

Emotions and Advertising: The Persuasive Advertising Language of Modern Kuwait in the 1960s

Khaled Abdullah al-Najdi

Assistant Professor, Department of Communication
Design & Interiors, College of Architecture, University of Kuwait, Kuwait

Abstract

This paper demonstrates the emotional appeal and its influence on consumer behaviour through the persuasive language in Kuwaiti advertising in the 1960s. The aim of this article is to explore and describe the effect of adding emotional appeals to the utilitarian aspect of the product or service as conveyed in advertising language. A content analysis was performed on 2,446 advertisements from 471 newspapers and magazines of the 1960s, and a personal interview is used. The main hypothesis is that advertising language of the 1960s conveyed aspects of emotions that had a great effect on the consumers, who were induced and emotionally driven to buy the advertised goods and services. The document analysis focuses on the emotional design used in persuasive techniques in local newspaper and magazine advertising and its effect on shaping the social behaviour of consumers. The findings offer evidence of the emotional manifestations in persuasive language in advertising and of its potential influence on demand.

Key Words: Advertising, Advertising Language, 1960s, Design and Emotion, Persuasive Advertising

Background

The decade of the 1960s witnessed significant economic and social developments in Kuwait; it was considered the beginning of the golden age for the country, due to the prosperity resulting from oil revenues (Al-Hatem 373, Abu-Hakima 373). Al-Abdulghafoor wrote in 1975 that during the period of rapid economic and social development in the 1960s, the government introduced generous benefits for Kuwaiti citizens; these included government jobs with generous salaries as well as free education and health care. The increase in personal income was a main factor in attracting an influx of emigrants from neighbouring Arab countries, who arrived seeking job opportunities. Another factor was the professional assistance sought from foreign technicians who worked at United Nations-affiliated agencies to improve technical and technological requirements (Al-Hatem 450).

The increase in population and consumer culture resulted in an expansion of advertising, hence its influence on the everyday life of Kuwait's people. As in the modern developed societies, the advertising business integrated sales and marketing and played significant roles, first by educating consumers about the language of advertising and consequently by directing and shaping their behaviour (Falk 151). Household appliances and automobiles were the most commonly advertised items in newspapers and magazines (see table 2); these products were promoted and made popular by the repeated advertisements. Customers responded strongly, seeking to attain a modern lifestyle at affordable prices. Modern advertising revealed the relationship between economics and culture as it replaced older, traditional forms with modern expressions of ideas, character and style.

Before the discovery of oil, Kuwaiti women were restricted by conservative traditions, but this was a time of change. The 1960s witnessed the first Kuwaiti female voice in national broadcasting (Al-Hatem 483); such exposure tested the cultural prohibitions and made possible the public acceptance of females appearing in print and other media, as on the cover of *Al-Arabi* Magazine in August 1965 (see fig. 1). Women's fashion of the 1960s portrayed style and character. Kuwaiti women began to pay a great deal of attention to fashion, wearing short dresses and wigs, and this influenced their purchasing behavior. In 1950, Azizah Bo Shaboon inaugurated the first ladies' receptions, regular social gatherings, where prominent women met to discuss social issues (Ashkanani); these receptions became showcases for the latest fashions and accessories. Support for modern ideas was encouraged by the public's ambitions, increased expectations, and exposure to Western culture. Such exposure created a great potential for international brands and specialty

shops to consider exporting their products and services, hence encouraging the discarding of cultural relevance.

The economic performance of the local market was an essential factor, and advertisements in local newspapers and magazines during this time period captured this new economic prosperity. They served as a means of communication that made it possible for the local consumer to comprehend modern ideas.

Other factors that allowed advertising to flourish were technological advances, improvements in print quality, the development of advertising language, the expansion of educational opportunities, and the high demand for consumer products. George Moujaes, a pioneer in the field of advertising in Kuwait, explained that the print mechanism was a creative invention that changed the lives of ordinary people, especially with the invention of Intertype, which facilitated the typesetting and production process. One of the most reputable of the advertising agencies that started to flourish in Kuwait during the 1960s was The Arab Agency for Journalism and Printing, owned by Hasan and Suad Haikal. In an interview conducted in 2010, Suad asserted that after 1958, the concept of modern advertising changed the work environment in Kuwait. Besides new technology, the involvement of foreign companies nurtured competition in the advertising business, which in turn influenced the work process and ethics (Al-Najdi and McCrea 82). All of these factors paved the way for commercial advertising directed by merchants and advertisers, most of whom had earned degrees from England in the fields of media and journalism.

