

CREATIVE STRATEGIES IN EL NUEVO HERALD:
COMPARISONS OF ADVERTISING EXECUTIONS 1996 AND 1998

By

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TABLE OF CONTENTS

	page
ACKNOWLEDGMENTS	ii
ABSTRACT	v
1 INTRODUCTION	1
2 REVIEW OF LITERATURE	3
Knight Ridder.....	5
<u>Miami Herald</u>	5
<u>El Nuevo Herald</u>	6
Miami: The City.....	8
Miami: Hispanic Population	9
Hispanic Population and <u>El Nuevo Herald</u>	10
Advertising Research	12
Hispanic/Latino Research	12
Spanish Language	13
Creative Typologies	15
Creative Typologies and Products	16
Advertising Layouts	18
Advertising Creative Strategies and Hispanics	20
Web Advertising	24
Newspaper Studies	25
Newspaper Advertising Bureau	25
Resulting Hypothesis	26
Research Questions	29
3 RESEARCH DESIGN	30
Operational Definitions	30
Sample	35
Coding Procedure	36
Statistical Analysis	37
4 RESULTS	39
Additional Tests and Analysis	44

5 DISCUSSION AND CONCLUSIONS.....	58
Premises for the Study.....	59
Discussion of Research Questions.....	60
Limitations.....	66
Implications for Future Research.....	67
REFERENCES.....	70
BIOGRAPHICAL SKETCH.....	79

Abstract of Thesis Presented to the Graduate School
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The Hispanic population in Miami is recognized as one of the largest in the United States. Furthermore, El Nuevo Herald, the largest Spanish language newspaper is established in Miami. In 1998, the newspaper is organizing itself as a separate business unit from The Miami Herald.

This study was designed to explore and describe the advertising in El Nuevo Herald through a content analysis of Spanish and English language in body copy, headline and subheadline; the use of Web/Email address and product type. It will also implement the Laskey, Day and Crask creative typologies Informational and Transformational and their subcategories. The creative typologies were derived from studies by Puto and Wells.

The use of advertising layouts will also be coded. The content analysis will take into consideration the segmentation periods of 1998 (Post) and 1996 (Pre).

Review of related literature yielded six research questions and nine hypotheses. Frequencies, Cross-tabulations, Paired Sample T-Test and Pearson's Chi Square were used to test the hypotheses.

The results indicate that there are significant relationships between advertising layouts and creative typologies within the segmentation periods. There also are some significant relationships between creative typologies and design elements including the increased use of Spanish language words in the body copy.

INTRODUCTION

There is a growing Hispanic/Latino population in the United States. New projections released by the U.S. Bureau of the Census show Hispanics replacing Blacks as America's largest minority by the year 2010 (Metropolitan Dade County Planning Department, 1994). As the American population becomes more diverse, and the total percentage of minority population continues to increase, their importance grows (Agee, Ault, and Emery, 1997).

With this in mind, advertising and marketing efforts geared toward this market are taking place. More than any other ethnic group in America, Hispanics have an impressive media system, an avenue through which the target audience can be reached effectively and efficiently (Baker, 1995). A case in point is the newspaper The Miami Herald and its Spanish counterpart El Nuevo Herald. In 1998, during the first week of January, El Nuevo Herald would not be folded inside editions of 'The Herald.' Instead the newspaper would be sold as a stand-alone product at newsstands and retail outlets in Miami-Dade and Broward counties. As of April, El Nuevo Herald began selling separate home-delivered subscriptions (Arrarte, 1997).

This unique case provides an opportunity to study segmentation strategies for the Hispanic/Latino market, particularly through its language and advertising. Therefore, the purpose of this study is to content analyze El Nuevo Herald in regards to the type of advertising before and after its separation as a stand-alone product.

Due to the particular case of the El Nuevo Herald newspaper, the amount of related information for this instance is limited. However, there is some information and the literature review will provide a more in-depth look at the Miami Herald and El Nuevo Herald newspapers, the city of Miami, Spanish language and advertising research related to this investigation.

This examination of the existing body of research serves to identify factors which need more attention, thus, to justify a content analysis of El Nuevo Herald at the dawn of its separation from the Miami Herald.

This study will partly replicate investigations on creative typologies conducted by Anchalee Phataralaoha (1994) and the Newspaper Advertising Bureau's (1989) study on advertisement design in newspapers.

CHAPTER 2 REVIEW OF LITERATURE

From the initial press pamphlets to the large size dailies of today, newspapers have been a news source for many people in the United States. As the medium served to disseminate information in ever wider circles, newspapers' initiation created new developments for mass communication. At present, the medium continues evolving. Changes in technological, social and economical forces are affecting the medium.

Research on this medium reflects these changes. From Internet to cultural influences, the study of newspapers as a communication's medium is studied within the mass context. Mass context is defined as the communication which is mediated by electronic or print media (Infante, Rancer, and Womack, 1997).

Newspapers' role as a communication's medium reflects the functions that Lasswell (1948) and Wright (1960) prescribed: surveillance of the environment, correlation of the parts of society in responding to the environment,

transmission of the social heritage from one generation to the next and as entertainment or diversion. Another function is that of an economic service that allows corporations to serve the needs of their shareholders by attracting audiences that will pay for the media product (Cristal, 1997). These functions have served as a basis for many hypotheses and theoretical studies for communication theorists and social scientists. All these theories are based on an underlying assumption of mass media. Regardless of which questions the theories address, it appears clear that the mass media exert a powerful influence on society, culture and individual behavior (Infante, Rancer, and Womack, 1997).

Hence, for the study in hand, it is necessary to examine the mass media in which the content analysis will take place. This would also include the various factors surrounding it such as the background on Knight-Ridder -the newspaper's parent company, the Miami Herald and El Nuevo Herald newspapers, Miami's Hispanic population and the city itself. Also, as part of this review, research on the Hispanic/Latino segment, Spanish language and advertising will be discussed.

Knight Ridder

The parent company of the Miami Herald and El Nuevo Herald is Knight Ridder. Knight Ridder is a newspaper publisher, with products in print and online. The company publishes 31 daily newspapers in 28 U.S. markets, with a readership of 9.0 million daily and 12.6 million on Sunday (Knight Ridder, 1998).

Knight Ridder is involved in several civic projects in Miami such as the Performing Arts Center and a center court suite at the new American Airlines Arena (Fields, 1998).

Miami Herald

The Miami Herald is a very important institution in Miami. The newspaper is the 23rd largest U.S. daily with 351,000 circulation (Miami Herald, 1998). Their circulation area covers the Dade, Broward and Monroe counties. In Dade County, the Herald is considered to be a primary component of the local power structure and in terms of written media, is the predominant voice (Croucher, 1993).

The newspaper was founded in 1910 by Colonel Frank B. Shutts at a time when Miami was a dusty little town of some 5,000 (Merril and Fisher, 1980). Knight Ridder purchased the publication in 1937. The newspaper has garnered Pulitzer prizes, National Press Photographer's Association Awards, Overseas Press Club Awards and National Press Club Awards.

In 1998, the newspaper's management has worked on improving equipment in order to upgrade and redesign the newspaper for more color, more color positions, new mastheads on inside section fronts and a new size-scaled down to 21 inches from 22 ½ (Perucci, 1998). Also, in August, Alberto Ibargüen was assigned the position of publisher of Miami Herald. Mr. Ibargüen, whose parents were Cuban and Puerto Rican, became the man holding what is arguably the most powerful management position achieved by any U.S. Hispanic journalist to date (Cardwell, 1998).

El Nuevo Herald

In what appears to be unique to Miami, the city's main newspaper publishes both a Spanish and English version of the paper on a daily basis (Croucher, 1993). El Herald was first inserted as a supplement to the Miami Herald in 1977. In 1987, the newspaper was redesigned, enlarged and renamed El Nuevo Herald. The newspaper started selling subscriptions and as a stand-alone product in 1998. As the newspaper's management explains:

Recognizing the ever changing wants and needs of our readers, The Miami Herald Publishing Company <MHPC> will expand its distribution channels for El Nuevo Herald. First, we will expand the single-copy delivery of El Nuevo Herald separate from The Miami Herald that first began in 1997 to a full market rollout. Second, we will offer home-delivery subscriptions to El Nuevo Herald separate from The Miami Herald in all of Miami-Dade County. This will not only meet the needs of a diverse marketplace that prefers to receive its news and information in Spanish; it will solidify The Miami Herald Publishing Company as the premier information

provider in the South Florida marketplace. Unduplicated circulation and El Nuevo Herald circulation growth will result in an advertising revenue opportunity. This will result in advertising efforts specifically for El Nuevo will gain importance, because of which a dedicated El Nuevo sales force will be strengthened". (Miami Herald Publishing Company, 1997).

