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ENGLISH

*“Visa oss ditt bästa warrior face”:*

A study of English in  
Swedish print advertisements

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**Title:** “Visa oss ditt bästa warrior face”: A study of English in Swedish print advertisements.

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**Abstract:** The purpose of this essay is to shed some light as to how many English words can be found in the print advertisements of an everyday newspaper *Metro*, as well as investigating what type of companies are prone to using English in their advertisement and furthermore, the location of English words in the advertisements. A distinction was made between English and Swedish words by counting them and furthermore, categorising companies in terms of what they aimed to sell and whether or not they included English in their advertisements. Furthermore, the location of the English words were categorised and classified as moves by using a model by Garcia-Yeste, inspired by Bhatia. This helped in gaining knowledge of what purpose the English words served in different locations of the advertisements. The final aim was to find out why companies choose to include English words in their advertisements and this was investigated by three companies answering a small questionnaire of 2-3 questions as to why they did or did not use English in their advertisements. The results showed that more than half of the companies investigated used some English in their advertisements, 7.2% of all the words counted turned out to be in English and the location of English words was most likely to be found in the main text or the logo.

**Keywords:** English in media, language in advertisements, code switching, English as a global language.

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## 1. Introduction

The title of this essay “*Visa oss ditt bästa warrior face! [Show us your best warrior face!]*” was retrieved from Metro on April 4<sup>th</sup> 2014 and is a print advertisement for the obstacle race Tough Viking. It is a phrase that might have caused some eyebrows to be raised in Sweden and the clever copywriter who structured it has most likely been paying attention to the way in which English seems to occur everywhere in Sweden. Being Swedish, one rarely reflects on the fact that English exists in advertisements, commercials or elsewhere, unless one really starts paying attention to it. When doing so, what can be found are not only English words here and there in texts such as abbreviations deriving from the Internet and LEET-speak (e.g. *LOL* or *BRB*<sup>1</sup>), and company’s names, but also word phrases such as the example above. It is not unusual for a Swedish advertisement to contain both Swedish and English words and this might make the message difficult to fully take in unless one is a fluent speaker of both languages.

When looking through a Swedish newspaper funded by advertisements, it is inevitable to find that a number of companies provide advertisements by using English words, and some more than others. Swedish and international companies, with Swedish employees in Sweden writing their logos, slogans and product information in English although their native-language is Swedish. The present study investigates how many English words a person might be exposed to when reading the advertisements in one arbitrarily chosen newspaper. Therefore, the present study will investigate the number of English words in advertisements taken from a daily newspaper funded by advertisements, namely *Metro*.

### 1.1. Aim and scope

The aim of the essay is to shed some light as to how common it is for advertisements in Sweden to contain English words and furthermore, to gain some insight as to what the companies are hoping to achieve when using English in their advertisements. The research questions for this essay are:

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<sup>1</sup> *LOL* stands for “laughing out loud” and *BRB* stands for “be right back”.

- How many of the print advertisements in an everyday newspaper (Metro from April 4<sup>th</sup> 2014) contain English?
- Which types of companies tend to use English?
- How many of the words in the advertisements are in English?
- What is the location of the English words in the advertisements?
- What are the Swedish companies' reasons for using English (or not using English) in their advertisements?

## 1. Theoretical Background

### 2.1. English as a global language

English is ranked third on the list of most widely spoken languages in the world (with approx. 322,000,000 speakers), in terms of first language speakers, after Mandarin (approx. 885,000,000 speakers) and Spanish (approx. 330,000,000 speakers) but is still the most internationally spread language in the world (Andersson, 2011, p. 46). According to Jan Svartvik (1999, p. 13) one of the reasons for this is the fact that English has been spreading all around the world due to colonisation. Gunnar Lund (2013, p. 57), offers another reason for this and claims that English has spread because America played an important part in World War II in 1945. Consequently, he says, America has been dominating the world politically, economically and scientifically for the last 50 years, which has made the country's language something beneficial to master. However, this claim would not necessarily explain its spread in European media, but merely be a reason for why most people find it practical to speak. Jansson (2010, p. 284) explains this by saying that many of us need a *lingua franca* for work or similar purposes since connections between countries and immigration grow with globalisation and this explanation may be seen as a third reason for the spread of English. Jansson (2010, p. 288) also points out that popular culture might be another reason for the spread of English. However, this might be a 'chicken and the egg'- type of explanation in a sense that the reason for the spread of Americanised pop-culture might be the fact that many speak the language and therefore relate to it and because many can relate to it, it is used more frequently.

English has not always been considered an ‘international language’. It appears to be the case that the language of whatever country, which momentarily has more power than others, has more influence on the rest of the world and is therefore likely to spread its language.

## 2.2. Language status in Sweden

The official language of Sweden is Swedish and there are five official minority languages: Finnish, Sami, Romani, Yiddish, and Meänkieli (Håkansson and Norrby, 2010, p. 242). Albeit English is neither an official language nor a minority language in Sweden, when Eurobarometer (2005) conducted a study where 1,024 people in Sweden from different age groups and with different occupations were asked what language(s) they spoke other than their native tongue, English was the language most of them claimed to understand and speak. 85% of the Swedish population claimed to speak English, followed by German, which is spoken by 28% of the population. Since English proficiency tends to increase and the numbers are from 2005, one might assume that more people than 85% of the population consider themselves speakers of English today, to a varying degree that is.

