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Semiotics, mythology and translation in the framework of commercial advertising

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APPENDIX B

FREE YOUR



THE NEW RENAULT 21 SAVANNA. SPA

RENAULT BUILD A BETTER CAR

Open your mind to the new Renault 21 Savanna, you'll find it very moving.

The GTX for example does 121 mph, while the GTS (itself capable of 112 mph) moves you in quite another way. At 56 mph it returns more than 54 mpg.* All Savannas have a huge 14.5 gallon fuel tank and all these figures are best in class beating Sierra, Montego and Cavalier Estates.

Suspension rides rough shod over the competition too. It's fully independent front and rear so the ride and handling is excellent.

Payload is a big 500kgs. Loading is easy because there's no lip at the back to lift over and the rear shock absorbers are angled so they allow maximum use of the space.

And once inside, that's exactly what you're aware of – masses of room for both driver and passengers.

This is due to cleverly designed recessed door panels, slim pillars with a large area of glass a[illegible] high roof line.

Fil[illegible]e fact that the Savanna wheelbase is 5.9 inches longer than the Renault 21 saloon.

It's been purpose built for the task in hand.

Front seats are ergonomically designed and a digital stereo/radio cassette is fitted as standard.

There's a broad choice in the Savanna range. Prices begin at £7,790 and go to £9,860.

Engine sizes in the petrol versions range from 1721cc to 1995cc. Then there's a diesel at just over 2 litres.

All are front wheel drive and all have a five speed gearbox.

Options are numerous too. You can order power steering† or there's a Custom Pack‡ with tinted glass, electric front windows and remote control central locking.

Big family? Specify the Family Pack‡ This gives you an invaluable extra row of forward facing seats.

Think performance. Think space. Think freedom. Then consider the new Renault 21 Savanna.

We think you'll like it.

RENAULT 21 SAVANNA

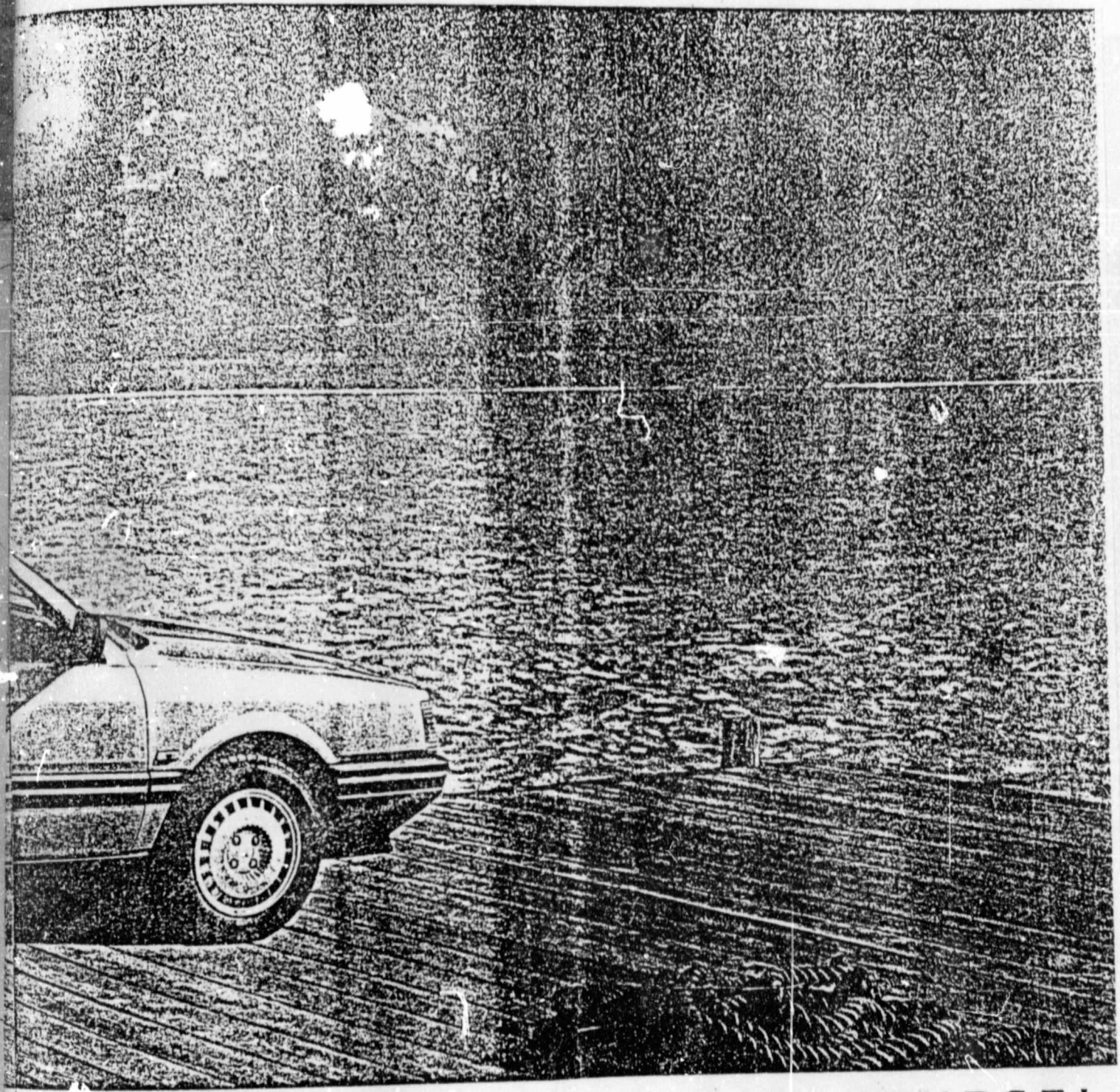
*[illegible] Renault 21 Savanna GTX with optional alloy wheels. Prices (correct at time of going to press) include 15% VAT Car Tax and front/rear seat belts. Number plates and delivery extra. †Official DoE figs Renault 21 Savanna GTS 56 m.p.h. 54.3 m.p.g. (5.2 L/100km) 75 m.p.h. 40.4 m.p.g. (7.0 L/100km) urban 31.4 m.