El Nuevo Herald is the largest Spanish-language newspaper in the United States with daily circulation of more than 103,000 and Sunday circulation of more than 133,000 (El Nuevo Herald, 1998). As the newspaper promotes and positions itself to the advertiser:

Advertise *en español* <in Spanish> in El Nuevo Herald and you'll effectively target the Hispanic adults in Dade County who prefer to read in Spanish (MHPC, page 18).

The newspaper has earned the distinction as the best Spanish-language newspaper in the U.S. by the National Association of Hispanic Publications for five consecutive years (from 1989-1993). What's more, the El Nuevo Herald has news exchanges with Brazil, Venezuela, Colombia and Buenos Aires.

Furthermore, El Nuevo Herald often sets the agenda of what will be reported and what will serve as fodder for the talk shows and commentaries on the broadcast media (Veciana-Suarez, 1990). This statement, serves to strengthen the fact that similar to its English counterpart, El Nuevo Herald's presence in the community is large.

To further understand El Nuevo Herald's positioning, it is essential to describe its primary audience: the Hispanic population in Miami.

Miami: The City

When President Clinton announced Miami as the site for the "Summit of the Americas" he said the choice was based on:

The diversity, the dynamism all make Miami an ideal site for this meeting. Miami's economy is fully integrated with the economics of Latin America and the Caribbean (Summitry in the Americas, 1997).

The city's dynamics are palpable in business, government, and cultural activity. Part of this has to do with its location.

Often referred to as the "Gateway to the Americas," South Florida's strategic location places it at the crossroads of international trade- particularly between North and South America (The South Florida Market, 1996).

Kanter (1997) outlines five elements that have made Miami a trade center of the world:

1. Strong cultural connections to another region of the world, as a starting point for trade;
2. Events that flip the focus from a domestic-only economy, stimulating explicit international strategies;
3. An atmosphere conducive to foreign comfort that attracts foreign capital;
4. Development of trade skills and infrastructure through entrepreneurs as well as multinational companies;
5. Leveraging of trade connections in other countries (page 286).

Miami: Hispanic Population

The heart that has kept Miami healthy during the past 20 years is a Hispanic one (Florida - Insight Guides, 1998). Miami has been a point of entry for a growing Hispanic population since the 1950s. This population is predicted to continue increasing. With an Hispanic population approaching 50 percent (49.3), the Miami metropolitan area (Dade County) was ranked 8th among all primary statistical metropolitan areas in 1990 in terms of Hispanic percentage (Metropolitan Dade County Planning Department, 1994). By 2005, 62% of Miami-Dade's population will be Hispanic (Strategy Research Corporation, 1998). As Jennie Enyart, Vice President of advertising for Miami Herald, indicates: "I think Miami is the way America will look down the road. It's a wonderfully diverse market" (Editor and Publisher, 1998). Also, as Fodors in their book Miami and the Keys (1998) describes:

The language and the Latin influence is everywhere. Though Cubans make up most of this Spanish speaking population, there are also significant communities from Colombia, El Salvador, Nicaragua, Panama, Puerto Rico and Venezuela (page 9).

And as Soruco (1996) further indicates:

The rapid growth of Spanish-language media in the United States in general and in Miami, in particular, followed the demographic expansion of Hispanics as much as it did their ethnic concentration, their consumer behavior and their perceived use of Spanish-language mass media (page 35).

Hispanic Population and *El Nuevo Herald*

Approximately 22%-29% of the DMA Hispanics read El Nuevo Herald (Miami Herald Publishing Company, 1998). According to the Metropolitan Dade County Planning Department (1994), the census data of 1990 for the Hispanic population of Miami- Dade County was composed primarily of Cubans (60%), Puerto Ricans (8%), Mexicans (2.4%) and "other" countries (30.8%). The "other" group consisted of Spaniards and people from Central and South American countries. The demographic profile of El Nuevo Herald's daily readers indicates that 58% are male and 42% are female. The 35-44 and 65+ years are the largest age brackets (both with a share of 21% respectively). The reader's share according to age group explains, in part, the high readership of the newspaper compared to other like media as Valdes (1995) explains:

...Hispanics with more formal education, higher incomes and white collar occupations tend to read more than those at the lower end of the socioeconomic scale. For example, according to Standard Rate and Data Service (1993, 165, 167), Miami's Spanish-language newspaper El Nuevo Herald has a circulation on Sundays (126,359) that is about twice the circulation of Los Angeles' La Opinion (63,382). Yet the size of the Hispanic population of Miami is about half the size of Los Angeles'. So why the difference? Cubans are the Hispanic majority in Miami, they are also relatively older, and better educated and tend to have higher incomes than Mexicans, the largest group in Los Angeles. Thus, Cubans would be more likely than Mexicans to buy newspapers... (pages 270 and 271).

Pursuing this line of thought, on the reader's profile, the majority (79%) have had high school education or higher. The most common occupations are technical/sales/clerical (24%) followed by service (21%). Seventeen percent are retired while 25% are not employed. This reflects in the household income, where a high share of the readers (43%) are earning less than \$25,000. However, the majority are earning \$25,000 or more of which 41% of the readers have annual incomes above \$35,000.

The newspaper has served the demographic profile by offering a variety of sections for the various segments:

El Nuevo Herald's staff of journalists provides a complete newspaper for the South Florida community. Their mission: to inform, interest and inspire; to create a sense of community; and to be the primary source of information in Spanish every day. Sections that captivate readers and bring in advertisers include: Noticias de Cuba (Cuba News), Opiniones (Opinion Page), America Latina (Latin American News), Negocios (Business), Galeria (Living), Deportes (Sports), Viernes (weekend entertainment tabloid), Vida Social (Weekly Society Tabloid), Diseñando Para Vivir (Home and Design), Abriéndose Camino (New Immigrant Information) and Clasificados (Classified) (Miami Herald Publishing Company, 1997).

Research has served to abridge studies between Hispanic cultures and communication (Woodman, 1993; Soruco, 1996; Subervi-Velez, 1984). Pertinent to this investigation are studies done on print media, on advertising and the newspaper itself. Within the newspaper studies an analysis by the Newspaper Advertising Bureau (NAB) will be covered

and in advertising research the topics of Hispanic/Latino audience, language, creative typologies, advertising layouts and use of Web addresses are reviewed.

Advertising Research

Hispanic/Latino Research

Although the Hispanic/Latino segment is on the rise, studies dedicated to the media and this group are not extensive. As Soruco (1996) indicates:

Despite keen interest in U.S. Hispanics, the methodologies to study them have been developed only recently and there is still much work to be done. Not only are surveys of special groups costly and time consuming; they require a carefully developed research methodology, a complex sampling plan, an instrument that measures a population within tolerable limits, and trained personnel to contact respondents (page 18).

It is expected however that as the Hispanic/Latino population increases the trend towards more research will also grow. Roslow and Nicholls (1996) summarizes the studies on this demographic group as follows:

The Hispanic market in the United States has been studied from a variety of perspectives, including consumer behavior and the influence of ethnicity, acculturation and assimilation. Studies have been made of Hispanics as a population segment, sui generis, as well as Hispanics versus non-Hispanics. A consistent thread of much of this research is the role of language in Hispanic-American acculturation; the impact on advertising effectiveness is explicit in some of the studies, implicit in others (pages 67-68).

Spanish Language

El Nuevo Herald's language segmentation is divided by the use of Spanish Influence Groups (SIG). The SIG groups are divided as follows: Spanish language dependent and Spanish preferred (56% of the Hispanic population in Dade County), Hispanics who prefer or are dependent on the English language (44%) and "Latin American tourists who prefer or are Spanish dependent, an average of 46,200 in Dade County during any given week" (Miami Herald Publishing Company, 1998).

Hispanics often prefer to communicate in Spanish even as they become Americanized, according to two recently released studies from DRI/McGraw Hill of Lexington, Mass., and Strategy Research of Miami (Fisher, 1994). According to Strategy Research, there are 1.2 million Hispanics of which 54% depend primarily on the Spanish language. Because of a high Hispanic population in Miami listening to the Spanish language is common. As described by the Selbys (1995):

Indeed, while English is the predominant language in the USA, Miami's proximity to countries that have tended to generate mass refugee migrations have resulted in an above average number of non-English speaking. . . foreigners. Spanish is the main language in almost every shop, café, coin laundry and restaurant in Little Havana and in a surprising number of businesses elsewhere in the city (page 46).