English is a global language and used as a *lingua franca* for many purposes and the influence of English internationally has had an effect on what language is to be taught as a foreign language in Swedish schools. However, it was not until the year 1946 that German was replaced by English as the main foreign language for children to learn in Sweden. It was not yet obligatory at that time since not all schools had foreign language on their timetable and it was later on, in connection to the national school reform, which occurred in the 60’s, that it was decided by the government that every student had to learn a minimum of one foreign language with the consequence of it being mandatory for all students to study English (Jansson, 2010, p. 282-283). Thus, the decisions taken by the government were 1, that English was to be the first foreign language in schools and 2, that all pupils had to learn a minimum of one foreign language. Jansson (2010) acknowledges how these two factors have had an influence on English being so widely spread in Sweden. However, Jansson explains, while these factors seem to be linked to each other, they occurred unrelated to one another in the sense that one regulation was not carried out in connection to the other. However, they did coincide and that has most likely had an

influence on the fact that a large number of the Swedish population speak English close to fluently today.

As stated above, Finnish is one of the minority languages of Sweden and there are more people who speak Finnish as a first language in Sweden than there are speaking English. Statistics from 2006 show that while 201,000 people speak Finnish as a first language, a mere 44,000 speak English as a first language in Sweden and there are as many as 19 languages which are more widely spoken than English in Sweden (Swedish not included). The data for this research was collected by estimating which was the first language of people (Parkvall, 2009, p. 22). However, the linguist Mikael Parkvall (2009, p. 3) argues that these numbers may be problematic since the status of language use among citizens is difficult to define since there are no statistics on language use in Sweden. The reason for this is that Sweden is one of few countries to have chosen not to compile statistics based on language use since it is looked upon as something that violates the citizens' personal integrity (Parkvall, 2009, p. 3). The fact that there are no exact numbers from SCB (*Statistiska centralbyrån*) concerning language use makes these numbers problematic, but they nevertheless manage to indicate the way in which English is far from an official language in Sweden but nevertheless appears to be highly valued in the media.

### **2.3. Code switching and loanwords**

Another field of research that may help provide an understanding of the phenomena that the present research aims to investigate is the field of code switching, namely mixing two or more languages with each other. Milroy and Muysken (2006, p. 1) discuss how educational provision, migration, and the way mass communication changes might have led up to the present multilingual modern world. Furthermore, Milroy and Muysken (2006, p. 1) refer to the “new multilingual nations” where the citizens speak perhaps not only their local and national languages, but also an international language such as English, French or Spanish.

Another aspect to be considered within this field of research is the difference between code switching and loanwords. Poplack and Sankoff (1984, p. 103) say in their research paper that they agree with an argument made by Hasselmo (1970) and further

state that:

Since code-switching is not identifiable on the basis of linguistic (...) features alone, the occurrence of a borrowed item that shows a high degree of social integration (i.e. acceptance and use by the community members) could be interpreted as an instance of a loan word, while one that shows a low degree of social integration would be an instance of code-switching.

However, Chrystal (1988, p. 54) argues that these distinctions can be hard to make. Her claim is that the difference between loanwords and code switching is about two different strategies, used to take advantage of another language and despite researchers agreeing that there is a theoretical difference between loanwords and code switching, it has proven hard to separate the two strategies from one and another.

## 2.4. Advertising language

The discipline of advertising language is an additional research field worth considering for the purpose of this essay. Bruthiaux (2005, p. 135-136) points out that the language of advertising “presents a double challenge for the linguist”. The linguist aims to describe the linguistic nature of language in advertisement as well as describing how the language in advertising forms its characteristics, which is persuasion with limited spatial means, in a larger communicative context. Thus, in order to identify the reasons why English is present in Swedish print advertisement, one must speak of the language of advertising. Bruthiaux (2005, p. 137) further discusses the advertisers’ challenge to conform to the reader by saying that “the language of advertising is the product of a linguistic adaption to a context in which messages are aimed at a vast audience representing an array of backgrounds and presuppositions that can only be guessed by the writer”. This claim evidently states that language in advertising is aiming towards an audience where it is impossible for the writer to know the receivers’ background and therefore, advertisement language is “the product of a linguistic adaption”. Bhatia (2004, p. 63) explains the act of advertising in the following way:

Advertising, on the one hand, is the most traditional form of promotional activity, which is intended to inform and promote in order to sell ideas, goods or services to a selected group of people; on the other hand, it is also one of the most dynamic generic forms exhibiting some of the most innovative uses of lexico-grammatical and discursal forms and rhetorical strategies.



With the help of these definitions, it can be argued that advertising language aims to use rhetorical strategies with the goal of convincing as many people as possible, but with limited spatial means and a limited amount of information as to who the intended demographic group is. Cheshire and Moser (2010, p. 453) suggest that “English may indeed be available as a potential symbolic resource for any country of the world that might need it” and if this might be the case, English is possibly a type of advertising language.

## 2.5. Previous research

In *Språkförsvaret*'s anthology Lindblom (2013, p. 73) argues that Swedish people prefer commercials in Swedish. He claims that results were collected in a survey conducted by *Demoskop* where the participants were asked whether they preferred commercials 1) “entirely in Swedish”, 2) “mainly in Swedish but the main message in a different language”, 3) “in an entirely different language”, 4) “in a different language but translated to Swedish”, or 5) “in a different language but translated to English”. This survey referred to commercials seen on TV and not to print advertising. Furthermore, Lindblom (2013, p. 72). claims that in a questionnaire sent to communication firms where they were asked to answer whether the communication firms themselves believed that English in Swedish advertising could help sell a product or not, the answer to this was that none of them knew whether this was the case at all.