Although advertising in Kuwait during the late 1940s and 1950s also reflected the changing economic and social conditions, its strategy was mainly limited to announcing the arrival of new products. Some of these messages included text that described the attributes of the products, and they were accompanied by photographs or illustrations that were usually borrowed from Western publications (Al-Najdi and McCrea 57).

The 1960s witnessed minor changes in terms of layout design, but more importantly, advertisements evolved from mere declarations of the products' features to more complex messages showing evidence of persuasive techniques, message distribution, and influential display. In order to achieve a brand's objectives, advertising practitioners approached consumers using persuasive advertising in a bid to win their support for the advertised idea, product or service. In essence, as Aliede reports, advertisers attempted to convince consumers psychologically that these advertised products would benefit them. The idea of forming ideas for future consumption had established effective consumer responses and consumption impulses (Shiv and Huber 214).¹

Using a combination of two languages (in this case Arabic and English) in advertising is intended to influence the consumer's decisions and the advertising efficiency (Noriega and Blair 81). English type/language, introduced mainly through brand names and slogans, was included for its representational and visual value that suggested a modernity and advancement associated with class, style and sophistication (Atkinson and Kelly-Holmes 252; Lee 59; Gerritsen, Nickerson, van Hooft, van Meurs, Nederstigt, and Starren 295). It also symbolized excellent quality, since some of the advertised products were made and developed in Western countries, and it might also suggest a desire for globalization. Another reason for the use of English type in advertisements was "the slow development of Arabic type design in the Arab world in comparison to other fast growing commercial development" (AbiFares 13). It is important to note here the difficulties in imitating English expressions and in translating advertising language, due to the differences between Arabic and English in terms of language and writing systems. The creation and reforming of Arabic type, however, should be modernized with regard to its "cultural identity" (Abi Fares 13).

Perspectives on Emotions in Persuasive Advertising

Van Herpen, Pieters, and Zeelenberg reported in 2009 that advertising agencies used scarcity appeals (i.e., emphasizing the limited availability of products) as a persuasive approach to imply product value and quality, to motivate consumer behaviour towards a desire for uniqueness or social approval and prestige, and to indicate that the product was so popular that there was an unanticipated strong demand.

Product quality was emphasized in advertising in an attempt to reach larger numbers of consumers and to boost the demand curve, which was a main priority for advertisers in the 1960s. Advertising became a popular business practice used to inform and attract potential customers, whose numbers were increasing by the day. Not only did these advertisements serve as a means of communication between merchants and consumers, but they also became an important source of revenue for most local newspapers. To handle the demand for more advertisements, newspaper publishers increased the number of pages; this led to the establishment of independent advertising agencies that started to sell and design advertising space. In addition to delivering advertisements to newspaper publishers, these new companies played a significant role in promoting advertising as a vital tool for marketing.

Some scholars believe that when advertisers describe the pleasure of consuming food products, for example, the consumers may visualize the emotions they are to experience (Baumgartner, Pieters, and Bagozzi 686).

Advertising agencies occasionally violated local cultural norms in an attempt to influence consumers. They employed attractive advertising techniques such as sensual images, romantic language, emotional appeals, and female models in provocative apparel (practices which were criticized in the Islamic community) (Akhter 444); these had a significant impact on the consumers' perception of the brand (Orthand Holancova83). Some Kuwaiti advertisements from the 1960s include photos of human figures, mainly those of attractive women, expressing their satisfaction with the products through positive emotional features that show pleasure and pride in such products as tape recorders and cigarettes (see figs 2, 3, and 4). Such appeals encourage consumers to express their values, and they promote a sense of accomplishment or pride (Kemp, Kennett-Hensel and Kees 71). These advertisements give the product's brand name and provide information about its influence (the benefits of using it); they often go on to claim that it is the best in the world. It is described as providing pleasure and satisfaction, and there is an emphasis (through italics or underlining) on words that carry such meanings.