Roslow and Nicholls (1996) performed two investigations on the use of Spanish and English language in advertising. In their 1993 study they analyzed the retention rate of a

message in Spanish and English television commercials. Roslow and Nicholls (1996) then conducted another study, in 1996, which measured persuasion of English and Spanish advertisements. They conducted telephone interviews in cities with sizeable Hispanic populations. For both studies the conclusion was similar: Spanish advertisements received a higher message retention rate and also a higher persuasion measure. This study affirms the predictions of the Accommodation theory. Accommodation theory predicts that Hispanic consumers would react positively to the use of Spanish, to the advertiser's sensitivity and respect for the Hispanic culture and then reward that sensitivity by the purchase of the advertised product (Koslow, Shamdasani and Touchstone, 1994). Likewise, Assimilation patterns in Spanish language usage mirror this theory as explained by Strategy Research Corporation (1991):

Unassimilated Hispanics are more prevalent in the Southeast... Cuban and Central American heads of household display the least level of assimilation. The relative lack of assimilation among Cuban-American heads of household, as a group, can be attributed to several factors including an older average age, the high density of Hispanics in the Miami market, and possibly the tendency among the most first generation Cuban-Americans to believe that they may one day return to their homeland. The relatively low level of assimilation among Central American heads of household, however, is the result of the latest influx of new immigration among this segment. Nearly all (96%) U.S. Hispanic adults presently living in the United States first learned to speak Spanish. The first language spoken is usually preserved and maintained throughout one's lifetime. When developed fully enough, it can

represent a cultural bond with a person's heritage (pages 76, 78, 81).

Furthermore, it is predicted that these Unassimilation patterns will continue:

It could take two or three generations before it may not be necessary to market separately to this population. However, demographic experts predict that the power gained as a result of the sheer number of Hispanics in this country will create a resistance to assimilation for some years to come (Radice, 1997).

Creative Typologies

Laskey, Day and Crask (1989) developed a two stage approach in which the first stage was to place the advertisement in one of two basic categories Informational versus Transformational, then stage two was to classify it further into a subcategory.

Puto and Wells (1984) proposed a theoretical structure of advertising effects based on the cognitive and affective elements of Informational and Transformational advertising.

According to Puto and Wells (1984) for an advertisement to be judged Informational it must reflect the following characteristics:

1. Present factual, relevant information about the brand.
2. Present information which is immediately and obviously important to the potential consumer.
3. Present data which consumer accepts as being verifiable (page 638).

Likewise, for the advertisement to be Transformational:

1. It must make the experience of using the product richer, warmer, more exciting and/or more

- enjoyable, than that obtained solely from an objective description of the advertised brand.
2. It must connect the experience of the advertisement so tightly with the experience of using the brand that consumers cannot remember the brand without recalling the experience generated by the advertisement (page 638).

Laskey, Day and Crask's (1989) typology involved subcategories for Informational and Transformational classifications. Brief descriptions of the five types of message strategies for Informational are:

Comparative: The main thrust must be on comparison.
 Unique Selling Proposition: Claims of uniqueness.
 Preemptive: Claims are factually based and verifiable.
 Hyperbole: Message built around exaggerated claims.
 Generic-Informational: Focus is on the product class in general (page 38).

Similarly, Transformational subcategories included:

User Image: Focus on user.
 Brand Image: Brand personality.
 Use Occasion: Usage of product.
 Generic-Transformational: Product class (pages 38-40)

Creative typologies has been applied to investigations in Web/Internet advertising (Philport and Arbittier, 1997) and cross cultural content analysis of U.S. and Thai advertisements (Phataralaoha, 1994). Phataralaoha (1994) develops the Brand Image subcategory by including "institutional ads or those focusing on the company/organization's image."

Creative Typologies and Products

Several studies have identified the strategies employed in advertisements based on the type of products: durables

and non-durables (referred in the various studies as "products") or services. Studying 760 television commercials, Zinkhan, Johnson and Zinkhan (1992) identified the following:

This exploratory analysis indicates that the objectives and methods used by advertisers for product, retail, and service advertising differ in television commercials. Retail advertisements differ from pure product ads in that the emphasis is on buying one or more brands from a particular seller in cases where the brands are available from several sources. Service advertisers made the heaviest use of transformational ads while product advertisers employed transformational ads the least. The large percentage of retail ads that are informational compared with service ads reflect the "product" side of retail advertisements (pages 62-65).

The Informational strategy is notable in retail advertising. This is especially important when considering newspapers as Moriarty (1991) explains:

Retail advertising is dominated by newspapers. Newspaper advertising is fast to produce, carries a tremendous amount of information, and is relatively inexpensive. It's the ideal medium for most retail marketing. The emphasis in most newspaper ads is on the local store and its merchandise or service, as opposed to magazine or television advertising, which is primarily brand oriented. Readers want information, facts, details. In addition to local and retail, another characteristic of newspaper advertising is its emphasis on news. News is the medium's reason for existence, and advertising that mirrors this function will be the most successful. This is one medium where advertising copy can be long because it is in context with the medium (pages 262 and 365).

Restating the Informational strategy by products is the study by Abernethy and Butler (1992). This study content analyzed advertisements in newspapers including the Miami Herald. The results were similar:

Newspaper ads for products and product/service combinations averaged more advertising cues than those for service advertisements. Overall, service advertisements averaged far less information than both product and product/service combination advertisements (pages 411 and 412).

Cutler and Javalgi (1993) extend the transformational strategy of services by reporting:

Service advertisements more often contain an emotional appeal than do product advertisements. The foregoing results suggest a consistent pattern of using emotion in ads to improve the tangibility of services (pages 65 and 66).

Advertising Layouts

Jewler (1995) defines layout as two things:

1. The laying out of the component parts of a print advertisement.
2. A blueprint for the mechanical, or paste-up and thus a guide for the printer. Above all, it is the plan of an ad (page 137).

He further elaborates:

A layout is a pleasing arrangement of elements into a meaningful message. In an ad, this includes headline, body copy, illustration, other design devices and white space (page 137).

These arrangements are the basis for the creative executions. The reasoning behind the execution is in the strategy (Wagner, 1998; Jewler, 1995; Moriarty, 1991). As Wagner (1998) explains:

. . .when evaluating those choices you must consider the advertising and creative strategies to determine which format or combination of formats is most effective for the creative execution (page 107).

Wagner (1998) describes thirteen basic layout patterns.

Brief descriptions of the 13 patterns are:

1. Picture Window: Illustration occupies a majority of the format.
2. Frame: Presence of a border, simple rule border or wide white space margins. The frame is often combined with one or more other formats- especially Picture Window layout with mortises and insets.
3. Silhouette: Image has no background. This layout format is based on a production technique, so it's often found in combination layouts with several other formats.
4. Rebus: Substitution of a word for a picture.
5. Multi-Panel: Entire format is divided into equal sized rectangles. This format usually displays several different products, different features or uses of the same product. In any case, it has equal proportion because no image is emphasized over the others by size- everything gets equal pay.
6. Mondrian: Entire format is divided into unequal sized rectangles.
7. Type Specimen: Type represents all or most of the advertisement. Includes reverse type and varied sizes. Variations of type specimen layouts can include illustration- but it's not a dominant element.
8. Copy Heavy: Body copy occupies more than three/fourths of the space. Variations generally combine the long copy with other formats such as Rebus or Silhouette.
9. Alphabet: Layout of the advertisement forms a letter.
10. Circus: Different typefaces and illustrations. Circus layout are often used in multi-product (omnibus) retail advertising, such as grocery store ads found in the newspaper.
11. Push Pin: Use of slanted elements, randomly pasted and/or computer effects.
12. Grunge Design: Hard to read copy. This distinctive style is important to note, because it's very prevalent today- especially in design targeted to teenage and young adult audiences.
13. Combination: Use of two or more elements (pages 107-108).

Advertising Creative Strategies and Hispanics

Most of the major Spanish language metropolitan dailies that existed ten years ago, still exist today...these newspapers, such as Diario Las Americas and El Nuevo Herald in Miami, El Diario/La Prensa and Noticias del Mundo in New York, El Mañana in Chicago, La Opinion, El Eco de Valle and Noticias del Mundo in Los Angeles along with a few other dailies in smaller markets, have dedicated their pages to servicing the Hispanic market (Strategy Research Corporation, 1991). According to the American Management Association (1987) advertising in Hispanic newspapers tends to be local. Guernica (1982) adds that Spanish newspapers need to be deeply involved in the Hispanic community to be most successful.

These ties are effective for reaching local businesses as advertisers; Guernica (1982) suggests:

Spanish newspapers are effective advertising vehicles for supermarkets, restaurants, theaters, and other local retailers, particularly when they feature special sales announcements. Spanish print is an effective tool for promoting contests and sweepstakes and for distributing coupons. As a supporting medium, Spanish print can communicate a vast amount of information and a degree of detail that is not feasible through broadcasting (page 146).

Valdes (1995) further elaborates:

For the Hispanic market, television, radio, and print play complementary informational roles. For example, if, in addition to a television commercial, a coupon or print ad is also available, the Hispanic consumer needing a more detailed information about the product

can look at the ad for any length of time and internalize the subtleties and characteristics of the product, all of which would help him or her with the in-store search. The printed ad also offers other advantages for Spanish-dominant consumers. It helps them avoid having to say the product's name in a language they are not fluent in...it helps them to shop at ease for the particular product or brand they saw advertised in a televised commercial or heard about on a radio broadcast. (pages 275-280).

