

FOLKLORE PROJECT
10:30
6 April 1994

Tracy Durham

- AD #1 Toyota Paseo
- AD #2 Escort GT
- AD #3 Dove
- AD #4 Cutex
- AD #5 Basic
- AD #6 Today Sponge
- AD #7 K-Y Jelly
- AD #8 Armani Exchange
- AD #9 Cool Whip
- AD #10 Lovable

FOLK SPEECH

The Toyota Paseo ad uses folk speech to appeal to individuals. Words such as "hip", "cool", and "def" were used to describe this car. In The Emergence of Folklore In Everyday Life, page 39, slang is referred to as using esoteric words to mislead others, but slang in this ad was used in a general way to attract a younger population that maybe interested in buying a car.

The Escort GT ad appeals to a younger generation also. Folk speech is used in this ad too. Words such as, "hot riff", "Lead 200's", etc., these words are examples of registers which are ways of speaking in a peculiar way to certain groups. Just as doctors and lawyers have language that they would only understand.

CUSTOMS

In the Easter ad, there are things that pertain to the Easter custom. This is based on traditionality. For something to be folklore, it must be traditional. Easter is a holiday that has continued and will continue with the Christian culture. Easter eggs and the bunny are a tradition of Easter that has been practiced and passed down through repetition.

The Cutex Lipstick ad used lipstick prints and made a shape of a christmas tree . The christmas tree is also traditional . It is passed down from generation to generation. This has been done and will continue unlike popular culture.

Ad #7 has a woman in white. Wearing white in the winter is the wrong thing to do. Unlike the Christmas and Easter ads, wearing white after Easter is okay to do. This was taught to me by my mom and taught to her by her mom. So it is transmitted through our culture.

SHOULD BE UNDER FOLK SPEECH

Ad #9 has the caption, "Go Skinny Dippin!" This is an example of folk speech. Skinny dipping is going swimming naked. If someone said this to someone from another culture, they might not understand.

Ad #10 is talking about the icing on a birthday suit. "Birthday Suit" is a term referring to being without clothes. This would also be a term that someone from another culture would not understand.

THE NUMBER THREE

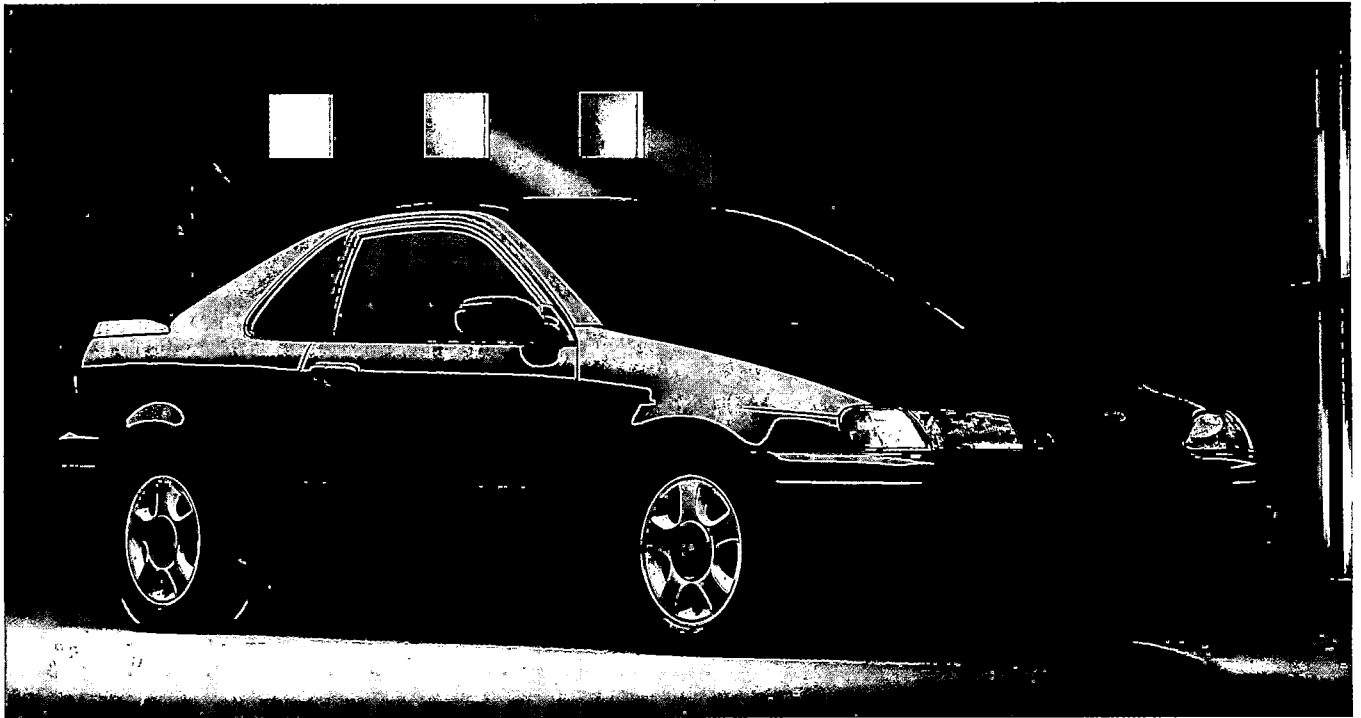
Ad # 5 is dealing with the number three. This is for Basic cigarettes. There are three packs and under each pack, there is a word. These words are quality, flavor, and price. They are the three things that people look for in cigarettes.