Advertisements for health products often included pictures of the featured products, as a means of encouraging brand recognition. Some of them visualized the healing process through a narrative series of photos showing the product's effects; the aim was to link consumption with consequences in the mind of the consumers, leading them to imagine the experience described in the advertisement, thus creating a desire for the product (Chang 55, "Narrative Ads and Narrative Processing"). Some research has suggested that advertisements instructing consumers to imagine themselves in the positive process of consuming the product have higher consumption potential and can increase the advertisement's effectiveness (see fig 5; Hung and Wyer 421; Petrova and Cialdini 442). Chang reports that the matching of pictures to text helps consumers to perceive the narrative and offers important experiences that affect both the behaviour of consumers and the attitudes of advertisers. It also initiates positive effects, and it results in favourable evaluations that attain consumer patronage (Winkielman and Cacioppo 995).

Through document analysis of randomly selected advertisements found in a number of 1960s Kuwaiti newspapers and magazines, this study demonstrates how advertising techniques appealed to consumers, and it describes the change in style and language that fulfilled the marketing strategies directing consumer behaviour. The author had access to the archives of the National Library of Kuwait, which was established in 1923 and was in the process of development during the 1950s.² For this analysis, a total of 471 magazine and newspaper issues from the 1960s were found and explored, and 2,446 individual advertisements were reviewed and analysed (see table 1). An in-depth

interview was conducted with George Moujaes, a Lebanese engineer who played a major role in establishing the printing and advertising businesses in Kuwait in the 1960s and beyond.

This study attempts to explore the role of emotional design in persuasive advertising in transforming the advertising history of Kuwait, examining how it not only mirrored but also shaped the society, and whether persuasive language is accurate and helps the consumer to comprehend and develop modernity. The aim is to shed light on:

- 1 - the development of advertising language in Kuwaiti newspaper and magazine advertisements of the 1960s,
- 2 - the conditions and techniques of the advertising language, and
- 3 - the consequences of these developments on the Kuwaiti culture and society.

The Development of Advertising in the 1960s: Shaping Consumer Behaviour, Mirroring the Society, and the Cultural Consequences

Advances in printing in Kuwait in the late 1950s provided a perfect vehicle for merchants to advertise their goods through newspapers, which were the most common means of spreading news to the general public at that time. As the circulation of the newspapers grew, the volume of advertising space increased, and the demand for advertising services and agencies exploded, reflecting the rising influence of brands. The proliferation of branded products fuelled enhancements in display methods, especially regarding the use of colour, because of technological innovations that stimulated production and enhanced printing quality. Interestingly, however, only a few advertisements appeared on the front pages of newspapers, and most of the colour advertisements appeared on the back covers of magazines.

Hoping to build brand loyalty, advertisers drew the consumers' attention to the products' attributes. Decision-makers in the local advertising agencies, who were employed by business executives to raise the editorial standards and to fulfil the demands for advertising, presided over the practice of persuasive advertising in Kuwait. Tedlow points out that with the help of new printing technologies and their practical experience, decision-makers facilitated a major change in consumer behaviour and changed the approach of advertising language in a way that controlled the relationship between supply and demand. Marchand in 1985, Taylor in 2012, and Gilmore and Pine in 2007 argued that competition among both practitioners and advertisers

have played a significant role in manipulating consumer preferences and contributed in building overwhelming consumer demand.

Some sociologists and economists believe that advertisers have used advertising simply as a means to increase sales. Others believe that advertising strategies have been influenced by the new media and the change in consumer behaviour resulting from the shift to modern life. Strasser reports in 2004 that the consumers' passive response and unquestioning acceptance of advertising claims is a reflection of the powerful influence that advertising has on their behaviour. Some studies, for example, have examined the effectiveness of product placement in motion pictures, in an attempt to gauge its influence on the attitudes and memories of consumers. They found that when a product is featured prominently, it becomes the focus of the audience's attention (Dens, De Pelsmacker, Wouters and Purnawirawan 47). McCarty reports that this affects the brand attitude and might trigger increased sales (Cowley and Barron 96).