The majority of U.S. Hispanics tend to be very literal in their interpretation of advertising...abstract or elaborate metaphors, images and messages, tend to be missed or even worse, misinterpreted (Valdes, 1995). Sanchez (1992) indicates that Hispanics have demonstrated a tendency to interpret visuals and copy literally. Furthermore, she adds that Hispanic consumers "repeatedly demand that commercials provide them with detailed product information."

However, there are some cases where the "emotional pull" is effective, particularly in services, as Valdes (1995) illustrates:

Phone companies targeting Hispanics should always keep in mind that emotionally driven bilingual or Spanish-language advertising, information and support are essential to attract, entice, and retain Hispanic customers. In addition, new arrivals (that is, foreign born Hispanics) require special marketing attention and support because a very large percentage did not have phones in their homes before immigrating to the United States...

...in the case of a mortgage insurance broker who wants to appeal to Hispanics, simply describing in straightforward language what a policy offers {"The policy covers and pays mortgage payments if the lendee is unable to do so"} will not get massive results. It may succeed in informing the audience- which is

certainly important- but it will not motivate the majority. In order to raise the Hispanic consumer's purchase interest and to increase recall- there must be an emotional hook {"With this insurance policy, you can rest assured that your loved ones will not need to worry if you lose your job and cannot make the house payments"}(pages 121 and 342).

But the Hispanic's product interest is not only limited to services. Valdes (1995) details the interest of the Hispanic who is Spanish language-dominant and Spanish language-preferred:

...for marketers promoting mass market consumer goods and products and services, marketing to the Spanish-dominant/preferred foreign born tier is a must. Personal care products, soft drinks, beer, packaged goods, clothes, shoes, and services such as dentists, insurance policies, eye care services, eyeglasses and contact lenses, savings and loans, money remittance products, credit cards, checking accounts, telephone, water, gas and electricity, entertainment and amusement parks, airline travel and tourism are some examples of categories with great appeal among these Hispanics. Other products that have great acceptance among the Spanish-dominant/preferred are hard durable goods, such as radio, CD players, video players, microwave ovens, sewing machines, pressure cookers, and irons. Another sought-after product among consumers in this foreign-born tier is a brand new car, an attainable American dream for many immigrant Hispanics (pages 323 and 325).

Based on their interest in the various products, many food, clothing, retail and telecommunications companies are aggressively competing today for their patronage (Valdes, 1995).

Thomas (1988) interviewed several retail organizations to gauge their advertising and promotional efforts towards Hispanics. The observations were:

Burdine's targets Hispanic advertising to the Latin market segment with the same upscale demographic profile of its Anglo customers...due to common buying and shopping habits.

Burdine's Hispanic advertising parallels its Anglo media mix, which is approximately 70/30 print/broadcast.

Copy is scrutinized in Burdine's ads considering the differing dialects of Spanish.

JC Penney's marketing strategy has been to promote and produce ads for television that are oriented to sale events - no image - ads.

Kmart's in-house marketing department uses a mix of print and broadcast that roughly mirrors its overall media mix. Their ads in Hispanic media are overwhelmingly item oriented (page 55).

El Nuevo Herald's language segmentation, according to Spanish Influence Groups (SIG), is another way of considering creative message strategies. As mentioned, these groups are: the Spanish language-dependent and Spanish language- preferred (56%), the Hispanic who prefers or depends on the English language, and the Latin American tourist visiting Dade County.

There are several considerations when advertising, especially for the last group, as Woodman (1993) describes:

The Hispanics' "brand unawareness" condition due to their recent arrival represent a great opportunity to create brand loyalty and/or new consumers. ...Hispanics with low levels of acculturation manifest a strong need to adapt to the host society, which would be their end state of being, and in order to achieve their final goal they believe that being, courageous, helpful, obedient, responsible, forgiving, and loving are very important modes of behavior (instrumental values). Knowing the needs and desires of the low acculturated Hispanics, and more important, knowing the origin of

these needs, provides a better understanding of this Hispanic segment. A practical application of these findings would be for advertisers to focus their message on or appeal to the Hispanics' desire to keep their ethnic identification. Also marketers can promote products that would help Hispanics to adapt to this society (pages 55-56).

However there are several common attributes in the backgrounds of Hispanics. These characteristics are: strong family values, a need for respect, product loyalty (particularly with nationally advertised brands) and an interest in product quality (Radice, 1997). Support of the community is another way to capture more Hispanic consumers...consider promoting Hispanic festivals such as Cinco de Mayo, Calle Ocho, Columbus Day and Mardi Gras (Radice, 1997). Addressing to the Hispanic community in general, and to their Hispanic background specifically, will produce a positive chain reaction that could end in the adoption of certain brands (Woodman, 1993).

Web Advertising

Computers increasingly are becoming a means to receive news and information in the age of the Internet (Harper, 1998). Although the number of Hispanic households owning a computer is quite low at 3.8%; the West and Southeast regions have the highest ownership share at 4.8% and 4.6% respectively (Strategy Research Corporation, 1991).

Moreover, El Nuevo Herald has its own Website:

www.elherald.com. A study conducted by Maddox and Mehta

(1997) examines the effects of URL's in traditional mass media advertising. Here is a conclusion of their findings:

In many cases the mere existence of a URL in an ad enhances the advertiser's image over advertisers who do not include them. Advertisers with Web addresses are perceived as more customer-oriented, responsive, informative, "high tech," sophisticated and more likely to stay in business longer (pages 56 and 57).

Newspaper Studies

Newspapers Advertising Bureau (NAB)

The Newspaper Advertising Bureau is a non-profit sales, research, marketing and promotion organization that has been helping member newspapers and advertising community to use newspapers more effectively since 1913 (Rankin, 1986). The Research Department of the NAB designs and carries out survey research involving readers, the newspaper, products and it does special analysis of economic and media data (Rankin, 1986). Among the studies are eye camera/movement of advertisements (1987), usually read sections of the newspaper (1987) and appearance of "winning" newspaper advertisements (1989).

The National Advertising Bureau in 1987 conducted an investigation to identify "good" and "bad" advertisements by asking retail advertising professionals to examine ads that ran in the largest papers on Sunday, August 23, 1987 (Newspaper Advertising Bureau, 1989). The results were:

Overall ads rated "good" by experts differ in important ways from those rated "poor." The distinguishing

features of highly rated ads suggest the following opportunities for improved newspaper advertising:

Illustrations should be more prominent.

The use of color should be expanded.

The purpose of the ad must guide ad design (page vii).

On the study of "Newspaper Sections" the results indicated that the General News section was the most widely read by both sexes and every age (Newspaper Advertising Bureau, 1987).

A summary on some of the "Eye Camera Study" results are as follows:

Large ads are more likely to receive an initial scanning fixation (or two) than are small ads simply because they take up more space on the page. Everyone who reads a paper uses a scanning process to go through the newspaper to find interesting things to read or look at.

The scanning process is used on the individual page (Newspaper Advertising Bureau, 1987).

Resulting Hypothesis

El Nuevo Herald's development as a Separate Business Unit (SBU) as well as its ties with the increasing Hispanic community fosters more Informational strategies in its advertising. This is maintained by the newspaper's role as a supporting medium in the media mix (Valdes, 1995; Guernica, 1982) and the predominance of retail advertising (Moriarty, 1991). Therefore it is suggested that:

Hypothesis 1: El Nuevo Herald will contain a greater number of Informational ads in the Post Segmentation period.

Hypothesis 2: El Nuevo Herald will contain a greater number of Establishment Announcement ads (Informational subcategory) in the Post Segmentation period.

Following the same assumption for newspaper and retail advertising but now attending the products advertised, it is believed that Durables and Non durables -as "products"- adopt more the Informational strategy (Abernethy and Butler, 1992; Zinkhan, Johnson and Zinkhan, 1992) while services employ more the Transformational strategy (Zinkhan, Johnson and Zinkhan, 1992; Cutler and Javalgi, 1993). Furthermore, within the Transformational strategy the use of community and corporate sponsorship -and therefore the Brand Image subcategory- is considered (Phataralaoha, 1994; Radice, 1997; Woodman, 1993). This suggests that:

Hypothesis 3: Non-durable's ads will use more the Establishment Announcement (Informational subcategory) in the Post Segmentation period.

Hypothesis 4: Service's ads will use more the Brand Image strategy (Transformational subcategory) in the Post Segmentation period.

Once again, there is a presumption on the dominance of retail advertising (and therefore the Informational strategy) when considering the presence of a Web address. El Nuevo Herald has one. Moreover, with the growth and positive responsiveness towards a Web address (Maddox and Mehta, 1997; Harper, 1998) it is suggested that:

Hypothesis 5: El Nuevo Herald's Informational ads will use more Web/Email addresses in the Post Segmentation period.