Ad #6 is also using the number three to appeal to consumers. The motif "3" plays an important role in folklore. Many stories use the motif and in advertising, too. My roommate, an advertising major, said the "3" motif was to "aid in perception." It makes it more easily recognizable.

Ad #7 also uses "3": This ad has the two kinds of K-Y Jelly and one pictured with a condom. I also think that three tubes was used to aid in perception.

Ad 1

Hip. Cool. Rad. Awesome. Def. Fresh. Best Model In Initial Quality In Its Price Class.* Hot. Fly.



Toyota Paseo starts around \$13,000** yet it is ranked best model in initial quality in the \$12,001 to \$17,000 price class. It comes with a driver-side air bag,† standard. It has a twin-cam 16-valve 100-horsepower

engine, and some real responsive handling, too. So not only is Paseo hip, cool, rad, awesome, def and fresh, it also makes a lot of sense. Call 1-800-GO-

 **TOYOTA Paseo**
"I love what you do for me."

TOYOTA for a brochure and the location of your nearest dealer.

*J.D. Power and Associates 1993 Initial Quality Study. **Price class claim based on \$12,001 to \$17,000 average median transaction price. Based on 33,691 consumer responses indicating owner-reported problems during the first 90 days of ownership. **Based on manufacturer's suggested retail price. Actual dealer price may vary. Excludes tax, license, freight and regionally required equipment. Shown with optional equipment at additional cost. †Always use your seatbelt. Driver-side air bag is a Supplemental Restraint System (SRS). Buckle Up! Do it for those who love you. ©1993 Toyota Motor Sales, U.S.A., Inc.

It's like taking center stage at Lollapalooza, hittin' the whammy bar at the end of a hot riff makin' the note slam through your hot wired Strat into a monster stack of Lead 200's with the master volume cranked to 11 sending out a frequency that'll hail the aliens. And that's just in first gear.



THE 16-VALVE
DUAL OVERHEAD CAM
FORD ESCORT
GT

16-valve dual overhead cam engine
5-speed manual transmission
24-hour roadside assistance*
special sport suspension
4-wheel power discs
available ABS braking
high-performance tires
15" aluminum wheels
standard driver's air bag†
be safe
have fun
wear matching socks
keep your seat belt fastened

**HAVE YOU DRIVEN
A FORD LATELY?**



He

Strat is a trademark of the Fender Corporation.
Lead 200 is a trademark of the Marshall Corporation.

*3 years/36,000 miles. See your dealer for details.
†Driver supplemental restraint system. Always wear your safety belt.

AD 2 COSMO pg. 65 AUG '93

Eggs to dye.

Eggs to die for.

They're rich, Dove Truffle Eggs with luscious chocolate truffle centers.