In a study conducted by Lee (2006), it was concluded that using English in commercials is a means of showing modernity. The results from that study can be used as a way to understand the psychological and tactical factors that play a part in terms of choosing a language for marketing purposes, albeit that study was conducted on Korean television commercials, and not on print advertisements. The claim that English is used as a way for companies to show modernity is further supported by Piller (2003, p. 170) who says that “English has become the language of modernity, progress, and globalization” and furthermore, that “English has largely become a nonnational language and has been appropriated by advertisers in non-English-speaking countries to index a social stereotype”. Piller (2003) also talks about the attitudes towards foreign language in advertising and how the phenomena of using words or phrases from different languages

appears to not only be the case in Swedish advertising: “In a study of American car names (Piller, 1999, p. 172), French names were also employed to conjure up connotations of fashion, elegance, and femininity, while Spanish was associated with freedom, adventure, and masculinity”. Piller (2003, p. 170) continues by saying that there has been a shift in research, away from borrowings and loanwords and towards multilingual discourses in advertising. Haarmann (1989, cited in Piller 2003) points out that it is in the product name that a word from a foreign language is most likely to be found and explains that stereotypes typically associated with the English language are: “international appreciation, reliability, high quality, confidence, practical use, [and] practical life style” (p. 172).

Larson (1990, p. 367-368), investigated the use of English terms in Swedish job advertisements and identified a few important reasons as to why English words were used when there were adequate Swedish counterparts that could have been used but were not. What he says is that English is used by companies, either to make it easier for an international company when the same job carries the same title no matter where the location, but perhaps more importantly, he claims, English is used for the purpose of making a title seem more appealing to the potential employee.

Drawing on Garcia-Yeste’s research (2013), in which he investigates the tendency to use English in different moves in Swedish advertisements, the present study aims to explain the different moves of English words in the advertisements of a *Metro* newspaper. Inspired by Bhatia (2004, 2005), these moves were classified by Garcia-Yeste into six different categories, in relation to where in the advertisement they were found. See table 1 below.

**Table 1: Schematic structure of print advertisements (Garcia-Yeste 2013, p. 69, based on Bhatia 2004, 2005)**

Move 1: Visuals/ reader attraction	The visual elements are generally crucial in terms of catching people's attention. These might include photographs, drawings, or graphic accessories, such as colour backgrounds, borders, etc.
Move 2: Headline	The headline is usually the most important element along with the visual elements. Typically, it includes the slogan or catchphrase.
Move 3: Lead	Some adverts include a subhead or lead that briefly expands the main headline. Sometimes it becomes the slogan. Its main objective is to justify the product by establishing a niche.
Move 4: Copy	The copy is the main text of the advertisement. This move can present different realisations, namely: <ul style="list-style-type: none"> <li>• Detailing the product,</li> <li>• Establishing credentials,</li> <li>• Endorsement or testimonials,</li> <li>• Using pressure tactics,</li> <li>• Soliciting response.</li> </ul>
Move 5: Signature	The signature provides the advertiser's details, i.e. logo, advertiser's name, address, geographical situation, website address, etc.
Move 6: Coupons/offering incentives	Coupons and other strategies attract the audience's attention and may raise their response by offering an incentive.

By using the model in table 1, Garcia-Yeste analysed the advertisements in a way where the moves of the English words were categorised. The result of his research was that companies mostly use English in headline, lead and signature. Furthermore, what was found was that glocalisation, the act of adapting a product so that it works not only globally, but also locally, is of importance in this matter (2013, p. 82). By doing this, companies are able to promote products and services on both a local and global scale. Garcia-Yeste (2013, pp. 66-67) furthermore points out that although a lot of research has been conducted in other fields of advertising and the language in it, not a lot of attention has been paid to purely commercial print advertisements, such as for goods and services. Garcia-Yeste's findings (2013, p. 81) suggest that "English has a relatively low frequency, and it is mostly employed in combination with Swedish; campaigns written exclusively in English are quite rare in the texts analysed". Garcia-Yeste (2013, p. 79) claims in his

research that English is mainly found in “the headline, the signature, and the lead, while Swedish is resorted to for the copy where the main information about the product or service is offered”, and furthermore, he states “only some cases have been found where English is present in the copy”. Furthermore, he states that the main informative text of the advertisement tends to be written in the local language while features designed to draw the reader’s attention, such as logos, catchphrases and slogans, may be written in English (p. 79).

Similarly, after having conducted an investigation of English in advertisements in French-speaking Switzerland, Cheshire and Moser (2010, p. 456) state the following: “We found that the most common position for English was in the signature line of the advertisement, as the slogan accompanying the brand name”.