The ties of El Nuevo Herald with a growing Hispanic community and its separation from the English version newspaper, Miami Herald, are indications of the increased use of the Spanish language. Also, the Hispanic community in Miami exhibit Acculturation and Unassimilation patterns which can be seen through their use of the Spanish language (Roslow and Nicholls, 1996; Fisher, 1994; Strategy Research Corporation, 1991; Koslow, Shamdasani and Touchstone, 1994; Radice, 1997). Therefore it is suggested that:

Hypothesis 6: El Nuevo Herald's headlines will use more the Spanish language in the Post Segmentation period.

Hypothesis 7: El Nuevo Herald's subheadlines will use more the Spanish language in the Post Segmentation period.

Hypothesis 8: El Nuevo Herald's body copy will use more the Spanish language in the Post Segmentation period.

On advertising layouts, once more, the premise on Informational strategy will be used. Wagner (1998) indicates that the Circus layout is often used in retail advertising. Therefore it is suggested that:

Hypothesis 9: El Nuevo Herald's Informational ads will use more the Circus pattern in the Post Segmentation period.

Research Questions

From the review of literature the following research questions have been determined:

Research Question 1:

How did the creative strategies in the advertising at El Nuevo Herald differ considering the Pre and Post Segmentation of the papers?

Research Question 2:

What is the difference in the use of subcategories within the Informational and Transformational strategies at El Nuevo Herald considering the Pre and Post Segmentation?

Research Question 3:

What is the difference in the use of creative strategies by product type considering the Pre and Post Segmentation?

Research Question 4:

How do the design elements used with the creative strategies differ at El Nuevo Herald considering the Pre and Post Segmentation?

Research Question 5:

How do the design elements used with the language strategies differ at El Nuevo Herald considering the Pre and Post Segmentation?

Research Question 6:

How did the layout patterns used with the creative strategies differ at El Nuevo Herald considering the Pre and Post Segmentation?

CHAPTER 3 RESEARCH DESIGN

This study will partly replicate investigations on creative typologies conducted by Anchalee Phataralaoha (1994) in her masters thesis "Creative Strategies in Thai and U.S. Magazine Advertisements." It will also incorporate parts of a research investigation by the Newspaper Advertising Bureau (1989) on advertisement design in newspapers.

Operational Definitions

The newspapers segmentation serves as the frame in which the creative typologies, layouts and languages are studied. Classification employed will be whether the advertisement was taken from a El Nuevo Herald newspaper before (date: before 1998) or after (date: after 1998) their separation from The Miami Herald.

In addition, the study will compare the usage of English and Spanish language within the design elements: 1) Body Copy Language 2) Headline Language and 3) Subheadline Language. Headline is defined as the largest type in the ad regardless of where located (Newspaper Advertising Bureau, 1989). Subheadline follows the headline (Newspaper Advertising Bureau, 1989). Body copy are all the words

outside the headline, subheadline and excludes numbers, legal type and names. Language evaluation takes into consideration the Herald's separation, the Hispanic's language choices (Strategy Research Corporation, 1991 and Radice, 1997) and effects in advertising studied by Roslow and Nicholls, 1996; Koslow, Shamdasani and Touchstone, 1994. Phataralaoha (1994) employed the Laskey, Day and Crask (1989) typology which classifies advertisements as 1) Informational or 2) Transformational. These are further subcategorized. Subdivisions under the Informational category are: 1) Comparative 2) Unique Selling Proposition 3) Preemptive 4) Hyperbole and 5) Generic-Info. Likewise, under Transformational are the following: 1) User Image 2) Brand Image 3) Use Occasion and 4) Generic-Trans.

However, these typologies are used to classify television commercials. Phataralaoha (1994) suggests: "For those planning to use the Laskey typology to study media other than television commercials, it is suggested that this typology be refined so that better and more accurate coding can be derived." With her suggestion in mind and after a pre-test of the coding instrument was conducted, several refinements were introduced. Two additional subcategories will be included under the Informational category: Establishment Announcements and Product Introductions. Establishment Announcements are those advertisements that

invite or require the client to visit the store or establishment in order to take advantage of the information provided. This takes into account the fact that most advertisements in a newspaper come from retailing or local business (Moriarty, 1991; Belch and Belch, 1993). Announcements of events such as bridal shows, sales offers, store openings/closings and "shopper style" format are classified under this subcategory. The "shopper style" format is particularly important for print advertisement as it helps reinforce broadcast promotions or ease shopping (Guernica, 1982; Valdes, 1995). Product Introductions involves promoting a new product. New product is defined by several common elements: the product offers innovative benefits, has features not previously available or are different from and better than existing products (Skinner, 1990). To achieve the requirement of mutual exclusiveness the advertisement should include the word "introducing" or a derivative thereof. Examples of advertisements under this subcategory are introductions of a movie, telecommunications and financial services.

All categories and subcategories will use the meaning of product as defined by Skinner (1990): "Any good, service, or idea that satisfies a need or want and can be offered in an exchange." Whereas goods are tangible, services are

intangible and idea is a philosophy, concept or image (Skinner, 1990).

Phataralaoha (1994) also classifies the advertisements by product type: 1) Durables 2) Non-durables and 3) Services. The classification of the product advertised is based on the use and/or price. If several products are advertised, classification will be based on the majority of products advertised. Phataralaoha outlined the product types as follows:

Durables: Clothing, jewelry, watches, furniture, home/office furnishings, high-priced products (\$100+).

Non-durables: Household/Office supplies, personal care products, drug products, food, beverages, and tobacco, low-priced/short-lived products (\$99 or less).

Services: Recreational, conferences, entertainment, phone services, credit, newspaper/information providers, cards, insurance, banking, and hospitals (pg. 59).

The product types listed are also products which the Hispanic consumer caters (Valdes, 1995).

Further study of the advertisements through its design elements is another suggestion that Phataralaoha (1994) indicates:

Since readers of magazine advertisements have more time to process the information in the copy and visual elements, the scheme for magazine ad study could be divided into A) graphic elements such as photos and drawings, and B) copy, so that the

researcher could cover and study every element of an ad (pg. 79).

To take advantage of this suggestion, this study incorporates examining the advertisement design elements of Web/Email address and basic advertising layouts as defined by Wagner (1998). In Web/Email Address the presence or absence of a Website and/or Email address is assessed considering the growth of computers (Harper, 1998) and the positive attitude towards them (Maddox and Mehta, 1997). Layouts are the way the illustration, body copy, headline and subheadline are arranged in the advertisement (Wagner, 1998; Jewler, 1995; Moriarty, 1991). The layouts studied are defined as follows:

1. Picture Window: Illustration occupies a majority of the format.
2. Frame: Presence of a border, simple rule border or wide white space margins.
3. Silhouette: Image has no background
4. Rebus: Substitution of a word for a picture.
5. Multi-Panel: Entire format is divided into equal sized rectangles.
6. Mondrian: Entire format is divided into unequal sized rectangles.
7. Type Specimen: Type represents all or most of the advertisement. Includes reverse type and varied sizes.
8. Copy Heavy: Body copy occupies more than three/fourths of the space.
9. Alphabet: Layout of the advertisement forms a letter.
10. Circus: Different typefaces and illustrations.
11. Push Pin: Use of slanted elements, randomly pasted and/or computer effects.
12. Grunge Design: Hard to read copy (page 107-108).

The brand, company or store that is advertised is also considered.

Sample

The study involved random selection of advertisements half page or more. Advertisements selected served as the unit of analysis and unit of observation. This is a common practice employed in content analysis (Newspaper Advertising Bureau, 1987; Phataralaoha, 1994). Generally, large sized advertisements provide more elements which can be studied as opposed to its smaller counterparts which tends to be a "fixed" or same ad printed in a given period of time. However, for some dates this criteria could not be fulfilled and therefore the next largest sized ads were selected. The advertisements were selected from Section A or "General News" section of the newspaper El Nuevo Herald - Final version, for the months of August and September, of the years 1996 and 1998. The "News" section was chosen because it is the selection of main interest and targeted to both male and female readers (Newspaper Advertising Bureau, 1987). The Final Version ensures that it is the publication distributed in the Miami-Dade area. In order to study differences in advertisement content, taking into account the segmentation of El Nuevo Herald and The Miami Herald, the years 1996 (two years prior to the separation) and 1998 (the year the separation takes place) were selected.

August and September were selected as months representing the third quarter of the newspaper's distribution. The assumption is that during this period changes due to the segmentation (in 1998) have already taken place as opposed to the first and second quarter whereas changes may not be so visible as it is in an "adjustment phase."

The issues selected for the sample will be conducted using the common method of constructed week as described by Riffe, Lacy and Fico (1998):

Because of their traditional dominance as a mass medium, daily newspapers have received more attention in sampling efficiency studies than other forms of media. These studies have concentrated on efficiency of sampling for inference. Most of these concentrate on the use of the constructed week, which is created by randomly selecting an issue for each day of the week (pg. 97).

