Becker Autoradio.	Non U.S.	Becker	Consumer Durable
177	Tatil Traffic'iniz Hizlanacak...	Your Holiday Traffic Will Speed Up...	Non U.S.	Traffic	Service
178	Mutfaginizada Yeni 10 Litrelik Su Isiticisi	A New 10 Liters Water Heater In Your Kitchen	Non U.S.	Inventum	Consumer Durable

179	Butun Ogrenciler! Artik Daha Kolay Ogrenecek Daha Cabuk Hatirlayacaksiniz!	All Students! Now On, You Will Learn More Easily, You Will Recall More Quickly!	Non U.S.	Memo Matik	Consumer Durable
180	Zirvede Olmanin Gururu...	The Pride Of Being On Top...	U.S.	Opel	Consumer Durable
181	The Sound Explosion	The Sound Explosion	Non U.S.	Gelhard	Consumer Durable
182	Deko Sindi Ihlamur'da.	Deko Now At Ihlamur.	Non U.S.	Deko	Service
183	Uzman Secim, Ozen Ve Kalite...	Expert's Choice, Care And Quality...	Non U.S.	Galeri Carceve	Consumer Durable
184	Tek Tek "Dergi", Birarada "Ansiklopedi"!..	As A Single Copy It's A "Magazine", All Together It's An "Encyclopedia"!..	Non U.S.	Antik&Deko	Fast Moving Consumer Good

185	Ve Oyle Bir Guc ki; Rakipsiz	And It's Such A Power That Has No Rival	Non U.S.	Kia	Consumer Durable
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LIST II

SELECTED U.S. MAGAZINES ADVERTISEMENT HEADLINES

NO.	ORIGINAL HEADLINE	BRAND NAME	PRODUCT CATEGORY
1	Merrill Doesn't Do It. Fidelity Doesn't Do It. Citibank Doesn't Do It. Schwab Does It.	Charles Schwab	Service
2	Matsushita Launched The First Global Corporate Bond Offering Ever, And Demonstrated That Choosing The Right Road Is As Important As Knowing The Right Destination.	Lehman Brothers	Service
3	How To Start A Car.	Consolidated Freightways	Service
4	You Have A Heart, A Mind And A Conscience So Should Your Car.	Saab	Consumer Durable
5	Now There's An Air Suspension System For Every Size Budget.	Range Rover	Consumer Durable

6	Only An AST Engineer Would Choose 200 Megabytes Over Their 1200cc V-Twin.	AST Computer	Consumer Durable
7	Your Money Should Work As Hard As You Do.	U.S. Trust	Service
8	Introducing The BMW 740i. A Car Built Around A Philosophy Built Around A Driver.	BMW	Consumer Durable
9	Our One-By-One Approach To Securing Your Financial Gives You An Edge.	The Principal Financial Group	Service
10	The Package Delivery Company More Companies Count On.	UPS	Service
11	One Rockwell Customer Wants A Tiny Chip. Another Ones The Moon.	Rockwell International	Industrial Good

12	Fairfax County Offers Easy Access To The Capital.	Fairfax County	Service
13	The Riskiest Thing You Can Do With Money Is Nothing.	Bankers Trust	Service
14	What's Better Than A Long Distance Service That Gives Your Business Money Back?	AT&T	Service
15	Tandem Connects For Federal Express.	Tandem	Service
16	You Expect Full Service	Olde	Service
17	Jose Is A Virtuoso At Ensuring You Always Put Your Best Food Forward.	Four Seasons	Service
18	If You Were Impressed When You Saw Lexus Do This Test, Wait Until You Read This.	Nissan Altima	Consumer Durable

19	Deluxe High-Rise Office Space, Going Fast.	Learjet	Industrial Good
20	Who Was a Leading Carrier At Superbowls XXIV, XXV, And XXVI?	Wiltel	Service
21	Which Candidate Carried Both Conventions?	Wiltel	Service
22	Details.	The Prudential	Service
23	It Brings A Lot To The Party. It'll Even Bring The Party.	Honda	Consumer Durable
24	Make Time.	Sony	Consumer Durable
25	Now, America Will See Our Name In Lights.	Canadian Standards Association	Service
26	Protection From A Different Perspective.	Royal Insurance	Service

27	The Difference	Continental	Service
28	Pass Your Mid-life Crisis At 55 mph.	BMW	Consumer Durable
29	Safety Is Standart Equipment.	Buick	Consumer Durable
30	How Far Back Does Your Image OF A JP Morgan Banker Date?	JP Morgan	Service
31	800-22-Tree One Smart Business Call.	Doubletree Hotels	Service
32	You Don't Go Back To Basics. You Take Them Forward.	Conseco	Service
33	"My Client Called Me A Nincompoop. I Called Federal Express."	Federal Express	Service
34	A Luxury Sedan So Unique, It's Capable Of Thought.	Mazda	Consumer Durable

35	It Used To Take Money, Power And Influence To Get A Suite At The Fairmont. Now, It Just Takes A Signature.	The Fairmont	Service
36	It's Time For A Change To The Wines Of Ernest And Julio Gallo.	Ernest&Julio Gallo	Fast Moving Consumer Good
37	Until The Tunnel Links England And France Motorola Does.	Motorola	Service
38	Our Interest Is Not In How Fast An Investment Accelerates But How Well It Performs Over Time.	Putnam Investments	Service
39	Why People Who Know Spread Sheets Aren't Going Anywhere Without 1-2-3	Lotus	Consumer Durable
40	We Thought We'd Shed A Little Light On The Matter.	The Bank Of New York	Service
41	France Has Never Been So Close To Home.	Hotel Sofitel	Service

42	A Cabin? Or A Recording Studio?	Lexus	Consumer Durable
43	Ricoh Shatters The Barrier Between Performance And Economy.	Ricoh	Industrial Good
44	There Are Many Very Tempting Things We Don't Do In Order to Keep Republic Strong.	Republic National Bank Of New York	Service
45	Software Artist.	Computer Associates	Service
46	The Bigger You Think, The Smaller It Gets.	BT	Service
47	"Go In With Sharp's Winning Game Plan For Copiers. You'll Come Out With Increased Productivity And Reducing Operating Expenses. No Question."	Sharp	Industrial Good
48	The Secret To Increased Profits As Demonstrated By Origami.	Olsten	Service

49	"Dual Airbags, Anti-Lock Brakes, Traction Control... It's Even Super Charged." The New SSEi.	Pontiac	Consumer Durable
50	"Fidelity Stock Funds Are A Sensible Choice For My IRA"	Fidelity Investments	Service
51	To One Lender, Home Ownership Is An Article Of Faith.	Countrywide	Service
52	Now, Bridge The Atlantic On Our Nonstop Flights From New York To Frankfurt Or Brusseles, Then On To Singapore.	Singapore Airlines	Service
53	All-Terrain Vehicle	Norfolk Southerm	Service
54	Ranked #1 Again	The Guardian	Service
55	In 72 Hours, We'll Make You Look Like You've Been In Business 10 Years.	Cort	Service

56	The Difference Between Worldwide And Worldwise.	Lufthansa	Service
57	The Most Important Thing We Earn Is Your Trust.	Prudential Securities	Service
58	Now Corporate America Can Count On A Whole New Wave For Performance FNC Bank.	FNC Bank	Service
59	The Entire Office Went Into Shock When For Major Projects Were Suddenly Put On Hold.	Exide Electronics	Industrial Good
60	We Buy The Best Parts In The World, No Matter Which State They Are From.	Toyota	Consumer Durable
61	What's The Key To Achieving High, Tax-Free Income? Direction.	Van Kampen Merritt	Service
62	405 Of The Fortune 500 Fiche For Savings With ANACOMP.	Anacomp	Service

63	<p>He's Working His Way Through Kindergarten.</p> <p>You're Working His Way Through College.</p>	Kemper	Service
64	The Next Time Your Copier Breaks, Order This Part Immediately.	Lanier	Industrial Good
65	It Takes AUDACITY To Succeed In Business.	Audacity	Industrial Good
66	<p>When You're In The Business Of Taking Risks,</p> <p>The Last Risk You Need To Take Is With Your Insurance Company.</p>	Chubb	Service
67	Great Pieces Don't Always Make A Masterpiece.	Andersen Consulting	Service
68	The Competition Looks At This Citation VII Two Ways.	Citation VII	Industrial Good
69	<p>We Were Doing Business In The Pacific Rim</p> <p>When People Traveled By Rickshaw</p>	AIG	Service

70	Tandy Sensation! Anything Else Is Just A PC.	Tandy Sensation	Consumer Durable
71	Once This National Hamburger Chain Saw What Our Services Could Do For Them Regionally, They Only Had One Question.	Bell South	Service
72	Are Your PC's Holding You Back?	Quarterdeck	Service
73	High Tech Tows The Line.	Diebold	Industrial Good
74	You Don't Have To Own Mercedes, Lexus Or BMW To Appreciate The New Concorde. But It Helps.	Chrysler	Consumer Durable
75	Pay Dirt	Freeport - McMoran	Service
76	Comfort Defined.	Merrill Lynch	Service

77	In The Warm Tropical Waters Of Miami, There Is A Community Unlike Any In The World.	Fisher Island	Service
78	"Compound Integration"	Fansteel	Industrial Good
79	From Totally Elegant To Extra Crude	Basf	Industrial Good
80	Are You Misclassifying Your 1099 Independent Contractors?	Payroll Options Unlimited	Service
81	Think Of It Has Caviar For The Power Hungry.	Ford	Consumer Durable
82	The Inexhaustible Challenge Of Everest.	Rolex	Consumer Durable
83	Affordable Luxury	Helmsley Hotel	Service
84	"Far And Away The Best Mutual Fund Coverage Ever."	Morning Star	Service

85	As Powerful As An Understatement Can Be.	Acura	Consumer Durable
86	We Now Embrace The Colors Of The World As The New Colors Of The United Airlines.	United Airlines	Service
87	Issuing Equity	Lehman Brothers	Service
88	Can The Health Care System Be Revived?	Wausau Insurance	Service
89	One Or Two Shots With The Right Club Is All It Takes.	Ocean Reef Club	Service
90	Until Now, Some Thought Luxury Coupes Forgot The Driver.	Cadillac Eldorado Sport Coupe	Consumer Durable
91	(Oddly Enough, The Firm Kept Bringing The Designers Back On Weekends Just To Sculpt And Shape The Clay.)	Infiniti	Consumer Durable

92	"The Difference Between This And Other Races Is Night And Day."	Rolex	Consumer Durable
93	We Offer A World Of Choices Across The Atlantic And Pacific To Asia. But Perhaps You'll Fly With Us For Another Reason.	Singapore Airlines	Service
94	All Luxury 4-wheel Drives Come With Convenient Swing Out Doors. Some Are Just Harder To Open.	Isuzu	Consumer Durable
95	Software King.	Computer Associates	Service
96	When The U.S. Postal Service Chose WilTel, Everyone Was Impressed.	WilTel	Service
97	How WilTel Kept Backdraft™'s Soundtrack Smokin'.	WilTel	Service
98	It's No Wonder We've Been Showered With Praise.	Jeep Eagle	Consumer Durable

99	"Need A Plain Paper Fax With The Lowest Cost-Per Copy? You Need Sharp's Winning Game Plan For Fax."	Sharp	Industrial Good
100	Have We Got A Minivan For You.	Nissan Quest	Consumer Durable
101	Drive A Quest By Remote Control.	Nissan Quest	Consumer Durable
102	The Only Name You Need To Know In Office Equipment.	Panasonic	Industrial Good
103	Mitsubishi Electronics Forms The Perfect Diamond.	Diamond Tel	Consumer Durable
104	Dear President Clinton, Welcome To The Ultimate Home Office. From The Ultimate Home Office Products Company.	Brother	Industrial Good
105	The Ferrari Came In Second	Lincoln Town Car	Consumer Durable