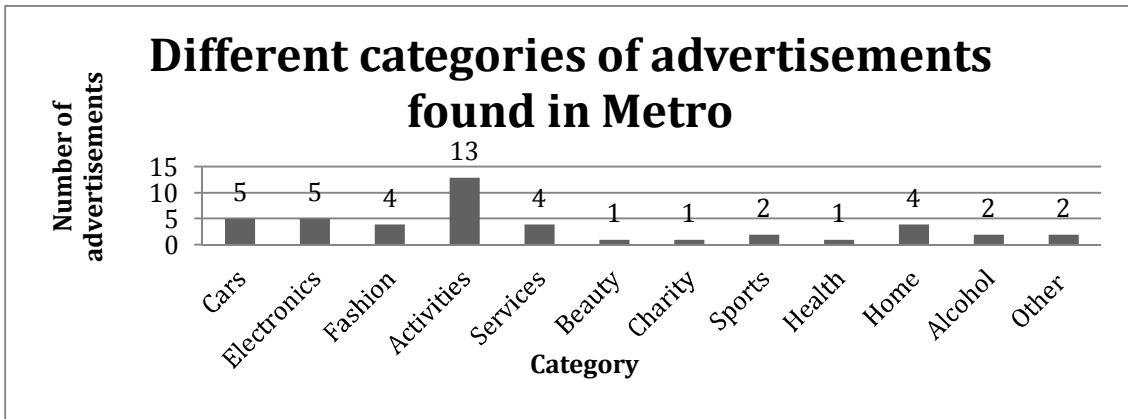
### 3. Material and method

The corpus used in the present study was collected from a daily newspaper containing 32 pages: *Metro* from April 4<sup>th</sup> 2014. The choice to use a *Metro* as the only source for the corpus was made because it is a daily newspaper that many people have access to. It can be found on trams and in stands almost anywhere in Sweden and for that reason, it was considered a good example of a media that many Swedish people might be exposed to in their everyday life. However, there is a possibility that advertisers choose *Metro* for their intent and purposes to reach their target audience. Therefore, it should be taken into consideration that not all people read *Metro* and advertisers are probably aware of who is most likely to read it.

*Metro* is funded by advertisements and is therefore free of charge, which adds credibility to the statement that many people might read it. By gathering all the ads from the newspaper, a corpus of 44 ads in total was collected. All ads aiming to sell or provide products or services were included. Advertisements selling activities, e.g. promoting a restaurant or a bar, were included when the advertisers’ main goal was perceived as aiming to promote the restaurant or bar itself, however excluded when perceived as promoting the happening *per se*, namely advertisements promoting movies and theatre shows.

Once the newspaper had been collected and advertisements had been counted in total, the number of advertisements that contained one or more English words were singled out and counted.

After having a result as to how many of the advertisements contained English words, it was investigated in what type of advertisements the English words would appear. This was done by categorising the advertisements. The classification was determined by reading all the advertisements in order to find out what the main purpose of each and every one of the advertisements was.



**Figure 1** – Diagram indicating the different categories of advertisements that were found in *Metro*.

Figure 1 shows the different categories and the number of each category of advertisements found in the *Metro* investigated. There were eight different categories of advertisements that aimed to sell products (cars, electronics, fashion, beauty, sports, health, home, and alcohol), in which case the advertisements were categorised by type of product.

Furthermore, there was one category for advertisements that aimed to sell activities (such as going to clubs, casinos or museums), one for services (such as flight bus or tailor) and the category *Other*, which includes two companies that were more difficult to categorise, one (*ÅF*) which is an engineering company and the other one (*Svenska spel*) which is a state owned gaming operator.

**Table 2: Classification of companies**

<b>1. Cars</b>	Opel, Peugeot (1), Peugeot (2), Volvo, Fiat
<b>2. Electronics</b>	Elgiganten, Tele2, Phone House, Telia, Cdon.com
<b>3. Fashion/shopping</b>	Grand Passage, Kompassen, Nilson, Gudrun Sjödén
<b>4. Activities</b>	Hotel First, Sticky Fingers, Casino Cosmopol (1), Casino Cosmopol (2), Trädgår'n, Metro/Tough Viking, Tough Viking, Stena Line, Storstugan, Svenska Kyrkan, Universeum, Öl & Whiskymässan, Falkenberg Strandbad.
<b>5. Services</b>	Flygbussarna, Svingelns skrädderi, Körkarlens trafikskola, Allastudier.se
<b>6. Beauty</b>	Kicks
<b>7. Charity</b>	Reachforchange.se
<b>8. Sports</b>	Stadium, Cykelringen
<b>9. Health</b>	Optikkällaren
<b>10. Home</b>	MIO, Bra sommarmöbler, Bauhaus, Global+ Zassenhaus
<b>11. Alcohol</b>	Krone wine, Chateau wine
<b>12. Other</b>	ÅF, Svenska spel

Table 2 shows the categorisation of each company's advertisements. The main purpose of this categorisation of advertisements was to identify and categorise in which type of advertisements the English words could be found.

Thereafter, the English words in the advertisements were counted. When having concluded how many English words could be found, and in how many of the advertisements, the typical location of English words in Swedish advertisements was investigated.

By using the schema made by Garcia-Yeste (2013, p. 69), and inspired by Bhatia (2004, 2005) (see table 1), advertisements which contained English words, were divided into six different categories depending on where in the advertisement the English word/s could be found and what purpose the English word/s could conceivably serve.

To be able to conclude where the English words could be found in the text and to count the number of words, some further categorisation with words proved necessary to make. Questions such as "what characterises an English word?" and "what type of words should be counted?" etc. were raised throughout the process. There were three main

problems when calculating:

1. Words occurred that are neither Swedish nor English (such as *Maybelline*).
2. English words, expressions or phrases which have no Swedish counterpart but that Swedes use in English since these words derive from the English language (these were mostly trademarks such as *Facebook* and *iPhone*).
3. People's names (such as *Nilson* in *Nilson shoes*) or places (such as *Kungsgatan*).

The above instances are all examples of proper nouns, which can be defined as “names of specific people, places or occasions” (Greenbaum and Nelson 2009, p. 33) and could therefore be determined as neither Swedish nor English. They are not translatable and therefore, the above-mentioned types of proper nouns were entirely excluded when words were counted and results compiled.