Advertising strategies in Kuwait during the 1960s included persuasive writing that contained claims, and sometimes anecdotes, about the benefits of the products; these were expressed by the advertiser to inform readers and attract potential buyers. The advertisements were brief; they contained text, illustrations and photos, most of which incorporated Western features. They mainly employed either one colour or two (in which case, the colours were black and red). Outlining was used sometimes to separate advertisements from surrounding text or images, and illustrations often were vital components of the newspaper and magazine advertisements. Columns started to appear in their layout design, and handwritten Arabic text continued to play a significant role in the design, often appearing beside type. Advertisements contained the name, symbol and image of the product; the brand name and logo; and the dealer information, with address and phone number. Colourful advertisements for automobiles and household appliances became the most visible.

The advertisements frequently specified the source of the merchandise; sometimes they gave prices. Some of them not only promoted the product or service but also guaranteed its quality, in order to create and maintain the loyalty of the consumers.

Some advertisements described the products in detail and offered free maintenance and service; some claimed that their products had certain exceptional features that competing products lacked (see fig 3). There were announcements of upcoming visits by overseas experts who would provide free information and advice about the product; there were offers of prizes or gifts (see fig 8). Some images showed women using, or simply leaning

against, the product; these advertisers opted for an attraction strategy, introducing a seductive emotion that they hoped to associate with the product (see figs 7 and 9).

Interestingly, to ensure that the product was an original, and to protect the copyright, some advertisements included the signature of the product designer in addition to the brand name; this was because these advertisers had discovered other companies attempting to sell cheap imitations. As Schudson points out in 1984, imitation actually allowed them to claim a widespread demand for their products (see fig 10).

The Influence of Persuasive Advertising

Among the factors that governed the advertisers' preferences were their social backgrounds; their cultural beliefs, including ethical values, education and aesthetical experiences; and external viewpoints that influenced local advertising. Local advertising agencies had increased their activities to satisfy the business requirements. Initially, as stated in 2009 by Folkerts, Lacy and Larabee, there was no concern for any economic or social costs, but later they started to adjust to the new conditions and trends in society. Local advertisers were promoting specific products and services by associating them with memorable experiences; to strengthen the links between consumers and products, they endorsed the structure and values of modern Kuwaiti society. The emotional statements and expressions of designers and advertisers in regard to the changing environment influenced their decision-making in the design process (Forlizzi, DiSalvo, and Hanington 32). This, in turn, set the stage for the subsequent growth of advertising in local media, spreading to radio and television.

Under the umbrella of modernity, the advertising encouraged mass consumption, offering a chance for everyone (regardless of social class or cultural background) to adopt the new qualities and promises of a modern lifestyle. Moujaes explained that:

Advertising was a factor that reflected the trends in society, and vice versa. Many Kuwaitis pursued their education and earned degrees from London in the United Kingdom; after graduating, they returned with some Western cultural habits and behavior. Slowly, these changes led to public acceptance of breaking some of the cultural norms, and this was also expressed through advertising. Al-Habara and Al-Etihad Clubs in Al-Ahmadi area were places where young males and females of Kuwaiti and other nationalities spent their time dancing and socializing, with females appearing in short dresses and swimming in swimsuits. Advertising was not directed at Kuwaiti

citizens only; the presence of different nationalities and diverse customers in Kuwait resulted in a variety of advertising content, some of which encouraged the public's acceptance of visuals that challenged - and sometimes contradicted - local Islamic and other cultural traditions.

Advertisers' activities revealed an awareness of, and a sensitivity towards, social and cultural change. Hoping to produce emotional experiences, advertisers explored the consumer experience in order to improve the relationship between the advertisers/ designers and their consumers (Desmet and Hekkert 41). In an attempt to build emotional relationships with consumers, advertisers began to incorporate expressions of emotions that suggested pleasurable or beneficial experiences, such as emotions stimulating the pleasures of social interactions (see fig 4). Chitturi explains the influence of beneficial experiences in design on the overall consumption experience before and after the consumption. He contends that consumers evaluate a product or service based on their positive or negative emotions; in the end, this affects their expectations and their loyalty to the advertised products and services (7).