106	Get Started Now On Lowering Your 1993 Tax Bill	Fidelity Investments	Service
107	ALL Across Europe, As The New Day Arrives, So Do We. With Over 200 Flights A Week.	American Airlines	Service
108	We're Pleased To Announce The Passing Of Time.	U.S. News	Fast Moving Consumer Good
109	Getting From Point A To Point B Isn't Always Easy. Getting AT&T Is. Dial 10+ATT+0	AT&T	Service
110	AJD Gets The Inside Track!	AJD Cap Company	Fast Moving Consumer Good
111	At Ford, Quality, Design And Safety Are At The Top Of Our List. That's Why Ford Taurus Is At The Top Of This List.	Ford	Consumer Durable
112	We Took A Great Idea And Made It American.	Kraft	Fast Moving Consumer Good

113	From Here On In, Every Luxury Sedan In The World Will Have To Rejustify Its Price.	Chrysler	Consumer Durable
114	Why Over Two Million Investors Choose Fidelity For Their Retirement Savings	Fidelity Investments	Service
115	Live In The Lap, Lap, Lap, Lap, Lap, Lap, Lap Of Luxury.	Nissan Quest	Consumer Durable
116	Rather Than Tell You How Quite Our Printer Is, We'd Like To Show You The Kind Of Noise It Can Generate.	Canon	Consumer Durable
117	Applause...Applause.	Geo Prizm	Consumer Durable
118	The Easiest Way To Plan A Complicated Life.	Cambridge	Fast Moving Consumer Good
119	Melt The Ice. Just Add Bacardi	Bacardi	Fast Moving Consumer Good

120	With Smart Rate, Lowering Your Interest Rates Has Become A Do-It-Yourself Proposition.	Discover	Service
121	Discover Why These Leading Nutritionists Recommend Fruit & Fibre.	Fruit & Fibre	Fast Moving Consumer Good
122	"Worry About What To Name Them. Not What To Feed Them."	Purina One	Fast Moving Consumer Good
123	If Your Wipers Don't Clean Your Windshield Properly, Try This Piece Of Paper.	Mopar	Industrial Good
124	Find A World You Thought Was Lost.	Ford	Consumer Durable
125	After 25 Years, Corolla's Still Making News.	Toyota	Consumer Durable
126	We Make Success Simple.	AT&T	Service

127	"Environmental Responsibility Fuels Our Research."	Ford	Consumer Durable
128	Living Martha Stewart Style.	Martha Stewart Living	Fast Moving Consumer Good
129	How Much Should I Expect To Give Up For A Car That Only Costs \$14,995?	Oldsmobile	Consumer Durable
130	Some People Have A Different Idea Of How A Classroom Should Look.	State Farm Insurance	Service
131	"Leather, Airbag, Anti-Lock Brakes... I Could've Spent Thousands More, But Why?" The New Bonneville.	Pontiac	Consumer Durable
132	Super Europe. Super Value.	Cunard	Service
133	Adventure Has Its Price. Just \$299 A Month.	Chevrolet S-Blazer	Consumer Durable

134	If You Could Drive One Car To Your High School Reunion, This Would Be It.	Jaguar	Consumer Durable
135	Take The Smooth Challenge.	Select	Fast Moving Consumer Good
136	Throw Out Everything You Know About Dot Matrix Printing.	Epson	Consumer Durable
137	Discover Corolla. Again.	Toyota	Consumer Durable
138	If You Look At Figures, A Computer Just Doesn't Figure.	Smith Corona	Consumer Durable
139	Finally, There's A Plain Paper Fax That's Within Your Reach.	Canon	Industrial Good
140	Someone New Is Controlling Discover Card Interest Rates: Our Cardmembers.	Discover	Service

141	The i Plan	AT&T	Service
142	Holiday Inn Express. A Different Type Of Holiday Inn Hotel.	Holiday Inn Express	Service
143	Make The Move To Select Smooth.	Select	Fast Moving Consumer Good
144	Buick Quality Has Never Been So Attractive. Or So Affordable.	Buick	Consumer Durable
145	Diversification Made Simple	Fidelity Investments	Service
146	We Fit Hundreds Of Advancements Into A 4x4 Area.	Jeep Grand Cherokee	Consumer Durable
147	GM's Latest Vehicle Comes Fully Equipped With 5% Earning Power.	The GM Card	Service
148	You Can Help Improve America's Energy Outlook In The Comfort Of Your Own Home.	Columbia Gas	Service

149	We Make Your Money Perform To Your Standards.	Commerce National	Service
150	The Class Of Its Class.	Buick	Consumer Durable
151	Introducing The Gillette Series.	Gillette	Fast Moving Consumer Good
152	It Started The Revolution.	Gillette	Fast Moving Consumer Good
153	It's More Than A Van, It's A Previa.	Toyota	Consumer Durable
154	We'll Help You Reach Your Customer In Time	3M	Service
155	All Of The Above.	Mercury	Consumer Durable
156	"I Put New Dome Home Budgeting Software Into My PC, And Look What Came Out!"	Dome	Consumer Durable

157	Who Would Know Better How To Make You Feel Welcome Wherever You Travel?	Holiday Inn	Service
158	Ultra Driving	Buick	Consumer Durable
159	Get Off The Beaten Path Without Leaving Town.	Mazda	Consumer Durable
160	Many Think This Is The Ideal Vacation Spot. Ellis Peters Thinks It's The Perfect Place For Murder.	The Mysterious Press	Fast Moving Consumer Good
161	We Make It Easier To Get A 15% Raise.	Microsoft	Consumer Durable
162	Ask The Woman Who Can't Imagine Life Without One.	Dodge	Consumer Durable
163	It's Our Version Of A Thank You Note.	Courtyard	Service

164	Introducing The Macintosh For Every Member Of The Family.	Macintosh Performa	Consumer Durable
165	The Safety Features You Want Without The Body Style Of A Refrigerator.	Nissan Altima	Consumer Durable
166	We'd Like To Offer You Some Extra Horses For Your Next Expedition.	Toyota	Consumer Durable
167	FeatherWates Light As A Feather	LensCrafters	Consumer Durable
168	Ford Has More Repeat Buyers Than Anyone In America.	Ford	Consumer Durable
169	Freshly Brewed Coffee For Ten. For One.	Folgers Coffee Singles	Fast Moving Consumer Good
170	In The Last Five Years, Environmental Consultant Richard Fuller's Put In Over 107,000 Unusually Grueling Miles Of Business Travel.	Epson	Consumer Durable

171	It Runs Like It's On Duracell.	Duracell	Fast Moving Consumer Good
172	With Prices Starting At \$299.95 You Can Afford A NordicTrack.	NordicTrack	Consumer Durable
173	Tonight, Try This For An Hour. Turn On A Lamp, Get Out A Book And Watch Your Kids Light Up.	Sylvania	Fast Moving Consumer Good
174	Isn't It Nice To Know At Least One Thing Will Go Smoothly Today?	Justerini & Brooks	Fast Moving Consumer Good
175	Newsweek Special Inaugural Edition	Newsweek	Fast Moving Consumer Good
176	Take Any 3 For \$1 Each	History Book Club	Fast Moving Consumer Good
177	We're The Old Masters Of Financial Security.	MetLife	Service

178	The Millers Would Rather Concentrate On R&R Than On S&P, P/E, IPOs, OTC, NYSE... The Feeling Is Mutual.	Selected Funds	Service
179	"The Power, The Handling, The Control... It's A Real Eye-Opener." The New Grand Am.	Pontiac	Consumer Durable
180	Sell The Corporate Jet.	Lincoln Mark VIII	Consumer Durable
181	You Shouldn't Have To Sacrifice Everything You Own To Own A Car That Has Everything.	Honda The Civic EX Sedan	Consumer Durable
182	A Grand Chorus.	Grand Marnier Liqueur	Fast Moving Consumer Good
183	And Now For Some Good News.	Geo Prizm	Consumer Durable
184	You Always Come Back To The Basics.	Jim Beam	Fast Moving Consumer Good

185	The Hottest Thing To Hit America Since The Chili Pepper. The New 1993 Ford Ranger.	Ford	Consumer Durable
186	Two Reasons To Trade In Your Speakers Now!	Bose	Consumer Durable
187	Ask The State Troopers Who Wouldn't Put Their Families In Anything Else.	Chrysler Plymouth	Consumer Durable
188	Breakfast With A Rich European.	Kellogg's Mueslix	Fast Moving Consumer Good
189	Introducing TotalTrack. It's Like Getting Live Broadcasts From The Scene Of Your Package.	UPS	Service
190	Luxury Is Hard To Define. But You'll Know It When You See It.	Acura	Consumer Durable
191	The Sound Of Things To Come.	AT&T	Service

192	Nothing Like A Little Demonstration To Get People Involved.	IBM	Consumer Durable
193	It Still Has Four Tires And The Steering Wheel Is On The Left. Other Than That, Everything Else Has Changed For The 90's.	Ford	Consumer Durable
194	Only The Big Red Boat Sails With All The Magic Of The Disney Experience.	The Big Red Boat	Service
195	A Vacation To Fulfill Every Wish.	National	Service
196	Fortunately, Every Day Comes With An Evening.	Windsor Canadian	Fast Moving Consumer Good
197	1993 Vacation Planner! Disney	Walt Disney World	Service
198	These Are Just Some Of The Views You Get With The Jeep Grand Cherokee.	Jeep Grand Cherokee	Consumer Durable

199	The Most Photographed	Tennessee Whiskey	Fast Moving Consumer Good
200	Fleet And Digital . Open To New Ways Of Looking At Business.	Digital	Industrial Good
201	Konica Answers The Call For Kemper.	Konica	Industrial Good
202	Productivity Paradise	Sony	Consumer Durable
203	Syncordia Announces Better Way To Manage Your Global Network.	Syncordia	Service
204	The One Standard Recognized Worldwide.	Motorola	Service
205	Widget A Is Cheaper Than Widget B. Widget A Is Better Than Widget B. Which Widget Would You Choose?	Visa	Service
206	"You Mean I Can Order From IBM Over The Phone?"	IBM	Consumer Durable

207	Still Paying Your Broker \$100 A Year For An Asset Management Account?	Fidelity Investments	Service
208	"I Have Nothing Against Station Wagons. My Mom Used To Drive One."	GMC Truck	Consumer Durable
209	Every Detail Says IBM, Except The Price.	IBM	Consumer Durable
210	"And With One Phone Call I Can Get This, Too?"	IBM	Consumer Durable
211	The BMW 740i Was Designed To Give Its Driver Peace Of Mind , Not Just Peace And Quiet.	BMW	Consumer Durable
212	Exciting New Company Masterful New Products	Dex	Industrial Good
213	Two Years Of Instant Gratification	Lincoln Continental	Consumer Durable

214	George Hunt Would Rather Spend Time Managing The Tigers Than Managing A Portfolio. The Feeling Is Mutual.	Selected Funds	Service
215	Imagine How Successful A Digital Audio System Would Be If It Could Also Play The Billions Of Standard Cassettes People Already Own.	Matsushita Electric	Industrial Good
216	The Competition's New Laser Printers Were Inspired By A Distinguished History. Ours.	Lexmark	Industrial Good
217	The Competition Will Find Our New Color Printer Equally Inspirational.	Lexmark	Industrial Good
218	Now That You Know What Inspired Our Competition, Here's What Inspires Us.	Lexmark	Industrial Good

219	Something's Out There Doing Things You Can't Even Imagine.	McDonnell Douglas	Industrial Good
220	The Rules, Regulations And Customs Of 130 Countries Around The World Aren't Foreign To Us.	AIG	Service
221	Escape To The Enchanting World Of Desert Mountain.	Desert Mountain	Service
222	He's Leading A Mexican Revolution In A Battle For Market Share.	Cryovac	Industrial Good
223	There Are Thousands Of Fine Business Hotels Around The World. But There's A Select Group That Offers You A World Of Difference.	Holiday Inn Crowne Plaza	Service
224	Can You Do It Better, Faster And Cheaper?	EDS	Industrial Good
225	It's Time To Get The SAS System.	SAS	Industrial Good

226	They Grounded Me For Two Weeks With No Phone Privileges. Too Bad They Forgot To Say Anything About The Fax.	Muratec	Consumer Durable
227	Templeton Foreign Fund's Record	Templeton	Service
228	Canon Plain Paper Fax Is #1 For One More Reason...	Canon	Industrial Good
229	Researching A Company Once Took Days.	Fortune Business Reports	Service
230	The Fortune 500 At Your Fingertips	Fortune 500 On Disk	Service
231	1874. That Was Then. 1993. This Is Now.	Siemens	Industrial Good
232	It's Now How Many Touches A Car Has. It's How It Touches You.	Toyota	Consumer Durable