RENAULT recommend Elf lubricants.

fig. 3

APPENDIX D

THINKING



E IN WHICH TO EXPRESS YOURSEL

Fig. 3

1 74

L/100kms. †Not available on TL or GTS models. ‡Not a-ai..ble on TL model. For a brochure write to Renault U.K. Ltd. PO Box 36, Southall, Middx. RENAULT 21 SAVANNA. FROM £7,790

TRANSLATION OF MERFLUAN ADVERTISEMENT

(1) Sea salt, Myrrh and active Carbonic Acid

(2) For healthy teeth.

Inscription on Merfluan bottle:

(3) Sea salt for cleaning your teeth.

(4) For daily dental care.

(5) Remove blue cap.

(6) Sprinkle Merfluan on a wet toothbrush.

(7) Replace cap after use.

(8) Store in a dry place.

(9) Do not add water to bottle.

(10) Use refill packet.

(11) Only in Merfluan do you find the combination

(12) of water and active carbonic acid. The result is a fine

(13) foam with natural active substances. This foam cleans

(14) each and every tooth and helps strengthen enamel. Myrrh

(15) promotes blood circulation in the gums.

(16) Merfluan protects sensitive tooth necks and

(17) is effective in preventing the bleeding of gums, the

(18) formation of tartar, tooth decay and paradontosis. Use

(19) Merfluan. Merfluan for clean teeth:

(20) thorough and sanitary.

APPENDIX E fig. 19

THE TRANSLATION OF THE ADVERTISEMENT FOR THE POLAROID IMAGE SYSTEM

(On photograph):

(1) New: the ultrasonic auto-focus captures the moment.

(2) Test results: 10/86:

(3) Film specifications good,

(4) Camera functions good and very good.

(5) The speed and the precision of the new

(6) Polaroid Image System even surpasses that of

(7) the human eye. It electronically collects and processes

(8) more than 30 exposure specifications in less than a 50

(8) thousandth of a second. The new wave in camera

(9) technology is called ultrasonic auto-focus. With

(10) split-second timing, it can even capture abrupt

(11) movements and freeze them, producing instant photos

(12) which are sharp and clear.