However, there were a few instances where other word classes were used as proper nouns, e.g. *Active*, where the word itself is an adjective but here used as a name of a specific car type in both *Opel's* and *Peugeot's* advertisements. However, these types of words were included in the study since even though it is used as a proper name for the car companies' purposes, it is an adjective and it is translatable. It was only when the word could not be perceived as anything other than a proper noun that it was excluded. Could the word also belong to another word class (e.g. adjective), it was included. There was also the issue of a word's etymology, the origin of a word. Some words derive from English although they are perceived to be Swedish words. The Swedish language has many loan words<sup>2</sup>, most of which are nouns (Stålhammar, p. 22). The thumb rule for this when counting was to count the English words that did have a Swedish counterpart as English and words that did not have a Swedish counterpart, but may nevertheless be loanwords to begin with, as Swedish. Numerical expressions were also excluded from the

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<sup>2</sup> There are different types of loan words, to read more about this, I recommend Stålhammar, pp. 22-27.

research.

As a sixth and final step, a small questionnaire was sent out to three of the companies that advertised in the *Metro* that was investigated, one that did not use English in their advertisements, one that used mainly Swedish and one that used mainly English when advertising. The questionnaire was intended to find out what the reasons for the particular companies' choice of language were and was subsequently sent to three companies: *Mio* (Swedish retail chain, selling furniture and household goods) which used only Swedish in their advertisements, *Kicks* (Nordic retail chain, selling beauty supplies) which used mainly Swedish and *Kompassen* (shopping mall located in Gothenburg, Sweden) which used mainly English in their advertisement (the only exception being the brand's name). To the company that only used Swedish, the following two questions were asked:

1. What is the main reason for *Mio* to use only Swedish in your advertisement?
2. Do you, as the information manager, believe that using only Swedish in your advertisement strengthens the brand and/or adds credibility to the company and/or generates higher sales numbers?

To the two companies using mainly Swedish and mainly English, the following questions were asked:

1. What is the main reason for (company's name) to use English, and not Swedish in your commercial?
2. Do you, as the Information Manager, think that English in your advertisements will generate higher sales number or strengthen (company's name)'s brand?
3. Do you, as the information Manager, think that the use of English in your advertising in Sweden may have an impact; may it be positive or negative, on the Swedish language?

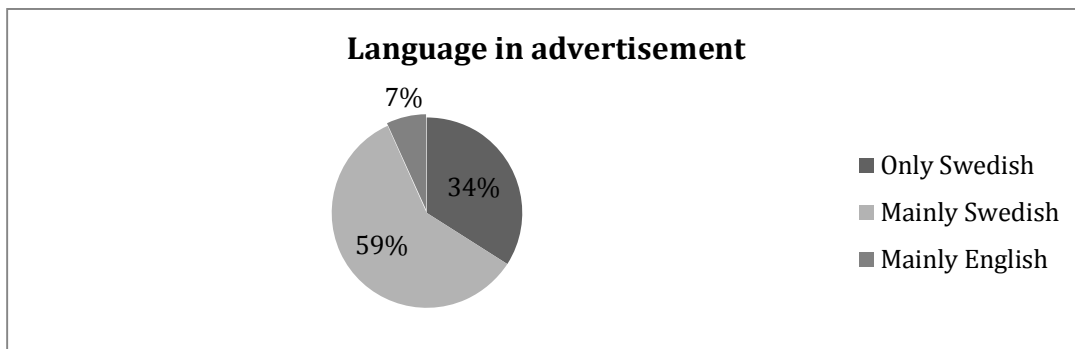


The questions asked to *Kompassen*, a shopping mall using mainly English in their advertisements, were the same as the three questions above, with the exception of question 2 where “sales numbers” was replaced by “visitors” since a shopping mall contains many different stores and therefore sales numbers could be difficult to compile. The purpose of the questionnaire was to gain some insight as to the reasons for different companies to choose to use Swedish, English or both. It can be assumed that it is a conscious decision but the questionnaire was used to confirm this. Furthermore, it is of importance to find out whether information managers find that it does generate higher sales numbers and if using English could make their readers perceive them as more ‘international’ and if so, whether this perception affects the company’s credibility.

## 4. Results and Discussion

### 4.1. The use of English in advertisements

The number of ads was calculated, with the exception of those promoting films or theatres (see section 3), by using one daily newspaper (*Metro*, April 4<sup>th</sup>), consisting of 32 pages. The diagram below demonstrates the percentage of companies using only Swedish, mainly Swedish or mainly English when advertising.



**Figure 2** – Diagram indicating the different languages that were found in advertisements in Metro.

There were 44 ads in total: 15 in Swedish, 26 in mainly Swedish and three written mainly in English. This tells us that 66% of all the advertisements contained English. When Cheshire and Moser (2010, p. 455) conducted a similar investigation on English in French-speaking Switzerland, they came to the conclusion that 31% of the advertisements

investigated used English. However, it is worth noting that the above-mentioned study had a significantly larger corpus.

Once this classification was made, the advertisements were categorised by the purpose and the table below demonstrates the categories and language of each category.