233	Digital Opens New Fields For John Deere	Digital	Industrial Good
234	The Next Lexus: The New GS300 Performance Sedan. Coming March 1st.	Lexus	Consumer Durable
235	The New York Stock Exchange Fair And Open	The New York Stock Exchange	Service
236	The Most Reliable 800 Service Just Widened The Gap.	AT&T	Service
237	A Pyramid With A View.	TransAmerica	Service
238	Introducing AT&T UniPlan Service	AT&T	Service
239	One Day You Get Married, Have Kids, Get A Dog And Buy A Wagon.	Honda The Accord Wagon	Consumer Durable

240	You Know You're A Good Manager. How Do You Rate As A Leader?	Fortune Magazine Video Seminars	Service
241	The Kitchen Sink Is Optional.	Toshiba	Consumer Durable
242	To Change What's In Your Garage, Change What's In Your Wallet.	The GM Card	Service
243	Put Your Career On The Fast Track With Fortune Book Club	Fortune Book Club	Service
244	The Good News Is Jeep Grand Cherokee Is Now Available With A V8. There Is No Bad News.	Jeep Grand Cherokee	Consumer Durable
245	When Was The Last Time Your Banker Gave You An Answer Before You Asked A Question?	Continental Bank	Service

246	Polo Expedition	Ralph Lauren	Fast Moving Consumer Good
247	Another Day. Another Swatch.	Swatch	Consumer Durable
248	End-Of-Season Sale. Save \$50.	Willabee & Ward	Consumer Durable
249	Obsession For Men	Calvin Klein	Fast Moving Consumer Good
250	Chaps	Ralph Lauren	Consumer Durable
251	The 1993 Toyota MR2 Turbo Can Go Zero To Sixty In 6.1 Seconds. See For Yourself At The Above Locations.	Toyota	Consumer Durable
252	Every Pleasure In Paradise For One Single Price.	Couples	Service
253	Come To Where The Flavor Is.	Marlboro	Fast Moving Consumer Good

254	Compare Trimax, NordicFlex Gold And Sloflex. You'll See Why Trimax Stands Out.	Trimax	Consumer Durable
255	20% OFF!	Escort	Consumer Durable
256	Now It Takes Only 12 Weeks To Get From "Before" To "After"	NordicFlex Gold	Consumer Durable
257	"King George IV Was Here, Back In 1822. He Would Drink Nothing But The Glenlivet."	Glenlivet	Fast Moving Consumer Good
258	Kent. More Flavor In Lights	Kent	Fast Moving Consumer Good
259	The Power Of Dreams	Balenciaga	Fast Moving Consumer Good
260	New Trigger Spritz Is It!	Studio Line	Fast Moving Consumer Good

261	By The Time Philip II Built His Little Place In The Country, We Had Already Laid Brandy's Foundations 600 Years Earlier.	Brandy De Jerez Solera Gran Reserva	Fast Moving Consumer Good
262	Photographers On The Edge...	Random House	Fast Moving Consumer Good
263	Listen Your Head.	Sony	Consumer Durable
264	There Are No Hiking Referees.	Nike	Consumer Durable
265	This Is It!	Sony	Consumer Durable
266	I Can Record On A Disc! I Can Record On A Disc!	Sony	Consumer Durable
267	You'll Love How Much You Can Hear.	Sony	Consumer Durable

268	You Could Live Without Better Sex.. But Who Wants To?	The Better Sex Video Series	Consumer Durable
269	Says It All. Kool	Kool	Fast Moving Consumer Good
270	Absolut Twist.	Absolut Citron	Fast Moving Consumer Good
271	Are You Using Yesterday's Makeup For Today's Face?	Estee Lauder	Fast Moving Consumer Good
272	Another Wild From Dodge	Shadow Es The New Dodge	Consumer Durable
273	Denim In Color.	Gap	Consumer Durable
274	Under Twenty-Nine Dollars. Underneath It All.	Anna And Frank	Consumer Durable

275	Max Factor International Impact	Max Factor Color&Light	Fast Moving Consumer Good
276	Its Velvet Finish Is Only The Beginning.	Lancome	Fast Moving Consumer Good
277	For Healthy Looking Skin Your Face Belongs To Noxzema	Noxzema Plus	Fast Moving Consumer Good
278	Can The Right Kind Of Cleansing Stop The Wrong Kind Of Aging?	Neutrogena	Fast Moving Consumer Good
279	How Could You Not Move Shoes	Nike	Consumer Durable
280	New Revolutionary Lasting Color By Loving Care	Clairol	Fast Moving Consumer Good
281	Everything Palmer's Touches Turns To Soft.	Palmer's	Fast Moving Consumer Good
282	New Waterproof Great Lash	Maybelline	Fast Moving Consumer Good

283	If You'd Started Using It Four Days Ago, You'd Actually Look Younger By Now.	BuF-PuF	Fast Moving Consumer Good
284	Q: How Do You Get Your Perm To Look And Feel... Like It Isn't? A: Perma Soft, Naturally.	Perma Soft	Fast Moving Consumer Good
285	Incredibly Gorgeous	Oil Of Olay	Fast Moving Consumer Good
286	Reality Is The Best Fantasy Of All.	Lia Claiborne	Fast Moving Consumer Good
287	Hot Treatments For Healthier Hair	Redmond	Fast Moving Consumer Good
288	A Simple Eye Test: Which Daily Wear Lens Would You Rather Wear?	Surevue	Fast Moving Consumer Good
289	We Accepted The Award. But The Trophy Is Yours To Take Home.	Ford	Consumer Durable

290	Infuse It!	Infusium 23	Fast Moving Consumer Good
291	Announcing Four Ways To Be Beautiful.	Avon	Fast Moving Consumer Good
292	Spiegel. The Catalog For Those Who Value Time As Well As Money.	Spiegel	Fast Moving Consumer Good
293	It's Time To Get Your Beauty Ritual Down To Just One Step.	The LubriDerm	Fast Moving Consumer Good
294	Because A Set-In Stain Shouldn't Force A Favorite Shirt Into Early Retirement, There's New Ultra Liquid Tide.	Tide	Fast Moving Consumer Good
295	Gorgeous Hair Is The Best Revenge.	Clairol	Fast Moving Consumer Good
296	Science That Saves More Than Your Skin.	Jergens	Fast Moving Consumer Good
297	Science Of Balanced Cleansing	Jergens	Fast Moving Consumer Good

298	Darlene And Tom Robison Were Run Off The High Way, Rolled Their Car, And Took The Rest Of The Day Off.	Saturn	Consumer Durable
299	Protection As Easy As 1. 2.	o.b.	Fast Moving Consumer Good
300	What You Put On Your Legs Can Color Your Whole Day.	Lia Claiborne Hosiery	Fast Moving Consumer Good
301	A Sunnier Outlook Doesn't Have Much To Do With The Weather.	Lia Claiborne Sunglasses	Consumer Durable
302	The Best In Nail Care Right At Your Fingertips.	Kmart	Fast Moving Consumer Good
303	Real. Mean.	Lean Cuisine	Fast Moving Consumer Good
304	Hold Reinvented	Vidal Sassoon	Fast Moving Consumer Good
305	Arrange A Celebration Of Laughter...Love...And Intense Happiness	Givenchy	Fast Moving Consumer Good

306	Temptation Without Reservation	Cool Whip Lite	Fast Moving Consumer Good
307	Spring 1993	Dockers	Consumer Durable
308	If You Even Think You're Pregnant, Aren't You Already Too Distracted For A Complicated Pregnancy Test?	Clearblue Easy	Fast Moving Consumer Good
309	I Just Couldn't Resist!	Keepsake	Consumer Durable
310	24 Hours Of Protection, And All You'll Turn Off Is The Light.	Today Sponge	Fast Moving Consumer Good
311	He Drives A Car Fast, A Bargain Hard And Women To Distraction.	Silhouette Books	Fast Moving Consumer Good
312	Low Price Is Back. Savannah Lights New Slim 100's	Savannah Lights	Fast Moving Consumer Good
313	A Taste For The Sophisticated	Capri	Fast Moving Consumer Good

314	"Unbelievable!" Believe It.	Chadwick's Boston	Fast Moving Consumer Good
315	For Feet That Turn Heads.	Jasmin	Consumer Durable
316	Hold Back The Hands Of Time.	Nivea Hand Therapy	Fast Moving Consumer Good
317	Clean, Yet Soft.	Nivea Visage	Fast Moving Consumer Good
318	Kool Totally.	Kool	Fast Moving Consumer Good
319	The Chicken. The Secret.	Lipton Recipe Secrets	Fast Moving Consumer Good
320	Sometimes CalgonTime Can't Come Soon Enough.	CalgonTime	Fast Moving Consumer Good
321	Get The Great Classic Bubble Gum Flavor That Lasts... And Lasts...And Lasts...And Lasts...And Lasts...A	Wrigley's Extra	Fast Moving Consumer Good

322	Have A Light Lunch.	Del Monte	Fast Moving Consumer Good
323	HG Invites You To Explore The World's Most Beautiful Homes. For Only \$1 An Issue.	HG	Fast Moving Consumer Good
324	Noelle's Lips Say It All. Soft. Healthy. Natural. Protected. New Softlips	Softlips	Fast Moving Consumer Good
325	Now Reduce Lines And Wrinkles Today...And Tomorrow.	L'oreal Plenitude	Fast Moving Consumer Good
326	L'oreal's Discovery To Care For Color-Treated Hair Keeps Your First-Day Color Alive. Colorvive Technicare	L'oreal Colorvive Technicare	Fast Moving Consumer Good
327	Highly Sensitive Information.	Nivea Moisturizing Lotion	Fast Moving Consumer Good
328	Made In The Shade	Coty Aurspun Powder	Fast Moving Consumer Good

329	Simple. Single. Soft.	Snuggle Singles	Fast Moving Consumer Good
330	Success Story.	Success Rice	Fast Moving Consumer Good
331	New Vanish Mildew Plus	Vanish	Fast Moving Consumer Good
332	Or Your Money Back.	Avon	Fast Moving Consumer Good
333	Gray Hair Lies.	Clairol	Fast Moving Consumer Good
334	The Brow Has The Edge. Expert Eyes	Maybelline	Fast Moving Consumer Good
335	Healthy Shine Comes From The Inside Out.	Pantene Pro-V.	Fast Moving Consumer Good
336	When Vanish Clear Drop-Ins Is In Your Tank... <u>Clear</u> : Invisible Cleaning Power Is In Your Bowl.	Vanish	Fast Moving Consumer Good

337	Stop Streaking Start Cinching!	Spic And Span	Fast Moving Consumer Good
338	Parents Have A Lot Of Questions.	Parent's Digest	Fast Moving Consumer Good
339	I Paid Less!	Chadwick's Of Boston	Fast Moving Consumer Good
340	Honored, Commended, Awarded. Devoured.	Cracker Barrel	Fast Moving Consumer Good
341	Crisco Beats Butter With A Stick.	Crisco Sticks	Fast Moving Consumer Good
342	Meet The Cutest Firefighters To Ever Unroll A Hose... A Bradford Exchange Recommendation	The Bradford Exchange	Consumer Durable
343	Kotex Understands What It Means To Be A Woman.	Kotex	Fast Moving Consumer Good
344	The Drip Stops Here.	Norelco	Consumer Durable

345	Introducing Serenity With DryLayer Plus And The Three Best Reasons To Try It.	Johnson & Johnson Serenity	Fast Moving Consumer Good
346	Who Has The Best Tissue With Lotion? The Choice Is Clear.	Kleenex Ultra	Fast Moving Consumer Good
347	Discover 20 Natural Beauty Products For Just \$3 Each!	Yves Rocher	Fast Moving Consumer Good
348	Here's An Offer So Big We Can't Keep It Under Our Hat!	Kellogg's	Fast Moving Consumer Good
349	How To Say New! Fluffier! Maplier! Aunt Jemima Pancakes And Syrup! (With Your Mouth Full.)	Aunt Jemima Pancakes And Syrup	Fast Moving Consumer Good
350	Lipton Noodles & Sauce. The Part Of Dinner Your Family Can't Wait To Tear Into.	Lipton Noodles & Sauce	Fast Moving Consumer Good
351	"There Is No Hope Of Your Son Passing The 8th Grade."	Sylvan Learning Center	Service