(13) The Polaroid Image System has even more

(14) surprises in store. A microprocessor,

(15) a computer-operated quintic lens, a built-in flash and

(16) a new film with natural colours make it easy for you to

(17) produce good photos. These are practical additional

(18) features to increase your creativity. Optic and

(19) acoustic signals tell you when the camera distance is

(20) too small, when the flash distance is too great, or

(21) when the film is finished. If everything's okay the

(22) Polaroid Image System gives you the

(23) "the green light". For the best instant photos ever.

APPENDIX E fig. 49

TRANSLATION OF THE ADVERTISEMENT FOR HOECHST HIGH CHEM

(1) Our contribution towards the success of the motor car.

(2) The motor car is, without question, Germany's darling.

(3) Since the beginnings of the motor industry 100 years

(4) ago, this relationship has remained unchanged.

(5) And now more about the motor car:

(6) The motor car of old has long since been transformed

(7) into a High-Tech product. This amazing development is

(8) closely linked to the formation of new construction

(9) materials, a project in which Hoechst plays

(10) a decisive role. In the cars of today, technological

(11) achievements have been reached which, a few years ago,

(12) no-one would have believed possible. Driving is

(13) becoming easier, safer and more economical.

(14) High-quality synthetic materials and the latest

(15) compound construction parts with synthetic resin on a

(16) fibre glass or carbon fibre base allow for ever greater

(17) reductions in weight and hence, in fuel consumption.

(18) For example, the new ceramic construction materials can

(19) withstand extremes in temperature, are non-corrosive

(20) and are hence being used increasingly in the motor

(21) industry. Commercial fibres in the seat belt,

(22) the air bag, the tyres or in the asbestos-free brake

(23) linings serve as a guarantee for driving safety.

(24) Seat covers made from modern flexible textile fibres

(25) which are stable to light, increase comfort. Pigments

(26) and dyes make the external appearance attractive.

(27) Lacquers serve as protection against corrosion.

(28) Moreover, there are many other materials from a

APPENDIX E fig. 5a

(29) diverse product range which help to make the motor car
(30) the most popular personal means of transport.
(31) We are convinced that the motor car still has a bright
(32) future ahead of it. Today the models for the year 2000
(33) are already being developed. In the development of
(34) construction materials, the needs of the year 2000 are
(35) being met today. The motor car will become even safer,
(36) more comfortable - and, above all, kinder to the
(37) environment. For this reason, we are working together
(38) engineers from motor and supply companies in search
(39) of new materials to meet the demands of modern
(40) motoring. Our contribution to the motor car of
(41) tomorrow is one of the ways in which
(42) Hoechst High Chem shows its commitment to
(43) progress. With new products and new technology, we
(44) explore new avenues in order to meet the demands of
(45) our time.

TRANSLATION OF ADVERTISEMENT FOR STEIGENBERGER HOTELS

(1) The better the atmosphere, the better the business.
(2) Meetings and conferences should be occasions worth
(3) remembering. That is why optimum working conditions as
(4) well as first class accomodation and food, perfect
(5) service and imaginative extra-curricular programmes are
(6) so important. How helpful hotels can be in making
(7) functions successful, is exemplified by the
(7) Steigenberger chain. Meetings with style and
(8) class. As top caterers they put guests and organisers
(9) in an enviable position: In the Steigenberger
(10) health spas and holiday resorts, conferences can be
(11) held away from the bustle, amidst the most beautiful
(12) natural surroundings. In this congenial atmosphere,
(13) business and health are reduced to a common
(14) denominator. In contrast, the Steigenberger
(15) city hotels are situated in the heart of the most
(16) important industrial and commercial cities -
(17) easy-to-reach, elegant meeting-points for travelling
(18) businessmen. One thing is true for all
(19) Steigenberger hotels: The conference
(20) facilities and meals are the same as the accomodation -
(21) first class. Comfortable rooms, the delights of an
(22) exquisite cuisine, drinks atthe bar after a hard
(23) day's work, are all part of the Steigenberger
(24) service. Depending on whether a small-size meeting,
(25) a debate, a welcoming address or a congress be planned,
(26) there are salons and halls of varying sizes available.
(27) The styles of the rooms range from the magnificent