Advertisers then went a step further, speculating as to what consumers might want in the future, but by taking this step, they undermined the people's connection to their previous traditions. Ironically, the rationale of consumer choice was a result of the influence of advertising, which to a great extent planted the desires for pleasure and entertainment in the first place. Hence, the reactions of impulsive consumers towards branded product advertising was a result of the emotions raised by advertising, and these also supported the notion of brand loyalty.

According to Hoffman, consumer behaviour refers to people's actions both prior to and while using products or services, and while subject to various psychological, cultural and social influences. Some scholars consider emotion to be a psychological vehicle for activation or arousal, among other things (Scherer 294); other researchers argue that when a consumer's emotions are affected by a product or a facial expression, this actually influences that consumer's perception and actions (Tassinari and Cacioppo 28). Creusen emphasizes that emotion can be a key factor in deciding whether or not to buy a product or a service, and recent studies have used psychophysiological techniques to prove that emotional messages in advertisements can activate consumers' motivational systems (Martinez-Fiestas, del Jesus, Sánchez-Fernández, and Montoro-Rios 200). Other studies examined the effect of exposure to ideal and non-ideal female models on the consumers' self-esteem and the effect that advertising models have on the purchase intention (Antioco, Smeesters, and Le Boedec 24). All of this research demonstrates

the importance of measuring the emotional response to advertising. In any case, emotions have a significant impact on consumer behavior and decision-making, so understanding them is crucial in choosing advertising language and techniques that will increase the appeal of an item, thus allowing it to satisfy the desire of consumers.

Folkerts, Lacy, and Larabee (2009) believe that images appealing to consumers' psychological and physical needs are crucial elements in advertising. When advertisements vividly portray the pleasure of product consumption, consumers visualize that emotional experience and sometimes come to anticipate the taste or the benefit of the product (Baumgartner, Pieters, and Bagozzi 686; O'Doherty, Deichmann, Critchley and Dolan 815). Such emotions can affect the consumers' decisions and help them justify giving in to their desires or impulses (Kober, Kross, Mischel, Hart, and Ochsner 52; Kemp, Bui, and Chapa 348).

Advertising of the 1960s in Kuwait played a significant role in depicting the effects and benefits of the products, some of which were associated with real needs, problems, and medical or technical conditions (see fig 11). The language of advertising became more argumentative and promising in terms of its strategy creating rational appeal through the claims that a certain product, like Bayer aspirin (see fig 12), provided the most effective remedy for a wide range of illnesses. The technique used is providing a solution to a problem; first they identify a problem - a headache in this example-and then they explain how this product will remedy that problem. To motivate the consumer to take action and buy the product, the advertisement promises relief and comfort for a whole list of medical conditions. Similarly, in an Aspro ad for women, both text and illustrations are used to present the problem (pain anticipation) and to offer a solution (relief anticipation), in this case depicting the stages of the process (from pain to relief, in a right-to-left sequence) (see fig 5).

Other advertisements use misleading techniques, such as exaggeration, to add positive qualities to a product through emotional appeals. For instance, Ovaltine promises to boost one's health and energy (see fig 6). Its advertisement recounts the story of an employee named Abu Mahmood, who loses his job several times because he always feels exhausted and cannot fulfil his responsibilities. The advertisement recommends Ovaltine as the way out of his trouble; according to the narrative, Ovaltine provides the energy and strength needed for praiseworthy performance in any job. It also claims that the product contains first-rate natural ingredients that make it the best drink in the world. Both the text and images portray before and after scenes, giving the impression that consuming the product improves the quality of life.

Interestingly, the advertisement does not cite any evidence from reliable sources to support its claim that the product offers remedial or medical qualities. Some authors noted that such a claim represented a significant shift in the history of advertising. Rather than selling a product that the buyer needs to solve an existing problem, this type of advertisement seeks to persuade consumers to buy products that are not actually needed, especially with medically-oriented products that are meant to maintain good health or to prevent a condition that has not yet occurred.