352	Designs For Living	Broyhill	Consumer Durable
353	We Wouldn't Put Anything In Our Chicken You Wouldn't Want In Your Kid.	Tyson	Fast Moving Consumer Good
354	"Oh Boy, Waldo's Back On The Back Of Life Cereal!" "I'll Eat While You Look!"	Quaker Oats	Fast Moving Consumer Good
355	Share A Big Kiss With Your Kids.	Jell-O Snacktivities	Fast Moving Consumer Good
356	100% Log Cabin 50% Less Calories	Log Cabin Lite	Fast Moving Consumer Good
357	The Right Ingredients Are Right Inside.	Hormel	Fast Moving Consumer Good
358	The Best Work-Out For Your Heart That Doesn't Require Cross-Trainers, Weights Or A \$500 Membership.	Harlequin	Service

359	Mother's Little Helper.	Teddy Grahams	Fast Moving consumer Good
360	Introducing Campbell's Cream Of Asparagus Soup.	Campbell's	Fast Moving Consumer Good
361	Top Of The Morning.	Del Monte	Fast Moving Consumer Good
362	Egg Beaters Introduces French Toast	Egg Beaters	Fast Moving Consumer Good
363	The Potatoes. The Secret.	Lipton Recipe Secrets	Fast Moving Consumer Good
364	Don't Just Make Dinner Tonight. Cucinere La Cena Con Contadina, Instead.	Contadina	Fast Moving Consumer Good
365	Genuine La-z-Boy Sleep Sofas. For People Who Deserve Genuine Comfort.	La-z-Boy	Consumer Durable
366	If 9 Amps Were Horsepower, This Should Be A Sports Car.	Eureka	Consumer Durable

367	Casablanca And Taster's Choice. This Could Be The Beginning OF A Beautiful Friendship.	Taster's Choice	Fast Moving Consumer Good
368	Round Up Some Rawhide For Your Little Doggie!	Hartz	Fast Moving consumer Good
369	Everyone Can Use More Power, Friends And Money.	Chevrolet Blazer LT	Consumer Durable

TABLE I
COMPARISON OF HEADLINES USED BY MULTINATIONAL U.S. FIRMS PROMOTING
A SAME PRODUCT BOTH IN SELECTED TURKISH AND U.S. MAGAZINES

NO. IN LIST I	HEADLINE IN TURKISH MAGAZINES	NO IN LIST II	HEADLINE IN U.S. MAGAZINES	PRODUCT NAME	OCCURRENCE OF HEADLINE IN TURKISH MAGAZINES
137	Ve Iste... Yeni Modeli... Jeep Grand Cherokee '93	146	We Fit Hundred Of Advancements Into A 4x4 Area.	Jeep Grand Cherokee	A Different Headline In Turkish
137	Ve Iste... Yeni Modeli... Jeep Grand Cherokee '93	198	These Are Just Some Of The Views You Get With The Jeep Grand Cherokee.	Jeep Grand Cherokee	A Different Headline In Turkish
137	Ve Iste... Yeni Modeli... Jeep Grand Cherokee '93	244	The Good News Is Jeep Grand Cherokee Is Now Available With A V8. There Is No Bad News.	Jeep Grand Cherokee	A Different Headline In Turkish

92	Marlboro. Ozgurluk Ve Meceranin Tadi.	253	Come To Where The Flavor Is.	Marlboro	A Different Headline In Turkish
150	Come To Marlboro Country.	253	Come To Where The Flavor Is.	Marlboro	A Different Headline In English

TABLE II
SELECTED TURKISH MAGAZINES
ADVERTISEMENT HEADLINES CLASSIFICATION

NO. IN LIST I	HEADLINE	PRODUCT CATEGORY	TYPE OF HEADLINE
1	Tekstil İkinci Tabanlı Haliser	Consumer Durable	Promise
2	Şimdi Kefeğe Son	Fast Moving Consumer Good	News
3	Kocanızla Bu Akşam Yine Nasıl İşinacağınızı Tartışacaksınız	Industrial Good	Curiosity
4	Şimdi Dünya Giyiyor	Fast Moving Consumer Good	News
5	Kadınca Etkiler	Fast Moving Consumer Good	Curiosity

6	Simsicak Puffy'li Geceler	Consumer Durable	Curiosity
7	Hangisi In? Hangisi Out? 900 900 079	Service	Curiosity
8	Alo Otomobil Alacagim 900 900 077	Service	Curiosity
9	Bir Ev Alacagim 900 900 078	Service	Curiosity
10	Yeni Super Otomatik Beko Zigzag	Consumer Durable	News
11	140 Parca Yemek Takimini Sadece "3100 Liraya" Yikayabilir misiniz?	Consumer Durable	Curiosity
12	Bir Arcelik Mikrodalga Firinla Hayatiniz Degissin	Consumer Durable	Curiosity
13	Pilavlik Pirincin Alasi Amerika'dan Yetis	Fast Moving Consumer Good	News

14	Kek Ustasi Eti'den Papatya Kek Size Dusen Yalnizca Yemek	Fast Moving Consumer Good	News
15	Burcunuz Ne Diyor?	Service	Curiosity
16	Seckin Olmanin Heyecanini Yasayin	Fast Moving Consumer Good	Promise
17	Birincilik Odulu	Fast Moving Consumer Good	Curiosity
18	Ozel Deterjan	Fast Moving Consumer Good	Curiosity
19	Piyale Adini Tadiyla Yasatiyor	Fast Moving Consumer Good	Promise
20	En Tatli Anin Tatlisi	Fast Moving Consumer Good	Promise
21	Kim. Bu Benim Iste	Fast Moving Consumer Good	Curiosity

22	Alo Arkadas 900 900 970	Service	Curiosity
23	Deterjan mi? Yumusatıcı mi?	Fast Moving Consumer Good	Curiosity
24	Tum Zamanların En Usta Yazar Çizerleri Joker'de	Fast Moving Consumer Good	Promise
25	Sağlıklı Saçlar Sağlıklı Deride Gelişir	Fast Moving Consumer Good	Promise
26	Atmosferi Siz Yaratın!	Fast Moving Consumer Good	Command
27	Küçük Sisede Dev Güç	Fast Moving Consumer Good	Curiosity
28	Samimiyetten mi, Mecburiyetten mi?	Service	Curiosity
29	Bu Rendelenmiş...	Consumer Durable	Curiosity

30	Türkiye'nin İlk Çımbı Ocaklı Bulaşık Makinesi 'ni Yaratan Frigidaire'den Bir Yenisi Daha...	Consumer Durable	News
31	Yeniden Atakoy	Service	Curiosity
32	Olaganüstü Duygularla...	Consumer Durable	Curiosity
33	Üç Yumusak Dokunus!...	Fast Moving Consumer Good	Curiosity
34	Hayattaki En İyi Şeyler Bile Daha İyi Olabilir	Fast Moving Consumer Good	Curiosity
35	AEG'den Yilin İlk Yeniliği... Ocak Ve Bulaşık Makinesi Birarada	Consumer Durable	News
36	Duygusunu Sizden Aldık	Consumer Durable	Curiosity
37	Günessuyu, Renk Ve Cesit Duvarini Asti!	Consumer Durable	News

38	Uclu Emiyet En Guclu Auer	Consumer Durable	Promise
39	Siz Bir Taba Firin Istiyorsunuz	Consumer Durable	Curiosity
40	Dunya Markasi Candy Simdi Turkiye'de	Consumer Durable	News
41	Turkiye'den Dunya'ya Amagan Turkuaz	Consumer Durable	Curiosity
42	Yeni Fullautomatic 2300 Fullautomatic'te Bugun	Consumer Durable	News
43	Simdi Beko Tiyatron Seyretme Zamani	Consumer Durable	News
44	2002 Yilina On Bahar Kaldi	Consumer Durable	Curiosity
45	Favorit LX Ve Forman LX Turkiye'de... Yeni Skoda'lar Yeniliklerle Donatildi!	Consumer Durable	News

46	Buzdolabında Arcelik Farklı Serin & Derin	Consumer Durable	Promise
47	Yatırımcılar Bu Kez Aldanmayın!	Fast Moving Consumer Good	Selective
48	Gerek Otomobilcinin Dergisi. Otohaber	Fast Moving Consumer Good	Selective
49	Yabancı Dil mi?	Service	Curiosity
50	Dünyanın Her Yerinde %100 McDonald's.	Fast Moving Consumer Good	Promise
51	Burda Mart Sayısı Sindi Bayınızda!	Fast Moving Consumer Good	News
52	Türkiye'nin En Klas Dergisi MR	Fast Moving Consumer Good	Promise
53	Martta Vizyon	Fast Moving Consumer Good	News

54	Kim Kimin Adami?	Fast Moving Consumer Good	Curiosity
55	Ozel Bir "Sound"	Consumer Durable	Promise
56	Turkiye'nin 1 Numarali Otomobil: Yeni Corolla.	Consumer Durable	News
57	Yukselen Yildizler, Yillardir Zeki,ce Davraniyor!	Consumer Durable	Curiosity
58	Power-DJ'93 En Iyi Disc-Jockey Yarismasi	Service	News
59	Netas Halka Aciliyor	Service	News
60	Hizli, Sinirsiz, Garanti'li Konut Kredisi	Service	Promise
61	Ona Yaklasin! Kesfedince Vazgecemeyeceksiniz	Consumer Durable	Command

62	Lezzet Paketi	Fast Moving Consumer Good	Promise
63	Deri Giyimde Modern Bir Klasik	Consumer Durable	Curiosity
64	Desa Yeni Ve Sedkin Bir Olanak Daha Yaratti: Desa Card	Service	News
65	"Degismeyen Cagdas Zevk"	Industrial Good	Curiosity
66	Philips Gozumuzu 21. Yuzyila Aciyor	Consumer Durable	Promise
67	Guvenliginiz Icin Aygaz'a Kulak Verin.	Fast Moving Consumer Good	Command
68	Gece Mavisi Parliament	Fast Moving Consumer Good	Curiosity
69	Ozenle Hazirlanmis Cay Servisinde "Biskren" in Ozel Bir Yeri Vardir.	Fast Moving Consumer Good	Curiosity

70	Bir "Cicek". Bin Saglik.	Fast Moving Consumer Good	Promise
71	Yemek Bir Keyifse... Mutlaka Calve!	Fast Moving Consumer Good	Promise
72	Icimizden Biri... Ve Uluslararası.	Fast Moving consumer Good	Curiosity
73	Simdi Herkese Yetecek Kadar Var.	Fast Moving Consumer Good	News
74	Barvit Pilicin Adi	Fast Moving Consumer Good	Promise
75	Corbaların Lezzetlisi, Tatlıların En Nefisi	Fast Moving Consumer Good	Promise
76	Mucize Simdi Sisede.	Fast Moving Consumer Good	News
77	Dikin, Giyin, Kazanın!	Fast Moving Consumer Good	Command

78	Bedava Konaklayin!	Service	Command
79	Bundan Iyisi Garanti	Service	Curiosity
80	Super Electronic Tele Islem	Service	Promise
81	Fissler Mutfagina Ne Guzel Yarasir...	Consumer Durable	Promise
82	Aktuel-32. Gun Ortak Yapimi Aktuel Yillik '92!	Fast Moving Consumer Good	News
83	Gelecegin Radyatoru	Industrial Good	Promise
84	Birakin Burunuzda Cagdas Bir Mekan Yaratalim	Consumer Durable	Promise
85	Simdi Size Onde Olma Duygusunu Yasatacak Bir Video Var.	Consumer Durable	News

