

A Content Analysis of Japanese Advertisements in German Magazines

ABSTRACT

This paper presents the results of a content analysis of Japanese Advertisements in German Magazines, namely *Der Spiegel*, *Focus*, *Stern*, and *TV Spielfilm*, from a comparative perspective. Comparisons are made among Japanese, German, American, French, Italian, and other advertisements.

this content analysis is a pilot for additional work in the future. The data are only from small samples of German magazines, so the samples cannot be treated as representative of all magazine advertisements in Germany.

Despite these limitations, the data suggest: ① advertisements by Japanese companies are not identifiable as such except for company names like Toyota, Toshiba, Minolta, and so on, ② Japanese companies are likely to use red color for company names and logotypes, and use English for their catchphrases and mottos as well, and ③ Japanese car companies tend to refer to prices and guarantees in their advertisements.

key words: content analysis, Japanese advertisements, German magazines