

APPENDIX 1

List of data classification of Advertisements

List of Brand Names and Language Play Analyzed

No.	Brand names of beauty products	Type of language play			
		phonology	Morphology	syntax	Graphological variation
1	Eversoft white		Compounding		
2	Inchloss		Compounding		
3	biotherm		Blending		
4	sunspirit		Compounding		
5	Free&Free			Repetitive syntax	
6	Smooth As Silk	alliteration			
7	Cellfood		Compounding		
8	Ageless Woman		Compounding		
9	Super Slimming Shower Gel	alliteration			
10	Elastiderm		Blending		
11	bebeautiful		Compounding		

12	Covermark		Compounding		
13	Youngblood		Compounding		
14	Eyebright-Anti Puffiness Gel		Compounding		
15	GoSmile		Compounding		Graphological variation
16	Hypershine Gloss		Compounding		
17	Dream Cream	Minimal pairs			
18	Colorevolution		Compounding		
19	Icecream		Compounding		
20	ScarGuard		Compounding		Graphological variation
21	Supersmile		compounding		
22	Better Body Butter	Alliteration, Minimal pairs			

APPENDIX 2

List of Slogans and Language Play Analysed

No.	Slogans of beauty products	Type of language play		
		phonology	morphology	syntax
1	So clean. So cool. So invigorating.			Repetitive syntax
2	Maybe she's born with it. Maybe it's Maybelline			Repetitive syntax
3	Real results, naturally	alliteration		
4	Don't wait to be told, you need Palmolive Gold	rhyme		
5	Look sharp, feel sharp			Repetitive syntax
6	Your Fragrance. Your rules.			Repetitive syntax