86	Uykusuzluk, Gunes, Stress... Cildinizi Zorlayan Dis Etkenler Bos Durmuyor. Guzelliginizi Korumak Icin Siz Ne Yapiyorsunuz?	Fast Moving Consumer Good	Curiosity
87	Sik Ve Sicak	Industrial Good	Promise
88	Alurad'i Farkli Kilan Ustunlukler	Industrial Good	Curiosity
89	Alurad Radyatorleri Ozenli Yapilarin Isiticiida Tercihidir.	Industrial Good	Promise
90	Vitra Kalitesi Ve Dunya Standartlarindaki Guvencesi...	Industrial Good	Promise
91	Erkekler... Once Bu Dergiyi Sonra Kadinlari Okuyun!	Fast Moving Consumer Good	Selective
92	Marlboro Ozgurluk Ve Maceranın Tadi.	Fast Moving Consumer Good	Promise
93	E.C.A.'dan Yeniligin Isiltisi: Gonca	Industrial Good	News

94	Türkiye Kazandı Siz Kazandınız	Industrial Good	Promise
95	Hayal Gücünüzü Odullendirin...	Industrial Good	Command
96	Granit Çağı Başlıyor.	Industrial Good	News
97	Türkiye'nin İlk Ve Super Konsantre Bulasık Deterjanı Vim Progress Mikro	Fast Moving Consumer Good	News
98	Sadece Bosch'a Özgü Mükemmel Çözümler. Bosch Camasır Makineleri	Consumer Durable	Promise
99	Sadece Bosch'a Özgü Mükemmel Çözümler. Bosch Bulasık Makineleri	Consumer Durable	Promise
100	Tüm Soruların Cevabı, Şimdi... Evet!	Service	Promise
101	MR Bu Ay Seren'le Birlikte	Fast Moving Consumer Good	News

102	Her Mutfakta Mutlaka...	Fast Moving Consumer Good	Curiosity
103	Mutfagin Robotu Siz Degilsiniz	Consumer Durable	Curiosity
104	Siz Ve Fa Deodorant... Birbirinize Yakisiyorsunuz	Fast Moving Consumer Good	Curiosity
105	Makama Ustasindan Cesitler	Fast Moving Consumer Good	Promise
106	Lades Turkiye'ye "Beyaz Et" Oneriyor	Fast Moving Consumer Good	News
107	Hepsi Ayni Hamurdan	Fast Moving Consumer Good	Curiosity
108	Prefabrik Panel Villa Prefabrik Paket Villa Istediginiz Her Buyuklukte	Industrial Good	Promise
109	Turkiye'de Ilk Defa "Hazir Koltuk Ortusu"	Consumer Durable	News

110	Micro Jaluzi Merkezi	Consumer Durable	Curiosity
111	Gozalici	Industrial Good	Curiosity
112	25.000 Seckin Musterisiyle Bolgesindeki Tek Carsi...	Service	Promise
113	Buyuk Kesifler Bianchi Ile Yapilir.	Consumer Durable	Promise
114	Baslondurucu Duygular Yasayacaksınız...	Consumer Durable	Promise
115	Otomobil Ve Yasam Kulturunde Bu Ayin Gundeni.	Fast Moving Consumer Good	News
116	Hem Notebook Hem de Pen Computer	Consumer Durable	Promise
117	%1.25 Duslerinize Cozum	Service	Promise

118	Cocukların Gelismesi İcin Gerekli A Ve D Vitaminleri Ne Ette, Ne Tavukta, Yalnızca Balıkta Vardır.	Fast Moving Consumer Good	Promise
119	Günlük Olayların Hukuksal Boyutu Fırtına'da.	Fast Moving Consumer Good	News
120	Türkinvest'le Repo Kazanc Olur, Paraniz Değer Bulur!	Service	Promise
121	Arti Pazarlama Arti Mazda	Consumer Durable	Curiosity
122	Biz Sadece Satmıyoruz Geri de Alıyoruz.	Service	Promise
123	İste Size Nefis Bir Öğle Yemeği Teklifi: Ticket Restaurant	Service	Promise
124	Alcatel 100 Sayısal Özel Telefon Santrali	Industrial Good	Promise
125	Kadına Özel Emeklilik Sigortası	Service	Selective

126	Teknoloji, Soylu Cizgiler Ve Otesi...	Industrial Good	Promise
127	Arkitekt Subat Sayisi Mimarlik Ve Dekorasyon Konularıyla Butun Bayilerde...	Fast Moving Consumer Good	News
128	Turkom Dovizi Ayaginiza Getiriyor	Service	Promise
129	Bu Firinlarin Hangisi 25 Yillik?	Consumer Durable	Curiosity
130	Dnyanın En Guvenilir Yayinlarini Kaynak Alan Barometre Kasetleri Ile Kure Simdi Daha Yakinizda.	Fast Moving Consumer Good	News
131	"Turkiye'yi Ancak Dunya'yi Iyi Okuyanlar Degistirebilir."	Fast Moving Consumer Good	Curiosity
132	Tutunbank Avantaj Cerberi	Service	Curiosity

133	Yönetice Ve Isadamlari Ekonomik Bulten Okuyor.	Fast Moving Consumer Good	Selective
134	Son Dedikodular Yine Klips'te...	Fast Moving Consumer Good	News
135	Mevzuattaki Son Degisiklikleri Biliyor musunuz?	Fast Moving Consumer Good	Curiosity
136	Yatirim Olanaklarini "Kalkirna" Guvencesiyle Yakalayin!	Service	Command
137	Ve... Iste Yeni Modeli... Jeep Grand Cherokee '93	Consumer Durable	News
138	Ayricaliklarla...	Consumer Durable	Curiosity
139	Dunyada Gecerli Bankadan Dnyaca Gecerli Hizmet! Tutunbank Visacard	Service	Promise
140	Aklinizdan Geceni Faksinizdan Geciyoruz!	Service	Promise

141	Turkinvest Portfooy Yonetimi. Uzmanligina Guvenin!	Service	Promise
142	Tutkunun Ustunluge Donusumu...	Consumer Durable	Curiosity
143	1993 Yol. Guzeli	Industrial Good	Curiosity
144	Farkiniz: Hizimiz...	Service	Promise
145	Dunya Dosuyor, Turkiye Kazaniyor	Industrial Good	Curiosity
146	Yeni Kadinin Dergisi Elele	Fast Moving Consumer Good	Selective
147	Ankara-Diyarbakir-Ankara Gunde Uc Sefer	Service	Promise
148	Kuresellesenlere Yeni Bir Hizmet!	Fast Moving Consumer Good	News
149	Oyleyse Nokta.	Fast Moving Consumer Good	Curiosity

150	Come To Marlboro Country.	Fast Moving Consumer Good	Command
151	Yeni Renault 21... Optima	Consumer Durable	News
152	Istanbul Direkt Cenevre	Service	Promise
153	Sabun Yasaklanmalıdır!...	Fast Moving Consumer Good	Curiosity
154	Puffy Sevgi Ile Yasatir.	Consumer Durable	Curiosity
155	Hayat Ayrıntılarda Gizlidir	Fast Moving Consumer Good	Curiosity
156	%100 Tiffany & Tomato T-Shirt	Consumer Durable	Promise
157	Artık Capital'iniz Var!	Fast Moving Consumer Good	News

158	New York'taki Ahmet Bey, Gazetesini Hergun Hurfax'tan Aliyor.	Service	Promise
159	1 Ocak-31ubat 1993 1 Aylık Ortalama Portfoy Verimimiz: %9.21	Service	News
160	Saglikli Bir Yasam Bizi Bekliyor	Fast Moving Consumer Good	Promise
161	Ipeksi Bir Yunusaklik Kadifensi Bir Dokunus	Fast Moving Consumer Good	Promise
162	Hydra Vegetal Nem Duzeni Bozulmus Ciltler Icin, Yogun Nem Dekeleyici	Fast Moving Consumer Good	Promise
163	Tutkulu Erkegin Gonlegi Anise'dir	Consumer Durable	Curiosity
164	Varken Dan Cake, Bu Zahmete Ne Gerek!	Fast Moving Consumer Good	Promise
165	The Art Of Beauty	Fast Moving Consumer Good	Curiosity

166	Bir Aslan "Panco" Dedi	Consumer Durable	Curiosity
167	Italyan Sanatinin Cazibesi...	Fast Moving Consumer Good	Curiosity
168	This Is Survival...	Consumer Durable	Curiosity
169	Suzuki Vitara 4x4 0 Sadece Arazi Vitesinden Ibaret Degil...	Consumer Durable	Curiosity
170	Penthouse'dan Once. Penthouse'dan Sonra.	Fast Moving Consumer Good	Curiosity
171	Durdurulamaz Bir Gur Ve Farkli Duygularin Cagrisi...	Fast Moving Consumer Good	Curiosity
172	"Kisisel Ve Ozgur..."	Fast Moving Consumer Good	Promise
173	Scotch'un Gereek Tadi.	Fast Moving Consumer Good	Promise
174	Seslerin Ustadi.	Consumer Durable	Promise

175	Bu Simgeyi Gordugunuz Her Yerde...	Consumer Durable	Curiosity
176	Becker Autoradio'ya Ve Becker'in En Mükemmeline 1993 Yilinda da Sahip Olabilirsiniz.	Consumer Durable	News
177	Tatil Traffic'iniz Hizlanacak...	Service	Curiosity
178	Mutfaginizda Yeni 10 Litrelik Su Isiticisi	Consumer Durable	News
179	Butun Ogrenciler! Artik Daha Kolay Ogrenecek Daha Cabuk Hatirlayacaksınız!	Consumer Durable	Selective
180	Zirvede Olmanin Gururu ...	Consumer Durable	Curiosity
181	The Sound Explosion	Consumer Durable	Curiosity

182	Deko Simdi Ihtlatur'da.	Service	News
183	Uzman Secim, Ozen Ve Kalite...	Consumer Durable	Promise
184	Tek Tek "Dergi", Birarada "Ansiklopedi!...	Fast Moving Consumer Good	Promise
185	Ve Oyle Bir Gur ki; Rakipsiz	Consumer Durable	Promise

TABLE III
SELECTED U.S. MAGAZINES
ADVERTISEMENT HEADLINES CLASSIFICATION

NO. IN LIST II	HEADLINE	PRODUCT CATEGORY	TYPE OF HEADLINE
1	Merill Doesn't Do It. Fidelity Doesn't Do It. Citibank Doesn't Do It. Schwab Does It.	Service	Curiosity
2	Matsushita Launched The First Global Corporate Bond Offering Ever, And Demonstrated That Choosing The Right Road As Important As Knowing The Right Destination.	Service	News
3	How To Start A Car.	Service	Curiosity
4	You Have A Heart, A Mind And A Conscience So Should Your Car.	Consumer Durable	Curiosity

5	Now There's An air Suspension System For Every Size Budget.	Consumer Durable	News
6	Only An AST Engineer Would Choose 200 Megabytes Over Their 1200cc V-Twin.	Consumer Durable	Curiosity
7	Your Money Should Work As Hard As You Do.	Service	Curiosity
8	Introducing The BMW 740i. A Car Built Around A Philosophy Built Around A Driver.	Consumer Durable	Curiosity
9	Our One-By-One Approach To Securing Your Financial Gives You An Edge.	Service	Promise
10	The Package Delivery Company More Companies Count On.	Service	Promise
11	One Rockwell Customer Wants A Tiny Chip. Another Ones The Moon.	Industrial Good	Curiosity

12	Fairfax County Offers Easy Access To The Capital.	Service	Promise
13	The Riskiest Thing You Can Do With Money Is Nothing.	Service	Curiosity
14	What's Better Than A Long Distance Service That Gives Your Business Money Back?	Service	Curiosity
15	Tandem Connects For Federal Express.	Service	Promise
16	You Expect Full Service	Service	Curiosity
17	Jose Is A Virtuoso At Ensuring You Always Put Your Best Food Forward.	Service	Promise
18	If You Were Impressed When You Saw Lexus Do This Test, Wait Until You Read This.	Consumer Durable	Curiosity

19	Deluxe High-Rise Office Space, Going Fast.	Industrial Good	Curiosity
20	Who Was A Leading Carrier At Superbowls XXIV, XXV, And XXVI?	Service	Curiosity
21	Which Candidate Carried Both Conventions?	Service	Curiosity
22	Details.	Service	Curiosity
23	It Brings A Lot to The Party. It'll Even Bring The Party.	Consumer Durable	Curiosity
24	Make Time.	Consumer Durable	Command
25	Now, America Will See Our Name In Lights.	Service	News
26	Protection From A Different Perspective.	Service	Curiosity
27	The Difference	Service	Curiosity

