

APPENDIX - II & III

Following Leech, texts of samples are transcribed orthographically using some very simple notations for indicating the most essential phonological features - tones.

1. Tone groups are marked by a comma to indicate a rising or level tone.
2. Tone groups are marked by a full-stop to indicate a falling tone.
3. Texts that overlap in spoken form are marked by the signs < >.

Descriptive labels for the different elements of the structure of an advertising copy are printed in all capitals.

Whether a particular piece of text is spoken or sung or orthographically displayed on the TV screen is indicated in brackets before each piece of text.

APPENDIX - II

1. HEADLINE : Frooti, ooh! fresh
(orthographic)
- BODY COPY : Fresh 'n juicy,
(spoken & orthographic) got to be Frooti.
2. HEADLINE : Titan Quartz.
(orthographic)
- BODY COPY : Tata presents, Titan Quartz, an
(spoken) international collection of over two
hundred and fifty fine Quartz watches.
- SIGNATURE : Titam Quartz from Tata.
(spoken)
- (orthographic) : From Rs.380 to Rs.2000
3. BODYCOPY : Meet the Cello family,
Some like it hot, Cello,
Some like it cold,
Any way you like, that's what you got,
With Cello Thermal Ware.
- (Whispered) : { hot, ... hot, ... hot, ... hot,
{ cold, ... cold, ... cold,
That's what you got, when you
Say hello, to (chorus) Cello,
- SIGNATURE LINE : Cello
(orthographic)
4. HEADLINE : T_T
(orthographic)

BODY COPY
(spoken)

: At Tata Tea even the smallest leaf matters, because quality matters to you. We have all the resources to achieve that excellence ourselves, the search to create a better leaf, planting, processing, packaging, everything from tea to tea cup. Giving you a wide range of products, packet teas, poly packs, bulk teas, instant teas, spices, all of the same stamp of quality, to suit the most demanding tastes, Indian or International. Our unique commitment to the nation and to you, Come together to produce the unfailing experience,

SIGNATURE
(spoken)

: That's Tata Tea

(spoken &
orthographic)

: T_T making a difference ... differently.

5. HEADLINE
(orthographic)

: Gulf

BODY COPY
(spoken)

: When it comes to engine oils, one name rises above the rest, for performance and perfection,

- SUBHEADLINE : Gulf,
(spoken &
orthographic)
- The world's first choice,
Make it yours.
- SIGNATURE : Gulf Engine Oils
(orthographic)
6. HEADLINE : Old Spice,
BODY COPY : Lather Shaving Cream.
SUBHEADLINE : Old Spice,
BODY COPY : The Mark of a Man.
7. BODY COPY : The first name in sanitaryware,
(spoken) still the foremost,
SUBHEADLINE : VITROUS
(orthographic)
HEADLINE : Hindustan Sanitaryware,
(spoken &
orthographic)
BODY COPY : The first choice for over 25 years
(spoken &
orthographic)
8. BODY COPY : Moonmoon Sen's favourite co-star,
(spoken) Cinthol luxury toilet powder.
Fragrance for all day freshness.
SIGNATURE : Cinthol, a Godrej product.
9. BODY COPY : If you think you can type faster
(spoken & orthographic letter by letter) But your type-writer can't
(spoken & orthographic) : { Try the Prima
{ Godrej Prima.

- (spoken & orthographic letter by letter) : { Built for speed, Built to last.
10. HEADLINE : Duke's Lemonade
- BODY COPY : The Winner in taste,
(spoken) The winner in size.
- SIGNATURE LINE : Duke's Lemonade 300 ml.
(orthographic)
11. HEADLINE : VIDEOCON
(orthographic)
- BODY COPY : Videocon Washing Machine.
(spoken) : Videocon, the wash and dry wonder.
It washes, rinses, dries, in just a
minute.
- SIGNATURE LINE : Two years warranty
12. HEADLINE : JK Tyres
(orthographic)
- BODY COPY : Introducing the radial with the power
(spoken) of steel,
'Star track' from JK Tyres,
The only steel-belted radial tyres in
India.
- SUBHEADLINE : JK - Star Track
- SIGNATURE : JK Tyres,
(spoken & orthographic) The Tracks of the future
13. HEADLINE : Milkfood 100% ice-cream
(orthographic)
- BODY COPY : From Milkfood 100% ice-cream,
(spoken)

a take-home treat in a new
half-litre pack,
Fresh strawberry,
Fresh pine apple,
Roasted almonds,
Fresh mango,
Toffee caramel,
and more delicious mouth-watering
varieties.
The new half-litre take-home pack,
from milkfood 100% ice-cream.