APPENDIX E fig. 69

(28) Baroque to modern-day elegance - fitted with the
(29) latest in conference equipment of course. Whether it
(30) be a control room, a booth for simultaneous
(31) translation, or a stage for the big show - the
(32) possibilities are endless.
(32) The American Express Card.
(33) Pay with your good name.
(34) Competence is our reference.
(35) Steigenberger has experienced staff who
(36) ensure the perfect running of meetings. From the first
(37) raising of the curtain to the final applause. They
(38) help you to organise meetings, arrange culinary marvels
(39) and they work efficiently and reliably. They welcome
(40) special requests, and often make the impossible
(41) possible. For example, if, on account of the weather,
(42) you should, at short notice, want to move proceedings
(43) out of doors from the halls of history to the green
(44) meadows. At the end of a day's work,
(45) Steigenberger hotels offer so much fun and
(46) relaxation with their pools and parks, saunas and
(47) bowling facilities, entertainment and excursions, that
(48) many conference guests come back - this time on
(49) holiday. If you would like to learn more about the
(50) Steigenberger conference facilities, please
(51) send the coupon to Steigenberger Hotels, The Sales
(52) Manager, 33 Bethmann St., 6000 Frankfurt 1 or simply
(53) phone: tel: (069)215741.



APPENDIX E fig 1b

APPENDIX E

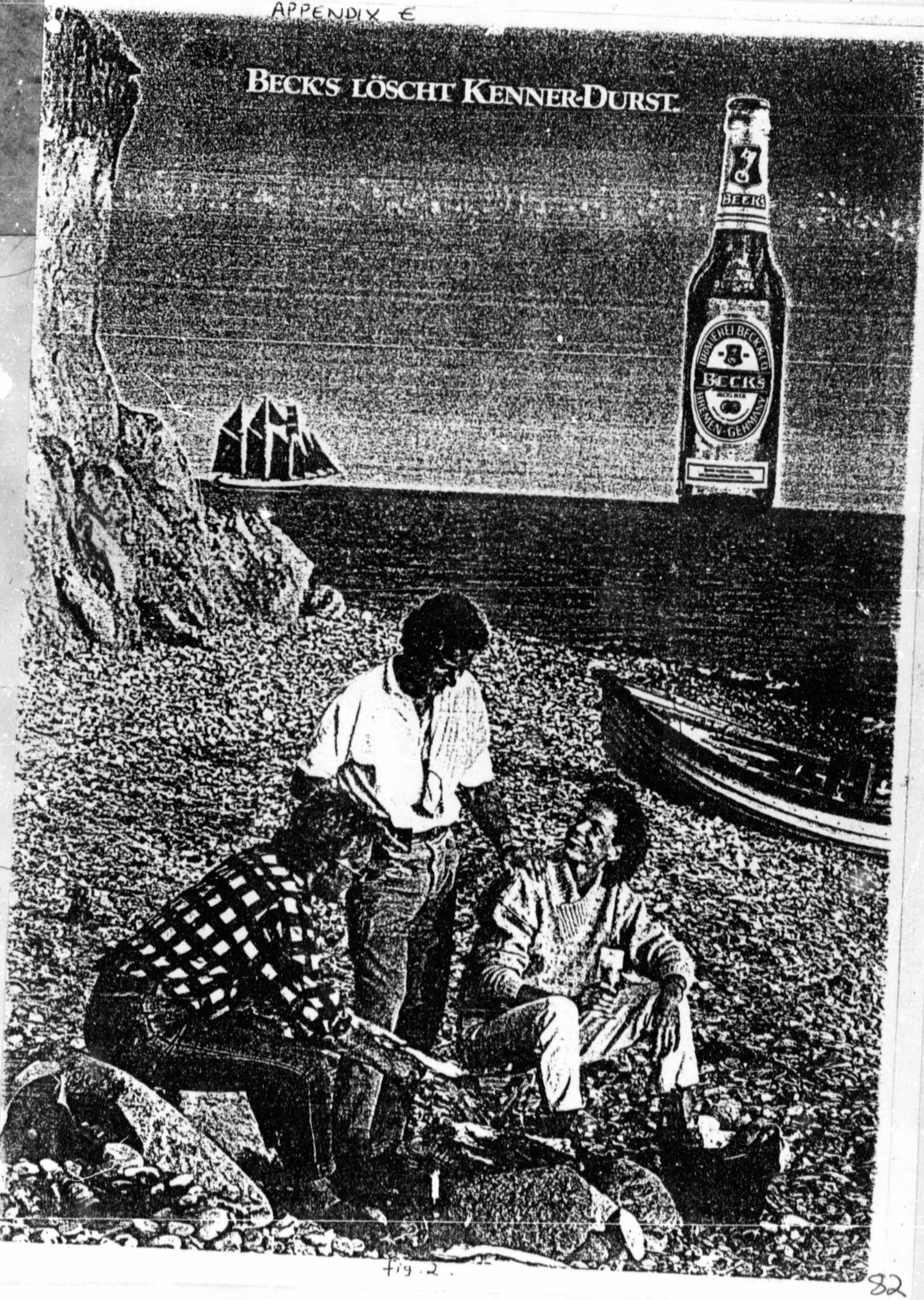


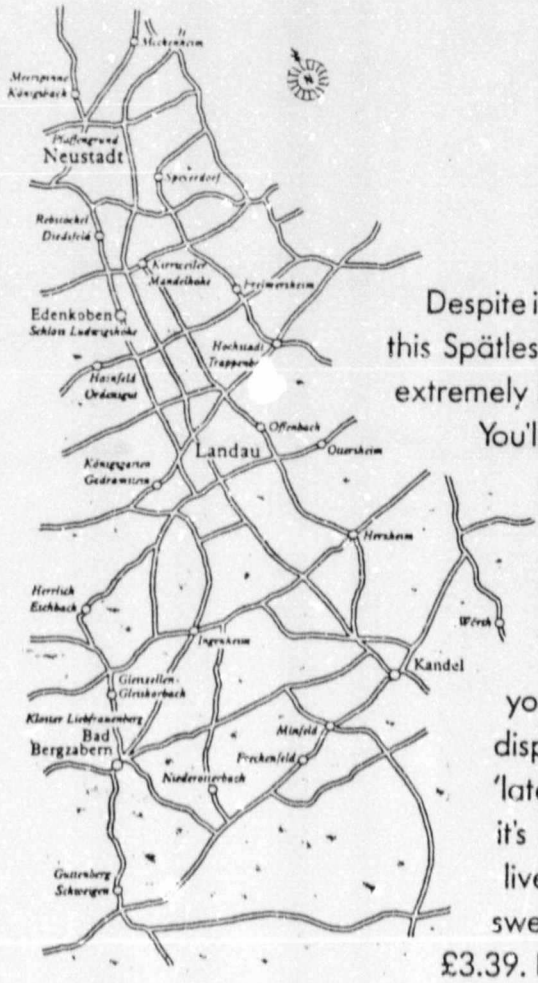
fig. 2.

APPENDIX E

Higher standards.

TESCO





Despite its daunting collection of syllables, this Spätlese from Tesco is quite simply an extremely high quality German wine.

You'll notice the words 'Qualitätswein mit Prädikat' on the label.

This category includes the finest natural unsugared wines in Germany.

And with this one it shows; you can enjoy a full-bodied wine displaying the classic Spätlese or 'late gathered' qualities (specifically it's medium sweet and shows a lively balance of acid, fruit and sweetness) at a remarkably low £3.39. Das ist gut, ja?

Tesco Steinweiler Kloster Liebfrauenberg Spätlese.
At only £3.39 it's a lot easier to drink than it is to pronounce.