28	Pass Your Mid-Life Crisis At 55 mph.	Service	Command
29	Safety Is Standart Equipment.	Consumer Durable	Promise
30	How Far Back Does Your Image Of A Morgan Banker Date?	Service	Curiosity
31	800-22-Tree One Start Business Call.	Service	Curiosity
32	You Don't Go Back To Basics. You Take Them Forward.	Service	Curiosity
33	"My Client Called Me A Nincompoop. I Called Federal Express."	Service	Curiosity
34	A Luxury Sedan So Unique, It's Capable Of Thought.	Consumer Durable	Curiosity
35	It Used To Take Money, Power And Influence To Get A Suite At The Fairmont. Now, It Just Takes A Signature.	Service	News

36	It's Time For A Change To The Wines Of Ernest And Julio Gallo.	Fast Moving Consumer Good	Curiosity
37	Until The Tunnel Links England And France Motorola Does.	Service	Promise
38	Our Interest Is Not In How Fast An Investment Accelerates But How Well It Performs Over Time.	Service	Promise
39	Why People Who Know Spread Sheets Aren't Going Anywhere Without 1-2-3	Consumer Durable	Curiosity
40	We Thought We'd Shed A Little Light On The Matter.	Service	Curiosity
41	France Has Never Been So Close To Home.	Service	Curiosity
42	A Cabin? Or A Recording Studio?	Consumer Durable	Curiosity
43	Ricoh Shatters The Barrier Between Performance And Economy.	Industrial Good	Promise

44	There Are Many Very Tempting Things We Don't Do In Order To Keep Republic Strong.	Service	Curiosity
45	Software Artist.	Service	Curiosity
46	The Bigger You Think, The Smaller It Gets.	Service	Curiosity
47	"Go In With Sharp's Winning Game Plan For Copiers. You'll Come Out With Increased Productivity And Reducing Operating Expenses. No Question."	Industrial Good	Promise
48	The Secret To Increased Profits As Demonstrated By Origami.	Service	Curiosity
49	"Dual Airbags, Anti-Lock Brakes, Traction Control... It's Even Super Charged." The New SSEi.	Consumer Durable	News
50	"Fidelity Stock Funds Are A Sensible Choice For My IRA"	Service	Curiosity

51	To One Lender, Home Ownership Is An Article Of Faith.	Service	Curiosity
52	Now, Bridge The Atlantic On Our Nonstop Flights From New York To Frankfurt Or Brusseles, Then On To Singapore.	Service	News
53	All-Terrain Vehicle	Service	Curiosity
54	Ranked #1 Again	Service	News
55	In 72 Hours, We'll Make You Look Like You've Been In Business 10 Years.	Service	Promise
56	The Difference Between Worldwide And Worldwise.	Service	Curiosity
57	The Most Important Thing We Earn Is Your Trust.	Service	Curiosity
58	Now Corporate America Can Count On A Whole New Wave For Performance FNC Bank.	Service	News

59	The Entire Office Went Into Shock When For Major Projects Were Suddenly Put On Hold.	Industrial Good	Curiosity
60	We Buy The Best Parts In The World, No Matter Which State They Are From.	Consumer Durable	Promise
61	What's The Key To Achieving High, Tax-Free Income? Direction.	Service	Curiosity
62	405 Of The Fortune 500 Fiche For Savings With ANACOMP.	Service	Promise
63	He's Working His Way Through Kindergarten. You're Working His Way Through College.	Service	Curiosity
64	The Next Time Your Copier Breaks, Order This Part Immediately.	Industrial Good	Command
65	It Takes AUDACITY To Succeed In Business.	Industrial Good	Promise

66	When You're In The Business Of Taking Risks, The Last Risk You Need to Take Is With Your Insurance Company.	Service	Curiosity
67	Great Pieces Don't Always Make A Masterpiece.	Service	Curiosity
68	The Competition Looks At This Citation VII Two Ways.	Industrial Good	Curiosity
69	We Were Doing Business In The Pacific Rim	Service	Curiosity
70	Tandy Sensation! Anything Else Is Just A PC.	Consumer Durable	Curiosity
71	Once This National Hamburger Chain Saw What Our Services Could Do For Them Regionally, They Only Had One Question.	Service	Curiosity
72	Are Your PC's Holding You Back?	Service	Curiosity
73	High Tech Tows The Line.	Industrial Good	Curiosity

74	You Don't Have To Own Mercedes, Lexus Or BMW To Appreciate The New Concorde. But It Helps.	Consumer Durable	Curiosity
75	Pay Dirt	Service	Curiosity
76	Comfort Defined.	Service	Curiosity
77	In The Warm Of Tropical Waters Of Miami, There Is A Community Unlike Any Other In The World.	Service	Promise
78	"Compound Integration"	Industrial Good	Curiosity
79	From Totally Elegant To Extra Crude	Industrial Good	Curiosity
80	Are You Misclassifying Your 1099 Independent Contractors?	Service	Curiosity
81	Think Of It Has Caviar For The Power Hungry.	Consumer Durable	Curiosity

82	The Inexhaustible Challenge Of Everest.	Consumer Durable	Curiosity
83	Affordable Luxury	Service	Promise
84	"Far And Away The Best Mutual Fund Coverage Ever."	Service	Promise
85	As Powerful As Understatement Can Be.	Consumer Durable	Promise
86	We Now Embrace The Colors Of The World As The New Colors Of The United Airlines.	Service	Curiosity
87	Issuing Equity	Service	Curiosity
88	Can The Health Care System Be Revived?	Service	Curiosity
89	One Or Two Shots With The Right Club Is All It Takes.	Service	Curiosity

90	Until Now, Some Thought Luxury Coupes Forgot The Driver.	Consumer Durable	Curiosity
91	(Oddly Enough, The Firm Kept Bringing The Designers Back On Weekends Just To Sculpt And Shape The Clay.)	Consumer Durable	Curiosity
92	The Difference Between This And Other Races Is Night And Day."	Consumer Durable	Curiosity
93	We Offer A World Of Choices Across The Atalantic And Pacific To Asia. But Perhaps You'll Fly With Us For Another Reason.	Service	Curiosity
94	All Luxury 4-Wheel Drives Come With Convenient Swing Out Doors. Some Are Just Harder To Open.	Consumer Durable	Curiosity
95	Software King.	Service	Curiosity
96	When The U.S. Postal Service Choose Wiltel, Everyone Was Impresses.	Service	Curiosity

97	How Wiltel Kept Backdraft™'s Soundtrack Sirokin'.	Service	Curiosity
98	It's No Wonder We've Been Showered With Praise.	Consumer Durable	Curiosity
99	"Need A Plain Paper Fax With The Lowest Cost-Per Copy? You Need Sharp's Winning Game Plan For Fax."	Industrial Good	Promise
100	Have We Got A Minivan For You.	Consumer Durable	Curiosity
101	Drive A Quest By Remote Control.	Consumer Durable	Command
102	The Only Name You Need To Know In Office Equipment.	Industrial Good	Curiosity
103	Mitsubishi Electronics Forms The Perfect Diamond.	Consumer Durable	Curiosity
104	Dear President Clinton, Welcome To The Ultimate Home Office. From The Ultimate Home Office Products Company.	Industrial Good	Curiosity

105	The Ferrari Came In Second	Consumer Durable	Curiosity
106	Get Started Now On Lowering Your 1993 Tax Bill	Service	Command
107	All Across Europe, As The New Day Arrives, So Do We. With Over 200 Flights A Week.	Service	Promise
108	We're Pleased To Announce The Passing Of Time.	Fast Moving Consumer Good	Curiosity
109	Getting From Point A To Point B Isn't Always Easy. Getting AT&T Is. Dial 10+ATT+0	Service	Promise
110	AJD Gets the Inside Track!	Fast Moving Consumer Good	Curiosity
111	At Ford, Quality, Design And Safety Are At The Top Of Our List. That's Why Ford Taurus Is At The Top Of This List.	Consumer Durable	Promise

112	We Took A Great Idea And Made It American.	Fast Moving Consumer Good	Curiosity
113	From Here On In, Every Luxury Sedan In The World Will Have To Rejustify Its Price.	Consumer Durable	Promise
114	Why Over Two Million Investors Choose Fidelity For Their Retirement Savings	Service	Curiosity
115	Live In The Lap, Lap, Lap, Lap, Lap, Lap, Lap Of Luxury.	Consumer Durable	Promise
116	Rather Than Tell You How Quite Our Printer Is, We'd Like To Show You The Kind Of Noise It Can Generate.	Consumer Durable	Promise
117	Applause...Applause.	Consumer Durable	Curiosity
118	The Easiest Way To Plan A Complicated Life.	Fast Moving Consumer Good	Curiosity

119	Melt the Ice. Just Add Bacardi	Fast Moving Consumer Good	Command
120	With Smart Rate, Lowering Your Interest Rates Has Become A Do-It-Yourself Proposition.	Fast Moving Consumer Good	Promise
121	Discover Why These Leading Nutritionists Recommend Fruit & Fibre.	Fast Moving Consumer Good	Command
122	"Worry About What To Name Them. Not What To Feed Them."	Fast Moving Consumer Good	Curiosity
123	If Your Wipers Don't Clean Your Windshield, Try This Piece Of Paper.	Industrial Good	Command
124	Find A World You Thought Was Lost.	Consumer Durable	Curiosity
125	After 25 Years, Corolla's Still Making News.	Consumer Durable	Curiosity
126	We Make Success Simple.	Service	Curiosity

127	"Environmental Responsibility Fuels Our Research."	Consumer Durable	Promise
128	Living Martha Stewart Style.	Fast Moving Consumer Good	Curiosity
129	How Much Should I Expect To Give Up For A Car That Only Costs \$14,995?	Consumer Durable	Curiosity
130	Some People Have A Different Idea Of How A Classroom Should Look.	Service	Curiosity
131	"Leather, Airbag, Anti-Lock Brakes... I Could've Spent Thousands More, But Why?" The New Bonneville.	Consumer Durable	News
132	Super Europe. Super Value.	Service	Curiosity
133	Adventure Has Its Price. Just \$299 A Month.	Consumer Durable	Promise

134	If You Could Drive One Car To Your High School Reunion, This Would Be It.	Consumer Durable	Curiosity
135	Take The Smooth Challenge.	Fast Moving Consumer Good	Command
136	Throw Out Everything You Know About Dot Matrix Printing.	Consumer Durable	Command
137	Discover Corolla. Again.	Consumer Durable	Command
138	If You Look At Figures, A Computer Just Doesn't Figure.	Consumer Durable	Curiosity
139	Finally, There's A Plain Paper Fax That's Within Your Reach.	Industrial Good	News
140	Someone New Is Controlling Discover Card Interest Rates: Our Cardmembers.	Service	News
141	The i Plan	Service	Curiosity

142	Holiday Inn Express. A Different Type Of Holiday Inn Hotel.	Service	Curiosity
143	Make To Move To Select A Smooth.	Fast Moving Consumer Good	Command
144	Buick Quality Has Never Been So Attractive. Or So Affordable.	Consumer Durable	News
145	Diversification Made Simple	Service	Curiosity
146	We Fit Hundreds Of Advancements Into A 4x4 Area.	Consumer Durable	Promise
147	GM's Latest Vehicle Comes Fully Equipped With 5% Earning Power.	Service	News
148	You Can Help Improve America's Energy Outlook In The Comfort Of Your Own Home.	Service	Curiosity
149	We Make Your Money Perform To Your Standards.	Service	Curiosity

150	The Class Of Its Class.	Service	Curiosity
151	Introducing The Gillette Series.	Fast Moving Consumer Good	Curiosity
152	It Started The Revolution.	Fast Moving Consumer Good	Curiosity
153	It's More Than A Van, It's A Previa.	Consumer Durable	Curiosity
154	We'll Help You Reach Your Customer In Time	Service	Promise
155	All Of The Above.	Consumer Durable	Curiosity
156	"I Put New Done Home Budgeting Software Into My PC, And Look What Came Out!"	Consumer Durable	Curiosity
157	Who Would Know Better How To Make You Welcome Wherever You Travel?	Service	Curiosity