Discussion and Conclusion

Obviously, advertisers carefully considered the factors and techniques that would be essential in directing their audience to respond positively to their messages. Emotional appeals or manifestations were evident in most advertisements; persuasive language was created to influence consumers to choose the advertised products or services over those of their competitors. The samples presented in this study suggest that emotional appeals were more credible. They provided an understanding of emotional advertising that demonstrated the intended effect of persuasive language on consumers. This shift documented significant conceptual frameworks and representations of the advertising techniques in the 1960s, which contributed to the development of a consumer culture and of modern advertising in Kuwait. Persuasive advertising tends to win over consumers through emotional and rational appeals, as well as through general sensibilities, so that they purchase products or services.

This study contends that advertising language of the 1960s implied a desire for modernity, which in turn induced consumers to respond positively towards advertised products and services. Advertisers used a strategy centred on persuasive advertising techniques in order to attract consumers and convince them that certain products would meet their expectations and fulfil their needs. The majority of these appeals promoted branded goods, most of which were of Western origin; therefore the techniques introduced the local consumers to Western values and also educated them about persuasive advertising language. The fact that some advertisements exaggerated the quality of products and services and used modern techniques of language to convey meanings that are different from the literal meaning of the words used was a factor that helped raise the level of consumer awareness. This enhanced the consumers' knowledge of persuasion and educated them as to how to communicate and respond, as members of modern society, to advertisements with emotional appeals. As consumers get familiar with scarcity appeals, for example, they could resist the influence of its persuasive language. Persuasive language has also raised consumer awareness in

regard to the information presented in commercial advertisements and its sources. This raised the level of sophistication of both the advertiser and the consumer in relation to their social perceptions of the notion of modern society.

The study has also described the different persuasive advertising techniques that were used to identify the branded products: claiming special features and attributes of the products; associating emotional values and general sensibilities with their products, especially by including women in advertising; reporting the widespread use of products by different consumers (the 'jump on the bandwagon technique'); offering prizes and free services; utilizing problem-solution techniques; misleading and exaggerating; employing scarcity appeals; and claiming to provide the best product by drawing consumers' attention to the positive values of text and images using the 'card stacking technique' (Kenechukwu, Asemah, and Edegoh 957).

Such strategies and techniques paved the way for the adoption of Western cultural values that shaped the modern lifestyle in Kuwait during the 1960s. Advertising in that era revealed how advertisers exploited changes to find opportunities to sell goods by altering emotional experiences; by doing so, they were reflecting the views of the consumers. Since consumers were familiar with the informative advertising appeals of the 1950s, the persuasive attempts were effective due to the consumers' persuasion knowledge about the new/modern marketing strategies. However, the level of maturity of the local consumers today is a result of the shifting strategies of advertising language of the 1960s, accompanied by public aspiration to shift from a traditional, modest society toward a more open society.

The influence of modern advertising on the consumer culture in Kuwait is an area that should be investigated further, in order to document in more detail the relationships between the history of advertising and the cultural transformation of Kuwait in the twentieth century. This should include language analysis of constructive and destructive advertising, or positive and negative approaches to advertising, as well as the cultural effects on advertising. It should also address the contribution of advertisers to the manipulation of consumer preference, context and behaviour.

Notes

- 1 - For further information about the role of language in persuasion process for consumers, see Koslow, Shamdasani and Touchstone; also see Luna and Peracchio.
 - 2 - Unfortunately, most of the library's collections were destroyed during the Iraqi invasion of Kuwait in 1990, but in 1994, the library was re-established with a mission to restore its collection and become the official national library of Kuwait.
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Interview Questions

Part I: Demographic Data

Name

Age

Gender

Current Occupation

Date

Part II: General Information

- Tell me about your background and experience and about advertising in Kuwait during the 1960s.
- What were the conditions that influenced the advertising business in the 1960s in Kuwait? Please explain.
- What were the challenges that shaped the advertising practice of the 1960s in Kuwait? Please explain.