14. BODY COPY : Taste the thunder,
(sung) Taste the thunder
(chorus) : Thums up
(sung) Taste the thunder
SIGNATURE : TASTE THE THUNDER
(orthographic)
15. HEADLINE : Campa Campa
BODY COPY : They 're all in it together for the
(chorus) fun of it, for the taste of it, campa
orange flavour, has a flavour of fun,
has a flavour of fun.
SIGNATURE LINE : Campa orange flavour
(orthographic) the flavour of fun
16. HEADLINE : HERO
(orthographic)
BODY COPY : { Hero, Hero, Hero, Hero
(chorus) { Cycle, Cycle, Cycle, Cycle

- (sung) : Hero racer, Hero junior, Hero sportsman,
Hero regular, Hero No.1
Racer's Junior sportsman's cycle,
Hero No.1,
Junior sportsman's racer's cycle
Ride a Hero, Ride a Hero, Feel No.1
Hero, Cycle, Hero, Cycle
Ride a Hero, Ride a Hero, Feel No.1
- (spoken &
(orthographic) : Ride a Hero, Feel No.1
17. BODY COPY : { Kodak is a word with so many reasons
(spoken) Voice 1: { to smile,
(sung) Voice 2: Smile in all the times of your life,
With kodak everyone smiling,
Through life, to smile,
Kodak makes it last a long long time,
A smile can last a moment,
or a life time,
- SLOGAN : { Kodak Kroma
(spoken &
orthographic) { Insist on Kodak
{ And see the difference
18. HEADLINE : Videocon Washing Machine,
(chorus) Videocon Washing Machine,
BODY COPY: V₁ : It washes,
V₂ : It rinses,
V₁ : It even dries the clothes,



V₂ : in just a few minutes.

(chorus sung) : You are ready for the show,
(orthographic) V₃: Two years warranty

SIGNATURE : VIDEOCON
(orthographic) Washing Machine

19. BODY COPY (V₁ (male)) : This programme, brought to you by videocon,

Introducing India's first 53 centimetre PIP Colour TV,

A colour TV so advanced,

You can watch two programmes at the same time,

You can shift the image to any corner of your screen,

You can alter the size of the image and swap the two pictures,

V₂ (female) : You can even freeze the image,

SUBHEADLINE : The Videocon PIP.

BODY COPY : You can bring home the future

SIGNATURE LINE (orthographic) : { VIDEOCON
PIP
215 - R
3 years FREE service

20. BODY COPY: V₁ : I see a bright future,

I see the latest technology,

SUBHEADLINE: V₂: <Videocon>

BODY COPY: V₁ : I see the joy of colour and clarity,

SUBHEADLINE: V₂ : <Videocon>

BODY COPY: V₁ : I see the widest range of colour

Television sets,

I see a wide service network,

SUBHEADLINE : <Videocon>

BODY COPY : It's a bond forever.

SIGNATURE LINE : (Videocon)

21. BODY COPY: V₁ : I see a family Bond,

SUBHEADLINE: V₂ : <Videocon>

BODYCOPY: V₁ : I see a technology Bond,

SUBHEADLINE: V₁ : <Videocon>

BODY COPY V₁ : I see a country-wide consumer Bond,

SUBHEADLINE : <Videocon>

It's a Bond forever,

SIGNATURE : { Videocon
(orthographic) { The Bond Forever

22. HEADLINE : Coffee-Challenge
(orthographic)

BODY COPY: V₁ : Welcome to the Coffee Challenge,

This, ladies, is Gold Cafe, and this,
the other coffee,

Look what happens,

The other coffee sinks, and doesn't

dissolve completely.

Gold Cafe dissolves evenly, quickly,

V₂ : But what about the aroma,

V₁ : Find out yourself,

V₂ : um! Gold Cafe,

SIGNATURE: V₁ : { Gold Cafe
(spoken & orthographic) { The Ultimate in Coffee Luxury

23. BODY COPY:(sung): I am too old for dolls,
V₁ (girl) too young for the disco,

V₂ (boy) : But I think you are just right for
Amul Chocalate.

SIGNATURE: V₂ : Amul chocalate, a gift for
LINE someone you love.
(spoken)

24. BODY COPY: V₁ : Cadburys presents
(spoken) Gems Bond.

Orthographic) : Gems

(spoken) V₂ : My name is Bond, Gems BOND.

V₃ : Let's get 'em,

V₄ : We must save the secret formula,

V₂ : Trust me

SIGNATURE LINE : { Cadburys Gems
(spoken & orthographic) { Non-stop excitement!

25. HEADLINE : G. I. Joe
(orthographic)

BODY COPY: V₁ : It's G.I. against cobra the enemy.
(spoken)

V₂ : It's cobra, he's attacking us.

V₃ : Calling G.I. Joe.

(sung) V₁ : G.I. Joe is here.

(spoken) V₂ : Cobra's escaping, he's got on our
motorcycle.