158	Ultra Driving	Consumer Durable	Promise
159	Get Off The Beaten Path Without Leaving Town.	Consumer Durable	Command
160	Many Think This Is The Ideal Vacation Spot. Ellis Peters Thinks It's The Perfect Place For Murder.	Fast Moving Consumer Good	Curiosity
161	We Make It Easier To Get A 15% Raise.	Consumer Durable	Curiosity
162	Ask The Woman Who Can't Imagine Life Without One.	Consumer Durable	Curiosity
163	It's Our Version Of A Thank You Note.	Service	Curiosity
164	Introducing The Macintosh For Every Member Of The Family.	Consumer Durable	News
165	The Safety Features You Want Without The Body Style Of A Refrigerator.	Consumer Durable	Promise

166	We 'd Like To Offer You Some Extra Horses For Your Next Expedition.	Consumer Durable	Curiosity
167	FeatherWates Light As A Feather	Consumer Durable	Promise
168	Ford Has More Repeat Buyers Than Anyone In America.	Consumer Durable	Curiosity
169	Freshly Brewed Coffee For Ten. For One.	Fast Moving Consumer Good	Promise
170	In The Last Five Years, Environmental Consultant Richard Fuller's Put In Over 107,000 Unusually Grueling Miles Of Business Travel.	Consumer Durable	Curiosity
171	It Runs Like It's On Duracell.	Fast Moving Consumer Good	Curiosity
172	With Prices Starting At \$299.95 you Can Afford A NordicTrack.	Consumer Durable	Promise
173	Tonight, Try This For An Hour. Turn On A Lamp, Get Out A Book And Watch Your Kids Light Up.	Fast Moving Consumer Good	Command

174	Isn't It Nice To Know At Least One Thing Will Go Smoothly Today?	Fast Moving Consumer Good	Curiosity
175	Newsweek Special Inaugural Edition	Fast Moving Consumer Good	News
176	Take Any 3 For \$1 Each	Fast Moving Consumer Good	Command
177	We're The Old Masters Of Financial Security.	Service	Promise
178	The Millers Would Rather Concentrate on R&R Than On SSP, P/E, IPOs, OTC, NYSE... The Feeling is Mutual.	Service	Curiosity
179	"The Power, The Handling, The Control... It's A Real Eye-Opener." The New Grand Am.	Consumer Durable	News
180	Sell The Corporate Jet.	Consumer Durable	Command

181	You Shouldn't Have To Sacrifice Everything	Consumer Durable	Curiosity
182	A Grand Chorus	Fast Moving Consumer Good	Curiosity
183	And Now For Some Good News.	Consumer Durable	Curiosity
184	You Always Come Back To Basics.	Fast Moving Consumer Good	Curiosity
185	The Hottest Thing To Hit America Since The Chili Pepper. The New 1993 Ford Ranger.	Consumer Durable	Curiosity
186	Two Reasons To Trade In Your Speakers Now!	Consumer Durable	Curiosity
187	Ask The State Troopers Who Wouldn't Put Their Families In Anything Else.	Consumer Durable	Curiosity
188	Breakfast With A Rich European.	Fast Moving Consumer Good	Curiosity

189	Introducing TotalTrack. It's Like Getting Live Broadcast From The Scene Of Your Package.	Service	Curiosity
190	Luxury Is Hard To Define. But You'll Know It When You See It.	Consumer Durable	Promise
191	The Sounds Of Things To Come.	Service	Curiosity
192	Nothing Like A Little Demonstration To Get People Involved.	Consumer Durable	Curiosity
193	It Still Has Four Tires And The Steering Wheel Is On The Left. Other than That, Everything Else Has Changed For The 90's.	Consumer Durable	News
194	Only The Big Red Boat Sails With All The Magic Of Disney Experience.	Service	Promise
195	A Vacation To Fulfill Every Wish.	Service	Curiosity

196	Fortunately, Every Day Comes With An Evening.	Fast Moving Consumer Good	Curiosity
197	1993 Vacation Planner! Disney	Service	Curiosity
198	These Are Just Some OF The Views You Get With The Jeep Grand Cherokee.	Consumer Durable	Curiosity
199	The Most Photographed	Fast Moving Consumer Good	Curiosity
200	Fleet And Digital. Open To New Ways OF Looking At Business.	Industrial Good	Curiosity
201	Konica Answers The Call For Kemper.	Industrial Good	Curiosity
202	Productivity Paradise	Consumer Durable	Curiosity
203	Syncordia Announces Better Way To Manage Your Global Network.	Service	Curiosity

204	The One Standart Recognized Worldwide.	Service	Promise
205	Widget A is Cheaper Than Widget B. Widget A Is Better Than Widget B. Which Widget Would You Choose?	Service	Curiosity
206	"You Mean I Can Order From IBM Over The Phone?"	Consumer Durable	Curiosity
207	Still Paying Your Broker \$100 A Year For An Asset Management Account?	Service	Curiosity
208	"I Have Nothing Against Station Wagons. My Mom Used To Drive One."	Consumer Durable	Curiosity
209	Every Detail Says IBM, Except The Price.	Consumer Durable	Curiosity
210	"And With One Phone Call I Can Get This, Too?"	Consumer Durable	Curiosity
211	The BMW 740i Was Designed To Give Its Driver Peace Of Mind, Not Just Peace And Quiet.	Consumer Durable	Promise

212	Exciting New Company Masterful New Products	Industrial Good	Curiosity
213	Two Years Of Instant Gratification	Consumer Durable	Curiosity
214	George Hunt Would Rather Spend Time Managing The Tigers Than Managing A Portfolio. The Feeling Is Mutual.	Industrial Good	Curiosity
215	Imagine How Successful A Digital Audio System Would Be If It Could Also Play The Billions Of Standard Cassettes People Already Own.	Industrial Good	Curiosity
216	The Competition's New Laser Printers Were Inspired By A Distinguished History. Ours.	Industrial Good	Curiosity
217	The Competition Will Find Our New Color Printer Equally Inspirational.	Industrial Good	Curiosity
218	Now That You Know What Inspired Our Competition, Here's What Inspires Us.	Industrial Good	Curiosity

219	Something's Out There Doing Things You Can't Even Imagine.	Industrial Good	Curiosity
220	The Rules, Regulations And Customs Of 130 Countries Around The World Aren't Foreign To Us.	Service	Promise
221	Escape To The Enchanting World Of Desert Mountain.	Service	Curiosity
222	He's Leading A Mexican Revolution In A Battle For Market Share.	Industrial good	Curiosity
223	There Are Thousands Of Fine Business Hotels Around The World. But There's A Select Group That Offers You A World Of Difference.	Service	Promise
224	Can You Do It Better, Faster And Cheaper?	Industrial Good	Curiosity
225	It's Time To Get The SAS System.	Industrial Good	Curiosity

226	They Grounded Me For Two Weeks With No Phone Priveleges. Too Bad They Forgot To Say Anything About The Fax.	Consumer Durable	Curiosity
227	Templeton Foreign Fund's Record	Service	Curiosity
228	Canon Plain Paper Fax Is #1 For One More Reason...	Industrial Good	Curiosity
229	Researching A Company Once Took Days.	Service	Curiosity
230	The Fortune 500 At Your Fingertips	Service	Promise
231	1874. It Was Then. 1993. This Is Now.	Industrial Good	Curiosity
232	It's Now How Many Touches A Car Has. It's How It Touches You.	Consumer Durable	Curiosity
233	Digital Opens New Fields For John Deere	Industrial Good	Curiosity

234	The Next Lexus: The New GS300 Performance Sedan. Coming March 1st.	Consumer Durable	News
235	The New York Stock Exchange Fair And Open	Service	Promise
236	The Most Reliable 800 Service Just Widened The Gap.	Service	Curiosity
237	A Pyramid With A View.	Service	Curiosity
238	Introducing AIST UniPlan Service	Service	Curiosity
239	One Day You Get Married, Have Kids, Get A Dog And Buy A Wagon.	Consumer Durable	Curiosity
240	You Know You're A Good Manager. How Do You Rate As A Leader?	Service	Curiosity
241	The Kitchen Sink Is Optional.	Consumer Durable	Curiosity
242	To Change What's In Your Garage, Change What's In Your Wallet.	Service	Curiosity

243	Put Your Career On The Fast Track With Fortune Book Club	Service	Command
244	The Good News Is Jeep Grand Cherokee Is Now Available With A V8. There Is No Bad News.	Consumer Durable	News
245	When Was The Last Time Your Banker Gave You An Answer Before You Ask a Question?	Service	Curiosity
246	Polo Expedition	Fast Moving Consumer Good	Curiosity
247	Another Day. Another Swatch.	Consumer Durable	Curiosity
248	End-Of-Season Sale. Save \$50.	Consumer Durable	Promise
249	Obsession For Men	Fast Moving Consumer Good	Selective
250	Chaps	Consumer Durable	Curiosity

251	The 1993 Toyota MR2 Turbo Can Go Zero To Sixty In 6.1 Seconds. See Yourself At The Above Above Locations.	Consumer Durable	News
252	Every Pleasure In Paradise For One Single Price.	Service	Curiosity
253	Come To Where The Flavor Is.	Fast Moving Consumer Good	Command
254	Compare Trimax, NordicFlex Gold And Soloflex. You'll See why Trimax Stands Out.	Consumer Durable	Command
255	20% OFF!	Consumer Durable	Promise
256	Now It Takes Only 12 Weeks To Get From "Before" To "after"	Consumer Durable	Curiosity
257	"King George IV Was Here, Back In 1822. He Would Drink Nothing But The Glenlivet."	Fast Moving Consumer Good	Curiosity

258	Kent. More Flavor In Lights	Fast Moving Consumer Good	Promise
259	The Power Of Dreams	Fast Moving Consumer Good	Curiosity
260	New Trigger Spritz Is It!	Fast Moving Consumer Good	Curiosity
261	By The Time Philip II Built His Little Place In The Country, We Had Already Laid Brandy's Foundations 600 Years Earlier.	Fast Moving Consumer Good	Curiosity
262	Photographers On The Edge...	Fast Moving Consumer Good	Curiosity
263	Listen Your Head.	Consumer Durable	Command
264	There Are No Hiking Referees.	Consumer Durable	Curiosity
265	This Is It!	Consumer Durable	Curiosity

266	I Can Record On A Disc! I Can Record On A Disc!	Consumer Durable	Curiosity
267	You'll Love How Much You Can Hear.	Consumer Durable	Curiosity
268	You Could Live Without Better Sex.. But Who Wants To?	Fast Moving Consumer Good	Curiosity
269	Says It All. Kool	Fast Moving Consumer Good	Curiosity
270	Absolut Twist.	Fast Moving Consumer Good	Curiosity
271	Are You Using Yesterday's Makeup For Today's Face?	Fast Moving Consumer Good	Curiosity
272	Another Wild From Dodge	Consumer Durable	Curiosity
273	Denim In Color.	Consumer Durable	Curiosity
274	Under Twenty-Nine Dollars. Undemeath It All.	Consumer Durable	Curiosity

275	Max Factor International Impact	Fast Moving Consumer Good	Curiosity
276	Its Velvet Finish Is Only The Beginning.	Fast Moving Consumer Good	Promise
277	For Healthy Looking Skin Your Face Belongs To Noxzema	Fast Moving Consumer Good	Promise
278	Can The Right Kind Of Cleansing Stop The Wrong Kind Of Aging?	Fast Moving Consumer Good	Curiosity
279	How Could You Not Move Shoes	Consumer Durable	Curiosity
280	New Revolutionary Lasting Color By Loving Care	Fast Moving Consumer Good	News
281	Everything Palmer's Touches Turns To Soft.	Fast Moving Consumer Good	Promise
282	New Waterproof Great Lash	Fast Moving Consumer Good	News

283	If You'd Started Using It Four Days Ago, You'd Actually Look Younger By Now.	Fast Moving Consumer Good	Curiosity
284	Q: How Do You Get Your Perm To Look And Feel... Like It Isn't? A: Perma Soft, Naturally.	Fast Moving Consumer Good	Promise
285	Incredibly Gorgeous	Fast Moving Consumer Good	Promise
286	Reality Is The Best Fantasy Of All.	Fast Moving Consumer Good	Curiosity
287	Hot Treatments For Healthier Hair	Fast Moving Consumer Good	Promise
288	A Simple Eye Test: Which Daily Wear Lens Would You Rather Wear?	Fast Moving Consumer Good	Curiosity
289	We Accepted The Award. But The Tropy Is Yours To Take Home.	Consumer Durable	Curiosity
290	Infuse It!	Fast Moving Consumer Good	Command