This study will use the constructed week method through the following steps:

1. Randomly selecting dates for two constructed weeks per month.
2. Selection of the 10 largest advertisements in Section A or General News of El Nuevo Herald.

In summary, for August and September 1996, 280 advertisements will be randomly selected and likewise for 1998, for a total of 560 advertisements.

Coding Procedure

The researcher coded all 560 advertisements. To test reliability, two coders content analyzed 5 percent or 30

ads. For each advertisement, the judges (fluent in Spanish and English language as well as a with a background knowledge on advertising layouts) independently coded the 30 advertisements. Before coding, coders were trained on the process involved. Example ads were presented and studied for demonstration. The researcher explained how she viewed the advertisements and proceeded to describe the variables involved in the questionnaire. The coders practiced with example ads to test understanding of the coding questionnaire and process.

Intercoder reliability will be calculated using Holsti's (1969) intercoder reliability ratio:

$$\text{C.R.} = \frac{2M}{N1 + N2}$$

M = Number of coding decisions

N1 and N2 = Number of coding decisions made by coder 1 and 2.

Statistical Analysis

Pearson's Chi Square will be used to determine the strength of relationships among the data. The T-Test will be used to compare the means when studying the amount of Spanish words in body copy, headline and subheadline. Also frequencies will be tabulated to describe and summarize the usage of: Spanish language in body copy, headlines and

subheadlines; Informational and Transformational types,
product type, sizes, Web/Email address and layouts.

CHAPTER 4 RESULTS

For this investigation a sample of 560 advertisements from "General News - Section A" were used in which 280 were dated from the Pre Segmentation (1996) while 280 were from the Post Segmentation (1998).

The intercoder reliability result was 80%.

Hypothesis 1: El Nuevo Herald will contain a greater number of Informational ads in the Post Segmentation period.

For Hypothesis 1 the valid sample were all the 560 cases. The results indicated that although the amount of Informational ads increased from 1996 to 1998, it was not statistically significant. The increase was approximately 3% (from 242 Informational ads in 1996 to 250 in 1998).

However, it is worth mentioning that the large majority (88%) of the newspaper's ads are Informational at both Pre and Post Segmentation periods (Table 4-1). Transformational ads strategy is used at a lesser degree (12% of the total sample).

Hypothesis 2: El Nuevo Herald will contain a greater number of Establishment Announcement (Informational subcategory) ads in the Post Segmentation period.

The number of advertisements within the Establishment Announcement (Informational Subcategory) increased after the Post Segmentation by approximately 8%. This was not statistically significant.

There were 484 valid or Informational cases, for this Hypothesis, the difference ('missing') consisted of Transformational ads and those within the Informational category which could not be classified within a subcategory.

Still, Establishment Announcement was the most common strategy used by the advertisers for both 1996 (200) and 1998 (217) as seen in Table 4-2.

Hypothesis 3: Non-durable ads will use more the Establishment Announcement (Informational subcategory) in the Post Segmentation period.

Hypothesis 4: Service ads will use more the Brand Image strategy (Transformational subcategory) in the Post Segmentation period.

For Hypothesis 3 the number of valid cases were 484 of which the missing cases were those Informational without a subcategory or Transformational. For Hypothesis 4 there were 68 valid cases or the total of Transformational ads in the sample.

With $p = .069$ for the year 1998, the relationship between Non-durables product type and Post Segmentation periods was not statistically significant. However, through additional collapsing of the categories -by retaining those

with the highest count- this yielded a p value of .020 (see Table 4-3 and 4-4). The Establishment Announcement proved to be the most common strategy across all Product Types as well as periods of Pre and Post Segmentation. However, Hypothesis 3 was not supported. Non-durables using the Establishment Announcement decreased from 28 (in 1996) to 27 (in 1998) as tabulated in 4-3 and 4-4.

Hypothesis 4, on the Transformational Subcategory, was not supported. In 1998, the count of service ads using the brand image strategy was reduced from 11 in 1996 to 7 in 1998 (Table 4-5 and 4-6). In 1998, the most common strategy for services was the Use Occasion. With a p value of .008, the relationship between Transformational Subcategories and the Post Segmentation period (1998) was not significant.

Hypothesis 5: El Nuevo Herald's Informational ads will use more Web/Email addresses in the Post Segmentation period.

The whole sample of 560 ads was used for Hypothesis 5. The tests results for Pearson Chi Square indicate that there is a statistical significance ($X^2 = 5.33$, $p = .021$) between the period of Post Segmentation and the presence of a Web/Email address (see Table 4-7). Although the number of advertisers promoting a Website or email is quite reduced, close to 28% of the sample, at the Post Segmentation, it is worth noting this number increased from 4.6% at the Pre Segmentation (see Table 4-8). This also supports Hypothesis

5. Informational ads proved to be the ones promoting a Website/Email more. Before segmentation, 92.3% of the ads promoting a Website were Informational ads. This percent increases to 96.2% after segmentation.

Hypothesis 6: El Nuevo Herald's headlines will use more the Spanish language in the Post Segmentation period.

Hypothesis 7: El Nuevo Herald's subheadlines will use more the Spanish language in the Post Segmentation period.

Hypothesis 8: El Nuevo Herald's body copy will use more the Spanish language in the Post Segmentation period.

The T-Test Paired Sample statistic was used to compare the means for the average number of words in the Pre Segmentation sample and the Post Segmentation for the Headline, Subheadline and Body Copy. For Hypotheses 6 through 8, the sample was composed of 280 cases for Post Segmentation and 280 cases for Pre Segmentation.

The means for the amount of Spanish words in the headline was 5.90 in the Post Segmentation while 6.23 at the Pre Segmentation (see Table 4-9). The results of the T-test indicate that there is no difference between these means and therefore Hypothesis 6 is not supported (see Table 4-10).

Hypothesis 7 was not supported. The results of the T-Test (Table 4-12) indicate that there is no difference between the means. The means for Spanish words in

subheadlines at Post Segmentation was 4.44 while at Pre Segmentation it was 4.08 (Table 4-11).

However, there is a difference in the means for the number of Spanish words in the body copy. The T-Test proved that there is a statistical significant difference between the averages of Body Copy at Post Segmentation with 155.95 and 109.48 at Pre Segmentation (Table 4-13). The 95% confidence interval of the difference was 17.59 (lower) and 75.35 (upper) and $t = 3.168$.

Hypothesis 9: El Nuevo Herald's Informational ads will use more the Circus pattern in the Post Segmentation period.

The crosstabulation between the Informational and Transformational subcategories with layouts and Pre Segmentation yielded significant Chi Square results. The Transformational subcategories and layouts at Pre Segmentation were significant ($X^2 = 11.20$, $p = .047$). The two periods of segmentation for the crosstabulation of the Informational subcategory and layout were also significant (1998: $X^2 = 20.63$, $p = .014$ and 1996: $X^2 = 17.41$, $p = .043$). The use of the Circus pattern increased in count from 19 at Pre Segmentation to 33 at Post Segmentation (Table 4-15 and 4-16). However, this was not the main layout pattern used. With the exception of the Transformational subcategories at Pre Segmentation (where the main layout pattern was Picture Window), Type Specimen was the layout pattern used the most

by all other Informational and Transformational subcategories in the various segmentation periods.

Additional Tests and Analysis

The advertisers who appeared the most in the sample did not vary much in the Pre and Post Segmentation. The most common at Post Segmentation were Office Depot, Brandsmart, Lord and Taylor, Macy's and Burdines. At Pre Segmentation they were AT&T, BellSouth, Lord and Taylor, Brandsmart and Burdines (see Table 4-19).