**Table 3: Number and percentage of advertisements that included English words**

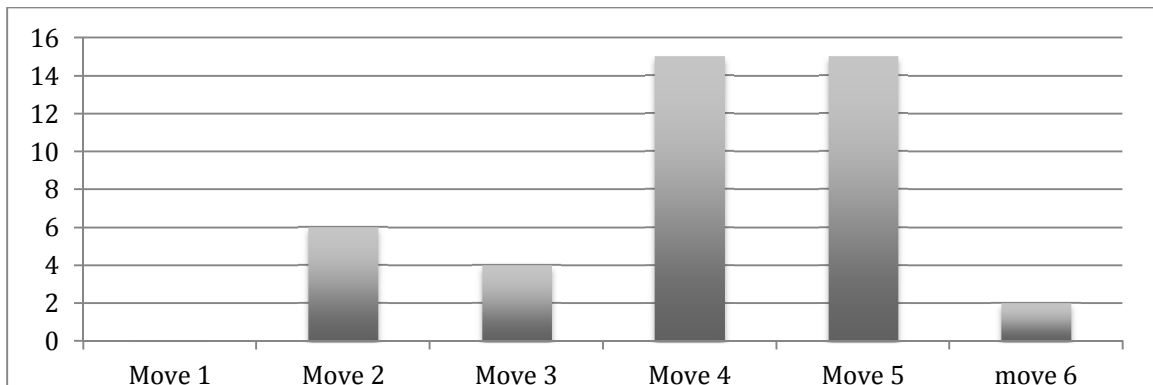
Language	<i>Cars</i>	<i>Electronics</i>	<i>Fashion</i>	<i>Activities</i>	<i>Services</i>	<i>Beauty</i>	<i>Charity</i>	<i>Sports</i>	<i>Health</i>	<i>Home</i>	<i>Alcohol</i>	<i>Other</i>	Total
Only Swedish		1	1	5	3			1	1	1	1	1	15
Mainly Swedish	5	3	1	8	1	1	1	1		3	1	1	26
Mainly English		1	2										3
<b>Total</b>	<b>5</b>	<b>5</b>	<b>4</b>	<b>13</b>	<b>4</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>4</b>	<b>2</b>	<b>2</b>	<b>44</b>
<b>% of ads per category with English</b>	100%	80%	75%	61%	25%	100%	100%	50%	0%	75%	50%	50%	65%

Table 3 above tells us that other than the category *Health* (only one instance), the category *Service* was the one with the fewest instances of English. This might have an explanation in the fact that the advertisements promoting a service did not include products' names. The category *Activities* was another interesting one, since most of the advertisements in this category used mainly Swedish (8) and there were a few instances where advertisements for activities did not use English at all (5). 100% of the companies selling cars and beauty products, along with the company promoting charity used English words in their advertisements; however, it is worth noting that there was merely one company selling beauty products and one promoting charity. The categories *Electronics* and *Home* used English in advertisements 80% respectively 75% of the time, which indicates a rather high number of instances in which English was found. The explanation for this might be that there are several product names in these types of advertisements.

After having a result as to what types of companies used English words, all words relevant to the research (proper nouns excluded, as noted in section 3) were counted in order to find out the percentage of English words in the advertisements. The number of words in the category *only Swedish* was 1100. The number of words in the *Mainly Swedish* category was 3042, where 287 were in English, which results in 9.4% English words. The total number of words in the category *Mainly English* was 45 and the number of English words was 38, which results in 86% English words. The total corpus of all three categories (*Only Swedish, Mainly Swedish, Mainly English*) was 4513 words. When adding up the total number of all the advertisements investigated, the conclusion was that there are 7.2% English words in all the advertisements.

## 4.2. The moves

Once the count of words and categorisation as to what type of companies used English/Swedish or both was made, the advertisements containing both English and Swedish were subdivided into categories based on where in the ads English words could be found. As seen in the schematic structure in table 1, there are six different moves. The figure below demonstrates where in the advertisements the English words were most likely to be found.



**Figure 3** – Graph indicating the location of English words, classified as moves found in advertisements in *Metro*.

The distribution of the English words between the moves was:

- Move number 1: Visuals/ reader attraction was not identified in any of the advertisements since this move is used to catch the reader’s attention by

visuals such as photographs or drawings and there were no visuals with English words in the corpus.

- Move number 2: Headline, was found in six instances and is used for logos and catchphrases. An example of this move from the advertisements investigated is the catchphrase “*What’s your distance?*” which belongs to the Swedish sports company *Stadium*. Furthermore, *Stadium* also uses the slogan “*Join the movement*”.
- Move number 3: Lead, was found in four instances. This move can be seen as an instance in the advertisement for the event *Tough Viking* where the words “tough” and “warrior face” are mentioned.
- Move number 4: Copy, is the move that, along with move number 5, turned out to be the most common of instances, and was found 15 times. The copy is the main text and serves different purposes, as can be seen in table 1, section 2.5. This move was mainly used in terms of detailing the product. The present study contradicts what Garcia-Yeste (2013, p. 79) found in his study, and noted in section 2.5: that English is more likely to be found in the headline, the signature and the lead, and less likely to be found in the copy. In the present study, findings indicated that English in the copy was present in 15 instances. There were three instances of the entire copy being in English (*Kompassen*, *Nilson* and *Trädgåår’n*), but in some of the advertisements investigated, only some English words were present in the copy such as “border shop” in the advertisement for *Stena Line*.
- Move number 5: Signature was found in surprisingly many of the advertisements, 15. It was mostly the logo that was in English; however, one of the advertisements was in fact entirely in Swedish except for the signature, which was [www.reachforchange.com](http://www.reachforchange.com). As Haarmann (1984a, 1984b, 1986a, 1986b, 1989, cited in Piller 2003, p. 172) states it is in the product name that a word from a foreign language is most likely to be found. This claim suits this analysis since move number 5: Signature is where it is most likely for the reader to find English.