291	Announcing Four Ways To Be Beautiful.	Fast Moving Consumer Good	Curiosity
292	Spiegel The Catalog For Those Who Value Time As Well As Money.	Fast Moving Consumer Good	Promise
293	It's Time To Get Your Beauty Ritual Down To Just One Step.	Fast Moving Consumer Good	Curiosity
294	Because A Set-In Stain Should't Force A Favorite Shirt Into Early Retirement, There's New Ultra Liquid Tide.	Fast Moving Consumer Good	News
295	Gorgeous Hair Is The Best Revenge.	Fast Moving Consumer Good	Curiosity
296	Science That Serves More Than Your Skin.	Fast Moving Consumer Good	Curiosity
297	Science Of Balanced Cleansing	Fast Moving Consumer Good	Curiosity
298	Darlene And Tom Robinson Were Run Off The High Way, Rolled Their Car, And Took The Rest Of The Day Off.	Consumer Durable	Curiosity

299	Protection As Easy As 1. 2.	Fast Moving Consumer Good	Curiosity
300	What You Put On Your Legs Can Color Your Whole Day.	Fast Moving Consumer Good	Curiosity
301	A Summer Outlook Doesn't Have Much To Do With The Weather.	Consumer Durable	Curiosity
302	The Best in Nail Care Right At your Fingertips.	Fast Moving Consumer Good	Promise
303	Real. Mean.	Fast Moving Consumer Good	Curiosity
304	Hold Reinvented	Fast Moving Consumer Good	Curiosity
305	Amarige A Celebration Of Laughter...Love...And Intense Happiness	Fast Moving Consumer Good	Curiosity
306	Temptation Without Reservation	Fast Moving Consumer Good	Curiosity

307	Spring 1993	Consumer Durable	Curiosity
308	If You Even Think You're Pregnant, Aren't You Already Too Distracted For A Complicated Pregnancy Test?	Fast Moving Consumer Good	Curiosity
309	I Just Couldn't Resist!	Consumer Durable	Curiosity
310	24 Hours Of Protection, And All You'll Turn Off Is The Light.	Fast Moving Consumer Good	Promise
311	He Drives A Car Fast, A Bargain Hard And Women To Distraction	Fast Moving Consumer Good	Curiosity
312	Low Price Is Back. Savannah Lights New Slim 100's	Fast Moving Consumer Good	News
313	A Taste For The Sophisticated	Fast Moving Consumer Good	Curiosity
314	"Unbelievable!" Believe It.	Fast Moving Consumer Good	Curiosity

315	For Feet That Turn Heads.	Fast Moving Consumer Good	Curiosity
316	Hold Back The Hands Of Time.	Fast Moving Consumer Good	Curiosity
317	Clean, Yet Soft.	Fast Moving Consumer Good	Promise
318	Kool Totaly.	Fast Moving Consumer Good	Curiosity
319	The Chicken. The Secret.	Fast Moving Consumer Good	Curiosity
320	Sometimes Calgon/Time Can't Come Soon Enough.	Fast Moving Consumer Good	Curiosity
321	Get The Great Classic Bubble Gum Flavor That Lasts... And Lasts...And Lasts...And Lasts...And Lasts...And Lasts...A	Fast Moving Consumer Good	Promise
322	Have A Light Lunch.	Fast Moving Consumer Good	Curiosity

323	HG Invites You To Explore The World's Most Beautiful Homes. For Only \$1 An Issue.	Fast Moving Consumer Good	Promise
324	Nbelle's Lips Say It All. Soft. Healthy. Natural. Protected. New Softlips	Fast Moving Consumer Good	News
325	Now Reduce Lines And Wrinkles Today...And Tomorrow.	Fast Moving Consumer Good	Curiosity
326	L'oreal's Discovery To Care For Color-Treated Hair Keeps Your First-Day Color Alive. Colorvive Technicare	Fast Moving Consumer Good	News
327	Highly Sensitive Information.	Fast Moving Consumer Good	Curiosity
328	Made In The Shade	Fast Moving Consumer Good	Curiosity
329	Simple. Single. Soft.	Fast Moving Consumer Good	Curiosity

330	Success Story.	Fast Moving Consumer Good	Curiosity
331	New Vanish Mildew Plus	Fast Moving Consumer Good	News
332	Or Your Money Back.	Fast Moving Consumer Good	Promise
333	Gray Hair Lies.	Fast Moving Consumer Good	Curiosity
334	The Brow Has The Edge. Expert Eyes	Fast Moving Consumer Good	Curiosity
335	Healthy Shine Comes From The Inside Out.	Fast Moving Consumer Good	Curiosity
336	When Vanish Clear Drop-Ins In Your Tank. <u>Clear</u> Invisible Cleaning Power Is In Your Bowl.	Fast Moving Consumer Good	Promise
337	Stop Streaking Start Cinching!	Fast Moving Consumer Good	Command

338	Parents Have A Lot Of Questions.	Fast Moving Consumer Good	Curiosity
339	I Paid Less!	Fast Moving Consumer Good	Curiosity
340	Honored, Commended, Awarded. Devoured.	Fast Moving Consumer Good	Curiosity
341	Crisco Beats Butter With A Stick.	Fast Moving Consumer Good	Curiosity
342	Meet The Cutest Firefighters To Ever Unroll A Hose... A Bradford Exchange Recommendation	Consumer Durable	Curiosity
343	Kotex Understands What It Means To Be A Woman.	Fast Moving Consumer Good	Selective
344	The Drip Stops Here.	Consumer Durable	Promise
345	Introducing Serenity With DryLayer Plus And The Three Best Reasons To Try It.	Fast Moving Consumer Good	News

346	Who Has The Best Tissue With Lotion? The Choice is Clear.	Fast Moving Consumer Good	Curiosity
347	Discover 20 Natural Beauty Products For Just \$3 Each!	Fast Moving Consumer Good	Command
348	Here's An Offer So Big We Can't Keep It Under Our Hat!	Fast Moving Consumer Good	Curiosity
349	How To Say New! Fluffier! Maplier! Aunt Jemima Pancakes And Syrup! (With Your Mouth Full.)	Fast Moving Consumer Good	News
350	Lipton Noodles & Sauce. The Part Of Dinner Your Family Can't Wait To Tear Into.	Fast Moving Consumer Good	Curiosity
351	"There Is No Hope Of Your Son Passing The 8th Grade."	Service	Curiosity
352	Designs For Living	Consumer Durable	Curiosity
353	We Wouldn't Put Anything In Our Chicken You Wouldn't Want In Your Kid.	Fast Moving Consumer Good	Promise

354	"Oh Boy, Waldo's Back On The Back Of Life Cereal!" "I'll Eat While You Look!"	Fast Moving Consumer Good	Curiosity
355	Share A Big Kiss With Your Kids.	Fast Moving Consumer Good	Command
356	100% Log Cabin 50% Less Calories	Fast Moving Consumer Good	Promise
357	The Right Ingredients Are Right Inside.	Fast Moving Consumer Good	Promise
358	The Best Work-Out For Your Heart That Doesn't Require Cross-Trainers, Weights Or A \$500 Membership.	Service	Curiosity
359	Mother's Little Helper.	Fast Moving Consumer Good	Curiosity
360	Introducing Campbell's Cream Of Asparagus Soup.	Fast Moving Consumer Good	Curiosity
361	Top Of The Morning.	Fast Moving Consumer Good	Curiosity

362	Egg Beaters Introduces French Toast	Fast Moving Consumer Good	Curiosity
363	The Potatoes. The Secret.	Fast Moving Consumer Good	Curiosity
364	Don't Just Make Dinner Tonight. Cucinere La Cena Con Contadina, Instead.	Fast Moving Consumer Good	Command
365	Genuine La-z-Boy Sleep Sofas. For People Who Deserve Genuine Comfort.	Consumer Durable	Curiosity
366	If 9 Amps Were Horsepower, This Should Be A Sports Car.	Consumer Durable	Curiosity
367	Casablanca And Taster's Choice. This Could Be The Beginning A Beautiful Friendship.	Fast Moving Consumer Good	Curiosity
368	Round Up Some Rawhide For Your Little Doggie!	Fast Moving Consumer Good	Command
369	Everyone Can Use More Power, Friends And Money.	Consumer Durable	Curiosity

TABLE IV
RHETORICAL DEVICES
IN SELECTED TURKISH MAGAZINE ADVERTISEMENT HEADLINES

NO. IN LIST I	HEADLINE	PRODUCT CATEGORY	RHETORICAL DEVICE
2	Simdi Kepege Son	Fast Moving Consumer Good	Simdi (Now)
4	Simdi Dunya Giyiyor	Fast Moving Consumer Good	Simdi (Now), Dunya (World)
10	Yeni Super Otomatik Beko Zigzag	Consumer Durable	Yeni (New)
16	Sedkin Olmanin Heyecanini Yasayin	Fast Moving Consumer Good	Sedkin (Elegant)
40	Dunya Markasi Candy Simdi Turkiye'de	Consumer Durable	Dunya (World), Simdi (Now)
41	Turkiye'den Dunyaya Atmagan Turkuaz	Consumer Durable	Dunya (World)

42	Yeni Fullautomatic 2300 Fullautomatic'te Bugun	Consumer Durable	Yeni (New)
43	Simdi Bako Tiyatron Seyretme Zamanı!	Consumer Durable	Simdi (Now)
45	Favorit LX Ve Forman LX Türkiye'de... Yeni Skoda'lar Yeniliklerle Donatıldı!	Consumer Durable	Yeni (New)
46	Buzdolabında Aracılık Farci Serin & Derin	Consumer Durable	Fark (Difference)
50	Dünyanın Her Yerinde Yüzdeyüz McDonald's.	Fast Moving Consumer Good	Dünya (World)
51	Burda Mart Sayısı Simdi Bayinizde!	Fast Moving Consumer Good	Simdi (Now)
56	Türkiye'nin 1 Numaralı Otomobili: Yeni Corolla.	Consumer Durable	Yeni (New)
58	Power-DJ'93 En İyi Disc-Jockey Yarışması	Service	En İyi (Best)

64	Desa Yeni Ve Sackin Bir Olanak Daha Yaratti: Desa Card	Service	Yeni (New), Sackin (Elegant)
73	Simdi Herkese Yetecek Kadar Var.	Fast Moving Consumer Good	Simdi (Now)
85	Simdi Size Onde Olma Duygusunu Yasatacak Bir Video Var	Consumer Durable	Simdi (Now)
88	Alurad'i Farkli Kilan Ustunlukler	Industrial Good	Farkli (Different)
90	Vitra Kalitesi Ve Dunya Standartlarindaki Guvencesi...	Industrial Good	Kalite (Quality), Dunya (World)
98	Sadece Bosch'a Ozgu Mukemmel Cozumler. Bosch Camasir Makineleri	Consumer Durable	Mukemmel (Excellent)

99	Sadece Bosch'a Ozgu Mukemmel Cozumler. Bosch Bulasik Makineleri	Consumer Durable	Mukemmel (Excellent)
112	25.000 Seckin Musterisiyle Bolgesindeki Tek Carsi...	Service	Seckin (Elegant)
130	Dunyanin En Guvenilir Yayinlarini Kaynak Alan Barometre Kasetleri Ile Kure Simdi Daha da Yakininizda.	Fast Moving Consumer Good	Dunya (World)
137	Ve... Iste Yeni Modeli... Jeep Grand Cherokee '93	Consumer Durable	Yeni (New)
139	Dunyada Gecerli Bankadan Dunyaca Gecerli Hizmet! Tutunbank Visacard	Service	Dunyada (Worldwide), Dunyaca (Worldwise)
145	Dunya Dosuyor, Turkiye Kazaniyor	Industrial Good	Dunya (World)
146	Yeni Kadinin Dergisi Elele	Fast Moving Consumer Good	Yeni (New)