Table 4-1

Distribution Creative Typology in Advertisements
by Segmentation

Creative Typology	1998	1996	Total
Informational	250	242	492
Transformational	30	38	68
Total	280	280	560

($X^2 = 1.07$; $df = 1$; Not Significant)

Table 4-2

Distribution Informational Subcategory And Segmentation

Informational Subcategory	1998	1996	Total
Establishment Announcement	217	200	417
Preemptive	20	22	42
Product Int.	7	8	15
Others	3	7	10
Total	247	237	484

($X^2 = 3.45$; $df = 5$; Not Significant)

Table 4-3Distribution Informational Subcategory And Product -
Post Segmentation (second crosstab - additional collapsing)

1998 Count

Informational Subcategory	Durables	Non-Durables	Services	Total
Establishment Announcement	103	27	87	217
Preemptive	3	4	13	20
Total	103	31	118	237

($X^2 = 7.81$; $df = 2$; Significant, $p = .02$)

Table 4-4

Distribution Informational Subcategory And Product -
Pre Segmentation (second crosstab - additional collapsing)

1996 Count

Informational Subcategory	Durables	Non-Durables	Services	Total
Establishment				
Announcement	85	28	87	200
Preemptive	7	1	13	21
Total	92	29	100	221

($X^2 = 3.7$; $df = 2$; Not Significant)

Table 4-5

Distribution Transformational Subcategory And Product -
Post Segmentation

1998 Count

Transfor- mational Subcategory	Durables	Non-Durables	Services	Total
User Image	9	1	4	14
Brand Image	0	0	7	7
Use Occasion	1	0	8	9
Total	10	1	19	30

($X^2 = 13.92$; $df = 4$; Not Significant)

Table 4-6

Distribution Transformational Subcategory And Product -
Pre Segmentation

1996 Count

Transfor- mational Subcategory	Durables	Non-Durables	Services	Total
User Image	6	0	11	17
Brand Image	6	4	11	21
Total	12	4	22	38

($\chi^2 = 3.62$; $df = 2$; Not Significant)

Table 4-7

Distribution Creative Typology And Web/Email Address
- Post Segmentation

1998 Count Web/Email

Creative Typology	Has Web and/or Email	No Web/ Email	Total
Informational	75	175	250
Transformational	3	27	30
Total	78	202	280

($\chi^2 = 5.331$; $df = 1$; Significant, $p = .021$)

Table 4-8

Distribution Creative Typology And Web/Email Address
 - Pre Segmentation

 1996 Count Web/Email

Creative Typology	Has Web and/or Email	No Web/ Email	Total
Informational	12	230	242
Transformational	1	37	38
Total	13	267	280

 ($\chi^2 = .402$; $df = 1$; Not Significant)

Table 4-9

Paired Sample Statistic - Headline Spanish Words

	Mean	N	Std.Dev.	Std. Error Mean
Headline Post Seg.	5.9036	280	4.9356	.2950
Headline Pre Seg.	6.2286	280	5.2832	.3157

Table 4-10

Paired Sample Test - Headline Spanish Words

	Mean	Std. Dev.	Std. Error Mean	Lower	Upper
Headline Post Seg. Minus Headline Pre Seg.	-.3250	7.2184	.4314	-1.1742	.5242

Paired Sample Test - Headline Spanish Words

	t	df	Sig (2tailed)
Headline Post Seg. Minus Headline Pre Seg.	-.753	279	.452

Table 4-11

Paired Sample Statistic - Subheadline Spanish Words

	Mean	N	Std.Dev.	Std. Error Mean
Subheadline Post Seg.	4.4429	280	6.0485	.3615
Subheadline Pre Seg.	4.0821	280	6.3903	.3819

Table 4-12

Paired Sample Test - Subheadline Spanish Words

	Mean	Std. Dev.	Std. Error Mean	Lower	Upper
Subheadline Post Seg. Minus Subheadline Pre Seg.	.3607	9.0606	.5415	-.7052	1.4266

Paired Sample Test - Subheadline Spanish Words

	t	df	Sig (2tailed)
Subheadline Post Seg. Minus Subheadline Pre Seg.	.666	279	.506

Table 4-13

Paired Sample Statistic - Headline Spanish Words

	Mean	N	Std.Dev.	Std. Error Mean
Body Copy Post Seg.	155.95	280	205.8236	12.3003
Body Copy Pre Seg.	109.48	280	124.1776	7.4210

Table 4-14

Paired Sample Test - Body Copy Spanish Words

	Mean	Std. Dev.	Std. Error Mean	Lower	Upper
Body Copy Post Seg. Minus Body Copy Pre Seg.	46.4714	245.4805	14.6703	17.5930	75.3499

Paired Sample Test - Body Copy Spanish Words

	t	df	Sig (2tailed)
Body Copy Post Seg. Minus Body Copy Pre Seg.	3.168	279	.002

Table 4-15Distribution Layout And Informational Subcategory -
Post Segmentation-----
1998 Count

Layout	Preemptive	Establishment Announcement	Total
Circus	1	32	33
Copy Heavy	1	6	7
Frame	2	3	5
Mondrian	1	47	48
Multi Panel	0	10	10
Picture Window	6	23	29
Push Pin	1	2	3
Rebus	1	7	8
Silhouette	1	28	29
Type Specimen	6	59	65
Total	20	217	237

($\chi^2 = 20.63$; $df = 9$; Significant, $p = .014$)

Table 4-16Distribution Layout And Informational Subcategory -
Pre Segmentation-----
1996 Count

Layout	Preemptive	Establishment Announcement	Total
Circus	0	19	19
Copy Heavy	4	6	10
Frame	0	2	2
Mondrian	1	32	33
Multi Panel	0	8	8
Picture Window	6	30	36
Push Pin	0	4	4
Rebus	1	8	9
Silhouette	3	25	28
Type Specimen	7	66	73
Total	22	200	222

($\chi^2 = 17.41$; $df = 9$; Significant, $p = .043$)

Table 4-17

Distribution Layout And Transformational Subcategory -
Post Segmentation

1998 Count

Layout	User Image	Brand Image	Use Occasion	Total
Circus	1	0	0	1
Multi Panel	1	0	0	1
Picture Window	10	3	7	20
Push Pin	1	0	0	1
Silhouette	1	3	0	4
Type Specimen	0	1	2	3
Total	14	7	9	30

($\chi^2 = 13.29$; $df = 10$; Not Significant)

Table 4-18

Distribution Layout And Transformational Subcategory -
Pre Segmentation

1996 Count

Layout	User Image	Brand Image	Total
Copy Heavy	0	2	2
Frame	0	1	1
Picture Window	11	13	24
Rebus	4	0	4
Silhouette	2	1	3
Type Specimen	0	4	4
Total	17	21	38

($\chi^2 = 11.20$; $df = 5$; Significant, $p = .047$)

Table 4-19

Distribution Advertisers - Segmentation

Advertiser	Number of times appeared in	
	1998	1996
BellSouth	6	11
Brandsmart	12	14
Burdines	19	14
<u>El Nuevo Herald</u>	6	6
Lord and Taylor	12	14
Office Depot	10	8
University of Miami	5	5
Appliance TV Depot	7	
Bloomindales	6	
Community Air Cond.	5	
Dillard's	7	
Macy's	12	
Sears	5	
AT & T		10
Lurias		5
Nationsbank		6
Rooms to Go		5
South Motors		5

CHAPTER 5 DISCUSSION AND CONCLUSIONS

This study involved examining advertisements in El Nuevo Herald, through content analysis, within the time frame of its segmentation from the Miami Herald in 1998. The sample involved 280 ads from Section A or News Section in 1996 (Pre Segmentation) and 280 ads from the same section but in 1998 (Post Segmentation). Among the variables studied in the advertisements were the design elements, use of Spanish language, creative typologies (whether Informational -advertisements' strategy is to provide information that is verifiable, factual and relevant or Transformational -advertisements' strategy is to link the message with a richer and warmer experience with the use of the product) and layouts.

Based on the statistical significant results there are several characteristics which describe advertisements in El Nuevo Herald. Informational strategy was employed the most by advertisers whereas the Establishment Announcement subcategory was the majority. This strategy was applied to invite readers to visit the store or location to take

advantage of the promotion or what was announced. This also corresponds with the fact that the majority of the advertisers are retailers. Other findings indicate that there was more use of Web/Email address and Spanish language in the body copy after El Nuevo Herald issued its first stand alone newspapers separate from the Miami Herald. Another notable result is that this study confirms the relationship between a strategy and a creative execution. The principal layout pattern utilized was Type Specimen which concurs with the predominance of the Informational strategy and the increase of Spanish words in body copy. Discussion on these results, the investigation's premises, limitations and implications follows.

Premises for the Study

One assumption is that the El Nuevo Herald's segmentation is primarily through language, the Spanish language. The persistence for the use of Spanish language due to Acculturation and Unassimilation patterns and a growing Hispanic population suggest a continued trend for this segmentation. The investigation examined how this form of positioning strategy -language segmentation- influenced the executions of advertising.

El Nuevo Herald's segmentation from the Miami Herald is a particular case in the newspaper industry. The particularity was evident in the lack of information on the

subject of segmentation within newspapers -as the case of El Nuevo Herald.

Looking for information regarding this segmentation strategy was limited to newspapers (e.g. La Opinión in California and El Diario in New York) that have introduced and established themselves as papers of the Spanish language. El Nuevo Herald's case is unique because of their beginnings. They initially served as a translation of the English version. This has evolved into establishing a separate business unit which is no longer just an English translation of the Miami Herald. Instead the newspaper, as part of their separate business unit plan, is in the process of establishing its own advertising, circulation and marketing responsibilities. Moreover, El Nuevo's news focus on Hispanics includes news exchanges with newspapers from South American countries.

Discussion of Research Questions

The first two research questions are as follows:

Research Question 1:

How did the creative strategies in the advertising at El Nuevo Herald differ considering the Pre and Post Segmentation of the papers?