- Move number 6, Coupons/Offering incentives and this move was found in merely two of the advertisements, where there were offers that included English words. Both these instances were in advertisements for Peugeot and one of the two advertisements included the word “weekend” and the other one the phrase “car of the year”.

### 4.3. The questionnaire

After having collected and counted the results of each advertisement, a questionnaire of 2-3 questions (as can be seen in section 3) was sent out. With the purpose of enabling comparison between the three companies and their answers to the questions, the following section is structured in a way so that each question is presented along with the answers of all three companies. A paragraph of discussion is provided after each question and the companies’ answers.

1. What is the main reason for *Mio* to use only Swedish in your advertisement?

Mio är ett svenskt företag med starka svenska rötter och varumärke. Svenska kommer därför att fortsätta vara det språk vi använder i huvudsak i all vår kommunikation. [*Mio* is a Swedish company and brand with strong Swedish roots. Therefore, Swedish will remain the language we mainly use in all our communication.] - Gunilla Jardestig, Information manager at *Mio*

1. What is the main reason for *Kicks* to use English, and not Swedish in your advertising?

Vi använder både engelska och lokalt språk, dvs svenska i Sverige, norska i Norge osv. Det är framförallt i rubrik och slogan form som vi använder engelska. Huvudanledningen är att vi är ett internationellt bolag som verkar i flera länder och vill att övergripande slogans etc skall kunna vara lika överallt. [We use both English and Swedish in our advertising in Sweden. It is mainly in headlines and slogans we use English. The main reason for this is that Kicks is an international company, active in many countries and we want the slogan to be the same everywhere.] - Nanna Hedlund, Information manager at *Kicks*.

1. What is the main reason for *Kompassen* to use English, and not Swedish in your advertising?

Göteborg har många turister som besöker staden och som besöker Kompassen. Ur en kommersiell synvinkel samt för att välkomna våra gäster använder vi ett internationellt språk som talas och förstås av många gäster. Det är den främsta anledningen till att använda engelskan i kommunikation. Vår främsta målgrupp för Kompassen är människor med ett ungdomligt sinne mellan 16-45 år som är kläd-, sko- och tekniskt intresserade

och i framkant. Idag använder den målgruppen i mångt och mycket det engelska språket i sin egen kommunikation.

[Gothenburg has a lot of tourists many of whom visit *Kompassen*. From an advertising point of view and to welcome our guests we use an international language that is spoken and understood by many, and that is the main reason why we use English in this communication. Our [*Kompassen*'s] primary target group consists of people with a young mind, between the ages 16-45 and interested in shoes, clothes and technical things and who are quick to follow recent developments and new trends. That target group tends to use English for many purposes in their communication these days.] - Susanna Ruud, Information manager at *Kompassen*.

In the case of *Mio*, using English (now or in the future) can be seen to be more about practicality than using a certain language (to show an attitude) or as a means to show modernity. In terms of *Kicks*, their primary goal in using English appears to also be (according to them) about practicality, hence, being able to use the same slogan everywhere. *Kompassen* claimed to use English for both the purpose of enabling tourists to understand the advertisements and to show modernity.

2. Do you, as the information manager of *Mio*, believe that using only Swedish in your advertisements strengthens the brand/add credibility to the company/generate higher sales numbers?

Idag finns Mio bara i Sverige geografiskt men att vi överväger att ha delar av hemsidan på engelska i framtiden för att underlätta för alla icke-svensktalande som bor i vårt land. [*Mio* exists only in Sweden at the moment but we are considering translating some parts of our websites into English, to make it easier for all non-Swedish speaking citizens living in Sweden".] - Gunilla Jardestig, Information manager at *Mio*

2. Do you, as the Information Manager, think that English in your advertisement will generate higher sales numbers or strengthen *Kicks*' credibility as a brand?

Det påverkar självklart inte försäljningen men hjälper oss att ge KICKS ett konsekvent varumärke över flera marknader.

[It does not affect sales numbers but it helps Kicks to build a strong brand that works in more than one national field.] - Nanna Hedlund, Information manager at *Kicks*.

2. Do you, as the Information Manager, think that English in your advertisements will generate more visitors or strengthen *Kompassen*'s credibility?

Ja, vi tror att engelskan i reklamen både ger oss en internationell touch samt genererar mer besök genom en tydligare kommunikation om utbudet för våra turister.

[Yes, we believe that English in our ads functions as a way where it both works for the purpose of giving us an international image, and generates more visits through a clearer communication for the tourists.] - Susanna Ruud, Information manager at *Kompassen*.

What all three companies had in common was that they stated that they believed that their choice of language in advertisements strengthens their brand. *Mio* in the sense that they

choose to use Swedish since they have “strong Swedish roots”, *Kicks* chooses to use English in their slogans and some of the communication because it helps them build a brand that is consistent across different countries, and *Kompassen* chooses to write their advertisements in English because it helps to give them an international image as well as making it easier for tourists to visit them. *Kicks* and *Kompassen* use English to build a brand and enable a consistent communication with potential costumers and although *Mio* does not do this, the information manager stated that English as a choice on their website is a goal the company has. So what can be surmised from these three companies is that they all find English in their communication necessary to some extent.

3. Do you, as the information Manager of *Kicks*, think that this may have an impact; may it be positive or negative, on the Swedish language?

Nej, det tror jag inte på det sätt som vi använder det. I det stora hela använder vi absolut mest lokalt språk [sic] och värnar om att hålla en så hög kvalitet på det som möjligt.  
[No, I do not think so, not the way we use it. We mostly use the local language when advertising and we aim to maintain a high quality in our use of language.]  
- Nanna Hedlund, Information manager at Kicks.