Lower prices.

fig. 3

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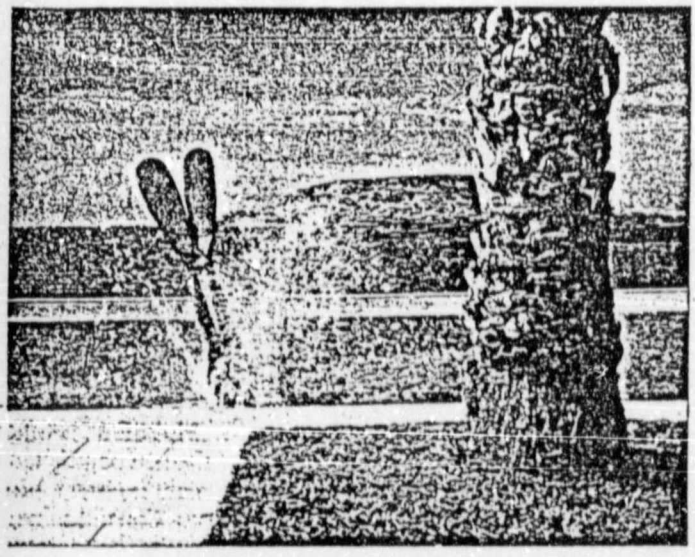
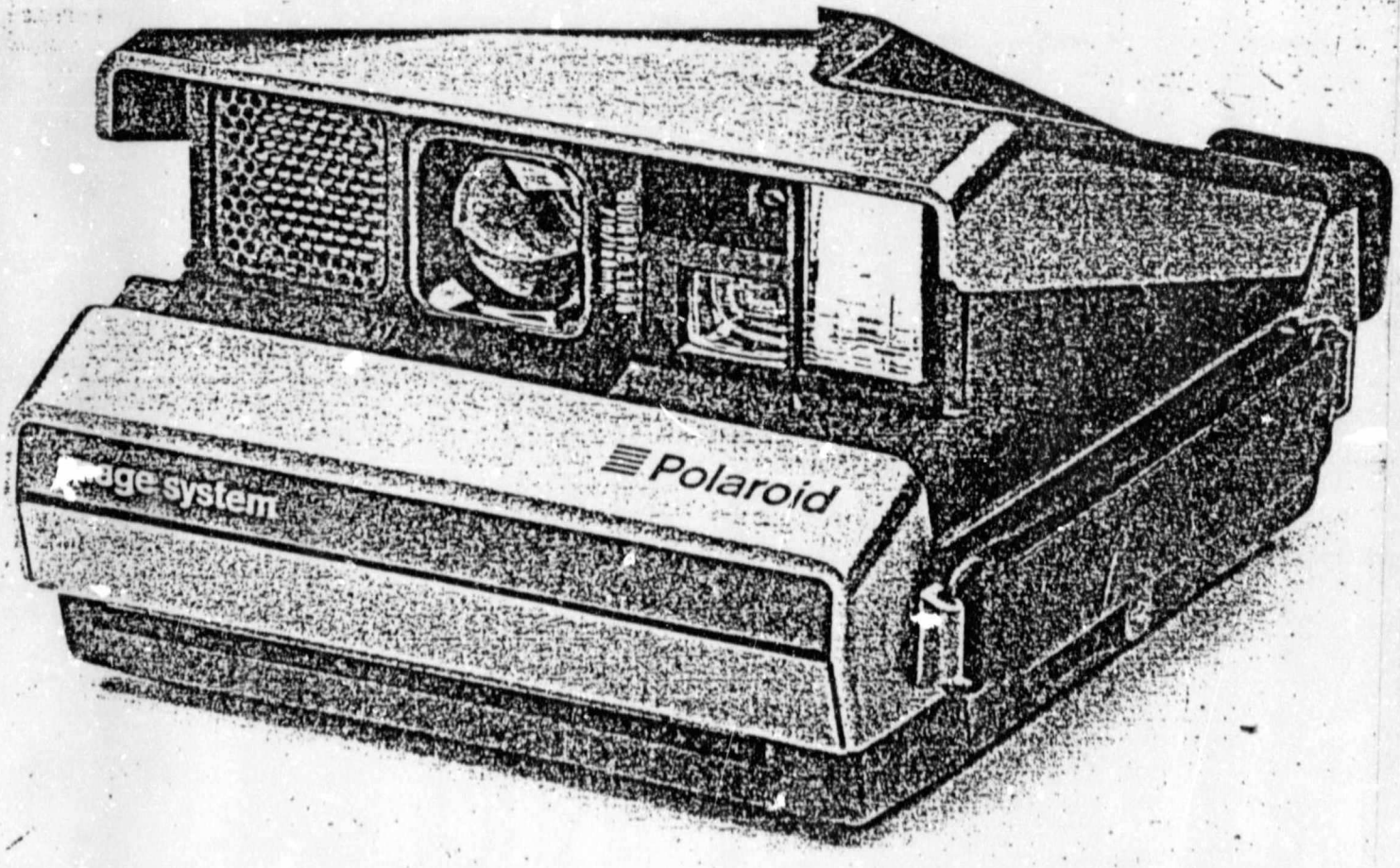
APPENDIX E