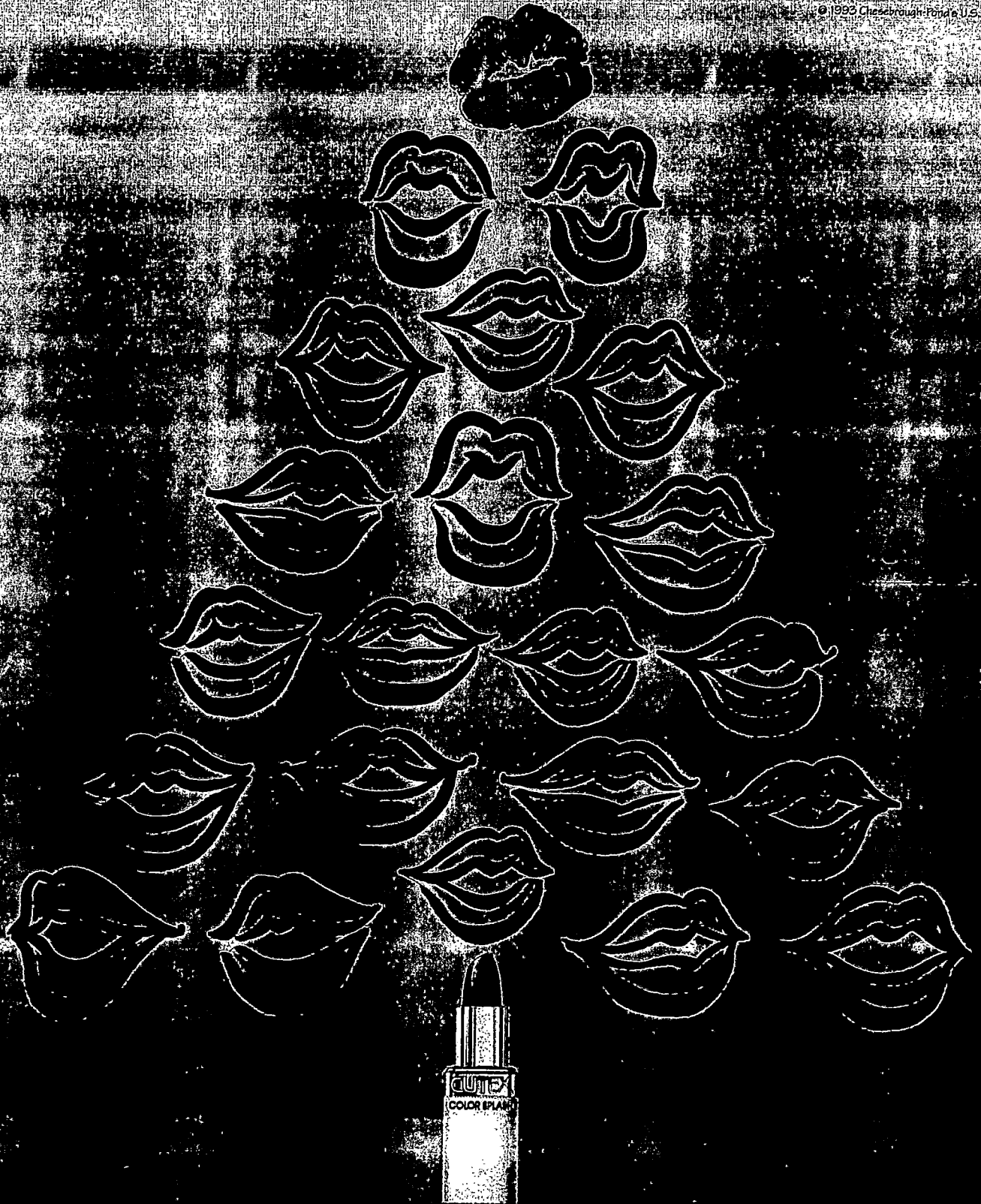
And solid dark or milk Dove Chocolate Eggs.

They're perfect for holiday giving, getting, decorating and entertaining.

Dove® Easter Eggs. All the chocolate pleasure you live for.



© 1993 Chesebrough-Pond's U.S.A. Co.



MERRY KISSMAS

'Tis the season for softer lips and long-lasting color from Cutex COLOR SPLASH.™

CUTEX

AD 5

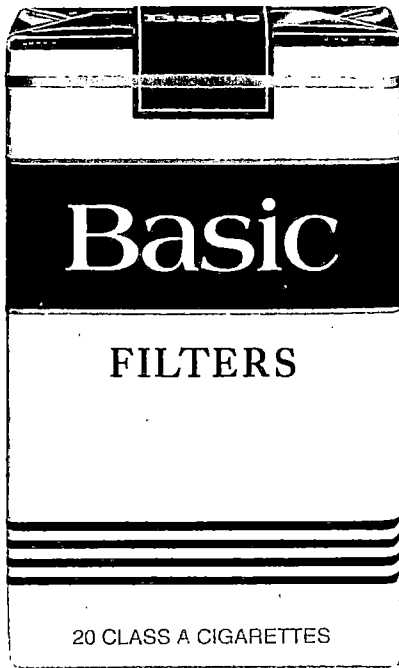
Kings: 16 mg "tar," 1.1 mg nicotine-av. per cigarette by FTC method.
© Philip Morris Inc. 1993