3. Do you, as the information Manager of *Kompassen*, think that this may have an impact; may it be positive or negative, on the Swedish language?

Jag tror personligen inte att det har någon negativ inverkan på svenska språket. Allt förändras och anpassas över tid och utveckling i olika grad utvecklar oftast både människor och platser och utvecklas av människor och interaktion mellan människor. Utveckling ser vi överlag som positivt.  
[Personally, I do not believe it has a negative effect on the Swedish language. Everything changes and is adjusted over time and places and people develop through interaction. We [Kompassen] generally see development as something positive.]  
- Susanna Ruud, Information manager at Kompassen.

Ruud, who answered the questions for *Kompassen* talks about using English in advertisement as a development that comes naturally when people interact. However, none of the companies that used English as a language of communication stated that they believed that using English in advertising *per se* generated higher sales rates. This coincides with the claim Lindblom makes and which is explained in section 2.5.

## 5. Summary and Conclusion

This investigation has primarily focused on one thing, namely how much English there typically is in the printed advertisements of a Swedish newspaper. It has furthermore

briefly investigated the reasons for the borrowing of words and code switching in Swedish print advertisement. It could be concluded from the investigation that 66% of advertisements in an arbitrarily chosen Swedish Metro contain English words. The categories of advertisements with the highest percentage of English words were *Cars*, *Electronics*, *Fashion*, *Charity*, *Beauty*, and *Home* and the advertisements where it was less likely to find English words were in the categories of advertisements promoting *Activities*, *Services*, *Sports*, *Health*, *Alcohol*, and *Other*. The investigation shows that companies are most likely to put English words in the copy and signature, i.e. the main text and the logo.

Furthermore, the investigation shows that companies themselves claim to primarily use English in their advertisements to remain somewhat consistent on a broader, more globalised market and to attract international customers. The statement Lindblom (2013) makes, that it appears as if communications managers are not entirely sure whether English in Swedish advertising helps to sell more products or not (p. 72) is further validated by the communication managers in the companies that were interviewed, in a sense that they seemed to be uncertain whether English in their advertising helped to sell products or not. A famous quote by John Wanamaker, “Half the money I spend on advertising is wasted; the trouble is I don’t know which half” illustrates this uncertainty well, I think.

For further research in this field it would be interesting to learn more about what types of English words are typically used for advertising purposes and if possible, to list all the words to see if there are some that are more common than others and if that were the case, what type of words would that be? Is it more common to use English nouns or adjectives in Swedish advertising? It would also be interesting to conduct research based on surveys, aiming to find out whether people of different age groups and backgrounds realise the presence of English in Swedish print advertisements. Furthermore, it could be investigated whether the participants approve of English in Swedish advertisements and whether people who do not work with advertising find that English in Swedish media possibly could have an effect on the Swedish language.



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Corpus

<i><u>Only Swedish</u></i>				
<b>Company's name</b>	<b>Number of words</b>	-	-	-
1. Svenska spel	399			
2. Gudrun Sjödén	16			
3. Svenska kyrkan	13			
4. Storstugan	18			
5. Svingelns skrädderi	32			
6. Allastudier.se	84			
7. Chateau de Seguin vin	29			
8. Universeum	27			
9. Öl och whiskymässan	22			
10. Optikkällaren	45			
11. Falkenbergs strandbad	49			
12. Körkarlens trafikskola	32			
13. Cykelringen	36			
14. Mio	290			
15. Cdon.com	8			
<b>Total:</b>	<b>1100</b>	-	-	-

<b><u>Mainly Swedish</u></b>				
<b>Company's name</b>	<b>Number of words in total</b>	<b>Number of English words</b>	<b>Percentage</b>	<b>Moves</b>
16. Peugeot (1)	237	8		2,3,4
17. Peugeot (2)	118	10		2, 4, 6
18. Opel Astra	61	1		2,4
19. Flygbussarna	23	2		5
20. Grand Passage	44	5		5
21. Tele 2	226	22		4
22. Tough Viking	112	11		2,3,4,5
23. Stadium	378	46		2,4
24. Tough Viking	14	8		5
25. Reachforchange.se	22	1		5
26. Krone	8	1		5
27. Casino Cosmopol (1)	55	2		5
28. Casino Cosmopol (2)	58	2		5
29. Elgiganten	136	10		4
30. Sticky Fingers	66	30		5
31. Telia	126	1		4
32. Volvo	162	9		3,4
33. Hotel First	10	5		2,5
34. Bra sommarmöbler	23	1		5
35. Kicks	37	16		5
36. ÄF	67	5		5
37. Global + Zassenhaus (knives)	100	6		4
38. Phone House	325	52		2,4,5
39. Fiat	123	10		2,3,4
40. Bauhaus	395	11		4
41. Stena Line	116	12		4
<b>Total</b>	<b>3042</b>	<b>287</b>	<b>9.4%</b>	-

<b><i>Mainly English</i></b>				
<b>Company's name</b>	<b>Total number of words</b>	<b>Number of English words</b>	<b>Percentage of English words</b>	<b>-</b>
42. Kompassen	14	12		
43. Nilson shoes	14	14		
44. Trädgår'n	17	12		
<b>Total:</b>	45	38	86%	-

<b>Total:</b>	<b>4513</b>	<b>325</b>	<b>7.2%</b>	<b>-</b>
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