V₃ : Look out cobra, here comes Joe,

(sung) V₁ : Fight for freedom, whenever there's a
struggle,
He'll give up, he'll stay till the
fight's won.

(chorus) : Yeah, G.I. Joe saved us.

(sung) V₁ : G.I. Joe is here.

V₄ : This is not the end, cobra will be back,

SUBHEADLINE : G.I. Joe
(orthographic)

V₅ : 'G.I. Joe and cobra the enemy', kits sold
separately from 'FUNSKOOL'

SIGNATURE LINE : { FUNSKOOL
(orthographic) { Toys, Games, Puzzles

26. BODY COPY: V₁ : Kapil,
(whispered) So much energy,

(spoken) : One day, I'll be big and strong like
Kapil and play for India,
Kapil,

(Kapil) V₂ : Boost is the secret of my energy.

V₁ : Our, energy.

SIGNATURE : Boost - the vitaminized energy fuel.
(spoken & orthographic)

27. BODY COPY: V₁ : Bonny mix V₂: Yes,
(spoken)

V₁ : Bonny mix V₂: more,

V₁ : Cereal fruit and nuts,

V₂ : give us some more,

V₁ : Bonny mix V₂: Yes,

V₁ : Bonny mix V₃: more,

V₁ : Cereal fruit and nuts,

(chorus) : Give us some more,

(spoken & orthographic) V₄ : The Instant
Porridge
Tasty
Nourishing
And so
Convenient

(chorus) : Give us some more.

28. BODY COPY: V₁ : Who is the most powerful man in the
(spoken) universe,

(orthographic) : HE-MAN

(sung) V₂ : I have the power,

(spoken) V₃ : I'll get you He-man,

V₄ : Take this Skeleton,

V₂ : Give your child the power of He-man and
the master of the universe.
Toy collection from Leo-mattel.

(orthographic) : Leo-mattel - Each toy sold separately.

29. HEADLINE : Barbie
(orthographic)

(chorus) : <Hey there, Barbie>

V₁ : Meet Barbie and her little sister Skippa

V₂ : I'm wearing this to the party,

V₂ : But what will I wear to the movies,

V₂ : Oh, that's nice Skippa,

V₁ : Barbie and Skippa,
Come share their wonderful world.

(orthographic) : dolls & accessories sold separately.

30. BODY COPY: V₁ : Are you tired of the jams of yesterday,

(chorus) : Rex more please is here, you can say
hurrah,

(spoken) V₂ : It's got bits and pieces, you can see
them how little Scott's licking his
fingers now,

(chorus) : Rex more please,
Rex more please,

(spoken) V₁ : More please, the jam with delicious
fruit pieces.

SIGNATURE LINE : { Rex more please
(chorus & orthographic) { Rex more please

31. HEAD LINE : Hot Wheels
- BODY COPY : One, two, three, four, five, six, seven,
(spoken) : eight, nine
- Hot wheels, collection from Leo-mattel.
- Hot wheel's for everyone.
- SUBHEADLINE : Hot Wheels,
(orthographic) : Start collecting now,
- V₁ : Hey Ready ... Steady ... Go!
32. BODY COPY : { You love your hair with silky shine,
(sung) : { You love your world with happy times,
- You are going away up Hallo,
- (spoken) : Halo - the world of beautiful hair.
- (sung) : hey there, Halo girls.
33. BODY COPY : I'am a Hot-shot lady,
(sung in : I'am a Hot-shot Guy,
chorus)
- Got a smart little camera,
that my money can buy,
- SIGNATURE LINE : HOT-SHOT
(orthographic) : Just aim and shoot
34. HEAD LINE: : Coconut cookies,
(spoken) : Coconut, coconut, coconut
- BODY COPY: V₂ : Coconuk, Coconuk, ... K, ... K, ... Coconuk,
(sung)
- (spoken) V₃ : Coconut nutties fair,
Nutrine cookies there,

(chorus sung) : We want it, we want it,

V₁ : Coconut cookies,

(chorus sung) : Yes, we want it,

(spoken) Crunchy Munchy sweets,
Coconut cookies sweets,

V₁ : So rich,

(chorus sung) : We want it

(spoken) V₄ : So creamy,

V₅ : So crunchy,

V₆ : So tasty,

(chorus sung) : We want it,

(spoken) Nutrine coconut cookies,

(chorus sung) : We want it, we want it,

V₁ : Nutrine coconut cookies,

SIGNATURE LINE :
(orthographic)

CRUNCHY, MUNCHY SWEETS
nutrine
cookies

35. BODY COPY V₁ : She's crazy about serving an ace,
(sung)

(female) V₂ : As crazy as he's about stopping this
craze,

(chorus) : As crazy as we're about Gold Spot,
The Zing thing, Gold Spot,

SLOGAN :
(orthographic)

The Zing Thing