COSMO pg. 93
NOV 93
LA

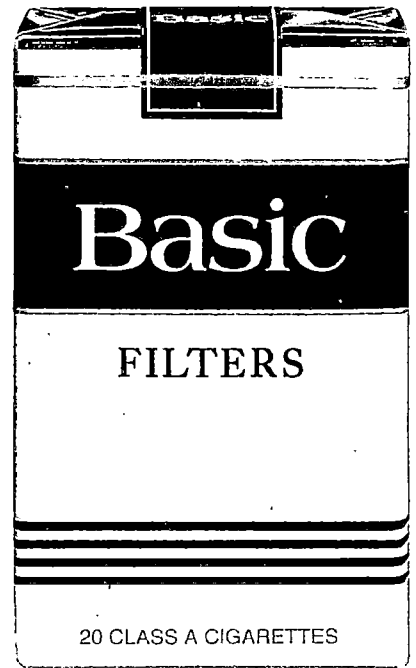
SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.



(QUALITY)



(FLAVOR)



(PRICE)

YOUR BASIC® JACKPOT

Basic

AD 6 1-10
Cosmo April '94
pg. 231

Only one contraceptive
helps prevent
pregnancy in these
three ways.

1 KILLS SPERM

Soft, comfortable, Today®

Sponge kills sperm by continually releasing the doctor-recommended spermicide nonoxynol-9.* You don't have to apply messy creams or gels. It's very simple to use.

2 BLOCKS SPERM

Today Sponge also blocks

sperm by acting as a barrier between sperm and your cervix. Simply wet it thoroughly and insert it into the vagina. Then, you can make love as often as you like for up to 24 hours.

3 ABSORBS SPERM

Lastly, the sponge absorbs

and traps sperm. Today Sponge is a truly unique contraceptive. But choosing a contraceptive is a big decision. So we encourage you to find out more by calling the 800 number below.

To get your free sample and instructional video call 1-800-232-0649.



Today Sponge. It fights sperm three ways.

*When used consistently and correctly Today Sponge is 89% - 91% effective.

© 1994 Whitehall Laboratories, Madison, NJ.

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Library Special Collections
Western Kentucky University

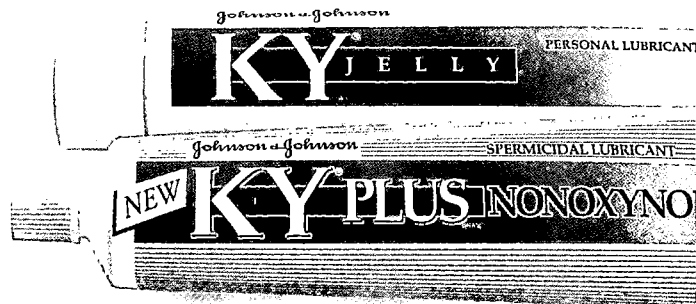
AD #
COSMO April 94
pg. 255 HL

New K-Y® Plus, because one out of six condoms fails. Anyone can make a mistake, or a condom can develop tiny holes during use — invisible to the eye, but big enough for sperm, HIV and other viruses to pass through. So new K-Y® Plus Brand with Nonoxynol-9 just makes good sense for personal lubrication. It provides double protection.

First, the clean-rinsing and natural-feeling lubrication of K-Y® Plus guards your condom against friction that can cause invisible holes. Second, it contains a highly effective spermicide, doctor-recommended Nonoxynol-9, to give you peace of mind in case your condom fails. And if you don't need a spermicide, regular K-Y® Brand Jelly is the water-based lubricant that won't erode latex condoms like petroleum jelly and other oil-based products can. Ask your doctor about regular K-Y® Jelly and new K-Y® Plus.



Introducing
condom insurance.



The safer choice

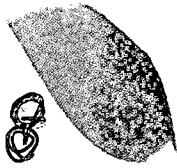
H12



Have you noticed how white
goes with everything?

ARMANI EXCHANGE

COSMO April 94 pg. 17 AD# 8



Ad #9 COSMO

April 94 pg. 36


F13



Go Skinny Dippin'

Cool Whip® Lite.
Dip into the best tasting lite whipped
topping with only 1/2 the fat.





It's
the
icing
on
your
birthday
suit.

The only thing
more captivating and
comfortable than a Lovable bra
is nothing at all. And even that
is a matter of opinion.

LOVABLE® 