NEW WAVE

1 Neu: der Ultraschall-Autofocus,
2 der Bewegungen gestochen scharf stellt.



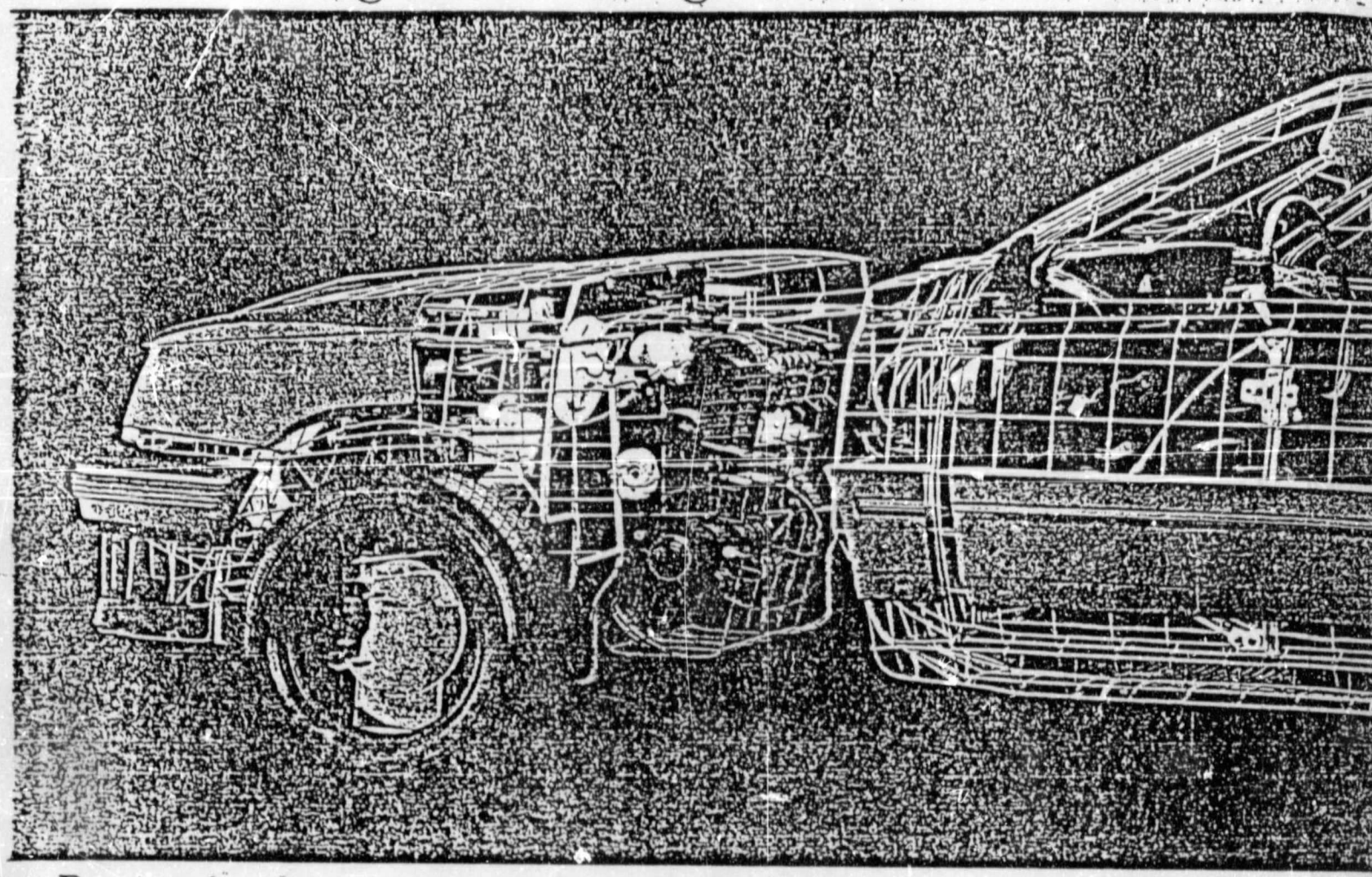
3 Prüfergebnisse
4 test 10/86:
5 Filmeigenschaften gut,
6 Kamerafunktionen gut
7 und sehr gut.