Research Question 2:

What is the difference in the use of subcategories within the Informational and Transformational strategies at El Nuevo Herald considering the Pre and Post Segmentation?

The questions were developed using the frame of segmentation to study creative typologies. Two hypotheses

were used. Hypothesis 1 evaluated whether there would be greater number of advertisements using the Informational strategy while Hypothesis 2 studied if there was an increase in the Establishment Announcement/Informational subcategory. In both, the hypotheses results to answer these questions were, by count, supported but not significant.

To answer the research questions we can cite a main finding: there were a greater number of Establishment Announcement/Informational advertisements. This served to reinforce the use that newspapers have within Integrated Marketing Communications. As explained by Agee, Ault and Emery (1997):

Approximately 50 to 60 percent of every daily newspaper consists of advertising, an important service that gives readers information for purchasing goods...(pg. 134).

This confirms that local advertising, often referred as retail advertising, accounts for the majority (85 percent) of newspapers' display advertising (Moriarty, 1991; Belch and Belch, 1993).

Consequently, the results reflect this trend in which 417 of the 560 advertisements were mainly Informational typology and subcategorized as Establishment Announcement.

The subsequent research question involved studying strategies by the type of product. The questions was:

Research Question 3:

What is the difference in the use of creative strategies by product type considering the Pre and Post Segmentation?

The product type Services (whether it would use more the Brand Image/Transformational subcategory) and Non-durables (whether it would use more the Establishment Announcement/Informational subcategory) were evaluated.

Continuing with the results of Establishment Announcement, as the majority of the advertisements, this also reflected when answering research question 3. Based on hypotheses test results, we could indicate that the year of separation of El Nuevo Herald from Miami Herald was significant on how advertisers announced, based on their products. This could be explained, in part, by the announcement of El Nuevo Herald's SBU (Separate Business Unit) plans as well as its sales as a stand alone product.

There is not much difference in the creative strategies used by each product type. All product types used the Establishment Announcement/Informational subcategory the most. However, the majority of the products fall within the Durables product type as opposed to Non-durables which were of a lesser count compared to the other product types. Still, Durables as a majority, reinforces newspapers as dominated by retail advertising (Moriarty, 1991) and therefore serve to provide a showcase for local business. Valdes (1995) explained that retail advertising in

newspapers aids the consumer in selecting products when visiting the retail store. Furthermore, as Woodman (1993) explains they are "brand unaware" and hence not knowledgeable of the stores and their products.

It was presumed that with the suggestions by Radice (1997) and Woodman (1993) to sponsor Hispanic community activities, Services would use the Brand Image/Transformational subcategory more. Instead, Services was the next product type to use more the Establishment Announcement/Informational subcategory.

Among the possible reasons for this is the increasing importance of advertising and familiarizing a growing Hispanic population with using this product type. The Informational strategy would help accomplish this goal. As indicated by Guernica (1982) and Valdes (1995), Hispanics use the newspaper as a source of information in their news as well as purchases. Furthermore, they indicate that this medium serves to reinforce and provide additional information on what was advertised in broadcast or radio. Advertisements for services were oriented towards how the service could be used (such as how to fill in insurance forms for certain claims), reminders (products promoting "As seen on TV" such as herbal remedies) and invitations for the reader to visit the location to learn more about them (lawyers, chiropractors).

Research Question 4:

How do the design elements used with the creative strategies differ at El Nuevo Herald considering the Pre and Post Segmentation?

For research question 4, there are differences in the design elements used to advertise. According to the results of Hypothesis 5, the Post Segmentation had an effect in the advertiser's use of Informational typology and the presence of a Web/Email address. This can be accounted for by the increasing use of Web and Internet technologies (Harper, 1998). Also, as mentioned, the El Nuevo Herald has a Website which justifies the potentiality of a continued increase in Web/Internet usage.

Another factor that was studied was the use of the Spanish language within the segmentation periods as shown:

Research Question 5:

How do the design elements used with the language strategies differ at El Nuevo Herald considering the Pre and Post Segmentation?

Spanish was the dominant language in the advertisements. It seems the use of Spanish language is a spreading trend as the patterns of a growing Hispanic population, Acculturation and Unassimilation continue. As suggested by Strategy Research Corporation (1991) Hispanics retain their first language. Furthermore, a great number of Hispanics are comfortable with the Spanish language (Miami Herald Publishing Company, 1997; Fisher, 1994) and seem to show a higher retention and persuasion rate (Roslow and

Nicholls, 1996). The segmentation of the newspaper was studied primarily through the design elements of Spanish language in their headlines, subheadlines and body copy. Statistically, increased use of Spanish words proved significant in the body copy. This can be explained by the majority using the Informational Strategy and most of the information is located in the body copy when using this creative typology (Belch and Belch, 1993).

Research Question 6:

How did the layout patterns used with the creative strategies differ at El Nuevo Herald considering the Pre and Post Segmentation?

In order to answer this question a crosstabulation between the subcategories of the creative typologies and the layouts was conducted. Generally, Type Specimen ('type represents all or most of the advertisement') layout pattern was the most common across Informational and Transformational subcategories.

Hypothesis 9 examined whether Informational ads would use more the Circus (combination of 'different typefaces and illustrations') layout pattern which according to Wagner (1998) was common in retail advertising. The test showed that there is a significance between Informational subcategories and layouts at both Pre and Post Segmentation and that there was an increase in the use of the Circus

layout pattern. Also, of the Transformational subcategories, there was significance before segmentation.

In general, this significance demonstrates the importance of establishing a strategy in order to accomplish a creative execution.

For the significance in the crosstabulation between Informational subcategories and layouts, this strengthens the fact that there is a dominance of these strategy in newspaper advertising and that it has influence in the creative executions before and after the separation of the newspapers. In part, this could possibly explain why the Transformational subcategories and layouts before segmentation were significant and not after: the Establishment Announcement/ Informational subcategory was the dominant type - slightly more so - at Post Segmentation.

Limitations

The nature of this study is exploratory and descriptive due to the constraints of information on the topics of segmentation and the decision making process on which creative typologies and layouts to use. Therefore, the studies does not attempt to answer: Why are the creative in the advertisements at El Nuevo Herald executed like that? Instead, the study focuses on describing and answering: What are the advertisements at El Nuevo Herald like?

Sample selection was confined to Section A or General News. A stronger representative sample of the newspaper would have involved a sampling design which considered all the sections and a random selection of the advertisements within the section or sections chosen.

Several concepts were introduced into coding. The subcategories of Establish Announcement and Product Introduction were added under the Informational typology. Another introduction was to content analyze the basic layouts used for advertisements' design.

Based on the results of the intercoder reliability testing (.80) the categories should be defined further to ensure they are mutually exclusive and mutually exhaustive. Holsti (1969) suggests to increase the reliability by rigidly and exhaustively attempting to reduce coding from a judgmental task to a clerical one. He also suggests increasing the number of coders.

Implications for Future Research

The limitations and the suggestions to counteract them, provides some implications for future research in content analysis. For example, the limitation on studying only Section A (News) and resolving that shortcoming by expanding the sample design to include other sections, suggests several possibilities for study. This could include comparing within the various sections (e.g. Sports compared

to the Business sections). Another possibility could be the study of another section -similar to this study- within the segmentation periods (e.g. Lifestyle section and changes at Pre and Post Segmentation). Then again, another frame or layer for study would be comparing between the Spanish version-El Nuevo Herald and the Miami Herald -the English version.

A further analysis could include studying news content with advertising (e.g. newspapers' front page headlines and news contrasting with the type of advertising within its pages).

Continuing with this thought one more possibility for future research is studying news content and advertising of El Nuevo Herald with like Hispanic media (e.g. El Nuevo Herald compared with La Opinion and/or El Diario).

The results in this study also provides opportunities for other research methodologies such as questionnaires and in-depth interviews. As indicated previously, the study is exploratory and descriptive in nature. Yet, the descriptive statistics can be used to explain creative strategies particularly to examine the reasoning behind them.

For a stronger support of the correlation between a creative typology and layout, a research topic could be to determine what are the reasons for deciding the types of patterns for advertisement layouts of their products.

One final research topic can be to focus on the appeal of the advertisement. By identifying which advertisements are appealing it is possible to determine which layouts and creative typologies are favorable.

These research topics could be answered either through questionnaires or in-depth interviews of the advertiser's creative directors or the agencies handling the accounts and in some cases, the newspaper's readers.

With the changing face of the population in the United States and the growth of the Hispanic population, newspapers are being challenged to cater the needs of this different reader. Responding to these changes is the Miami Herald and El Nuevo Herald as well as their advertiser's that help by providing information through their advertising and by economically supporting the newspaper. The Miami Herald and El Nuevo Herald's situation is original and distinct, creating the groundwork which merits further research, evaluation and study.

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BIOGRAPHICAL SKETCH

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