8 Die neue Pola-
9 roid Image Sy-
10 stem Kamera
11 übertrifft an
12 Schnelligkeit
13 und Präzision
14 bst das Wunderwerk des mensch-
15 len Auges. Ihre Elektronik sammelt
16 d verarbeitet mehr als 30 Belich-
17 gsdaten in weniger als 50tausend-
18 l Sekunden.
19 Die neue Welle beim Scharfstel-
20 heißt Ultraschall-AutoFocus. Damit
21 erfassen Sie schneller als ein Lid-
22 schlag – auch rasche Bewegungen und
23 frieren sie zu gestochen scharfen
24 Sofortbildern ein.
25 Überhaupt steckt das Polaroid
26 Image System voller neuer Lösungen.
27 Mikroprozessor, computerberech-
28 netes Quintic-Objektiv, integrierter Blitz
29 und ein neuer Film mit naturgetreuen
30 Farben sorgen dafür, daß Ihnen einfach
31 gute Fotos gelingen. Sinnvolles Zube-
32 hör erweitert Ihren kreativen Spielraum.
33 Optische und akustische Signale zei-
34 gen an, wenn der Aufnahmeabstand
35 gering, die Blitzentfernung zu groß o
36 der Film leer ist.
37 Ist alles in Ordnung, gibt Ihnen
38 Polaroid Image System Kamera „grü
39 Licht". Für die perfektesten Sofortbil
40 die es je gab.

Polaroid
image syste

fig 4b

Unser Beitrag zum Erfolg des Automobils.



Das Auto ist, ohne Frage, des Deutschen liebstes Kind. Seit den Anfängen vor 100 Jahren hat sich an dieser engen Beziehung nichts geändert.

Dafür aber am Auto: Aus der Motorkutsche von damals ist längst ein Hochtechnologie-Produkt geworden. Diese faszinierende Entwicklung ist eng mit dem Entstehen neuer Werkstoffe verbunden, an deren Konzeption Hoechst entscheidend beteiligt ist. In den Autos von heute sind technische Lösungen verwirklicht, die noch vor wenigen Jahren schwer vorstellbar waren.

Autofahren wird immer leichter, sicherer und wirtschaftlicher.

Hochwertige Kunststoffe und neuartige Verbundwerkstoffteile mit Kunstharzen auf Glasfaser- oder Carbonfaserbasis ermöglichen eine immer größere Gewichtsreduzierung und damit Energieeinsparung.

Neue Keramikwerkstoffe sind zum Beispiel hochtemperaturbelastbar und verschleißfest und werden deshalb zunehmend im Motorenbau eingesetzt. Technische Fasern im Sicherheitsgurt, im Airbag, in den Reifen oder in asbestfreien Bremsbelägen gewährleisten die Sicherheit beim Fahren.

Lichtbeständige und moderne dehnfähige Textilfasern in Sitzbezügen erhöhen den Komfort. Pigmente und Farbstoffe sorgen für ein

fig. 56

Author Gamedze Nkosinathi Teboho
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