Part III: Advertising Practice

- Who were the biggest advertising agencies of the 1960s in Kuwait?
- How did advertisers approach merchants/companies? Please explain.
- How were advertisement processes, strategies, and approaches discussed? Please explain.
- What were the styles and techniques used in the advertising and print press in the 1960s in Kuwait? Please explain.

Part IV: Advertising Design and Language

- Describe the language used in advertising of the 1960s in Kuwait.
- How did the advertising language of the 1960s in Kuwait influence the consumer behavior and the level of education? Please explain.

- How did the advertising language of the 1960s in Kuwait communicate the messages and direct the consumers' emotional drives? Please explain.

Part V: Social, Cultural Influences

- How do you see the role of advertising practice/advertisement in transforming the modern history of Kuwait?
Please explain.
- How did advertisements inform/reflect the socio-cultural changes in the 1960s in Kuwait? Please explain.

Thursday, January 28, 2016, 10:00 a.m. to 12:00 noon
Four Films Head Office, Industrial Shuwaikh, Kuwait

Interview Summary

George Moujaes was born in Lebanon in 1935 and began working in the print industry at an early age. He arrived in Kuwait on February 2, 1962, while Kuwait was celebrating the first year of its independence.

When asked about the ways through which advertisers approached the merchants, he started to define advertising as a creative way of thinking, using as an example the slogan and logo of *Al-Nahar (The Day)* newspaper, published in Lebanon. He explained that the logo (a rooster) was designed based on the saying, "With the rise of the day, a rooster crows." This, in turn, was an inspiration for Kuwait's *Al-Siyasah (The Politics)* newspaper to design its logo based on the idea of birds; the editorial director, Mr. Ahmad Al-Jarallah, selected a falcon.

Moujaes stated that the print mechanism was a creative invention that changed the way people lived, and that the introduction of the Intertype facilitated the typesetting and production processes. In 1954, Moujaes was attracted to this machine and its mechanisms and artistic techniques. He loved it so much that he worked at *Al-Nahar* newspaper with no salary, just to learn about the printing business and gain maintenance experience.

When asked how his work in Kuwait began, he stated that he had met with Mr. Hamood Al-Moqahwi, a passionate businessman with high expectations. Over lunch, Al-Moqahwi started to explain what he was thinking. He had purchased press machines similar to those owned by *Al-Nahar* newspaper, and he wanted Moujaes to establish another newspaper, *Al-Rai al-A'am (The Public Opinion)*, owned by Abdulaziz Al-Musaeed. In addition, he wanted him to take over the printing of official stationery for the Post Office and other government offices.

Moujaes was inspired by Al-Moqahwi's high standards, so he decided to

sign a three-month contract to operate the printing press for him. Besides operating and maintaining the printing press, he also worked in design and advertising, developing connections within the advertising business in Kuwait, but mainly he was printing the orders in Lebanon.

According to Moujaes, for about twenty years the Linotype machine (hot metal typesetting) had dominated the print press business, but technical defects often appeared in the final print and sometimes caused concern. Before the 1970s, calligraphers were hired to write the text in advertisements by hand. In 1975, he introduced the use of computers to the print business in Kuwait. He helped other companies to adapt the machines to the Arabic alphabet, taking into consideration the technical challenges that came with it. He contributed to the Arabic type development from a technical point of view, and it took almost three years to redesign the computer system to accommodate the Arabic type requirements. Eventually, the printing press was employed to satisfy the high demand for print jobs for the advertising business.

Moujaes recalled that advertising in the 1960s in Kuwait was strong and flourishing, but at that time, the only major advertising agency was *The Arab Agency for Journalism and Printing*, owned by Hasan and Suad Haikal. Each of the local newspapers and magazines had its own advertising division, whose salesmen used to approach the brands' managers and try to attract them to advertise their products and services. In most cases, the brands themselves contacted the advertising salesmen and specified their requirements for advertising space. Since Kuwait is a small country, it was easy to make connections and build relationships with the clients. Cosmetics and tobacco were among the most common items in advertisement of the 1960s. Advertisements were even installed on the roofs of buildings in certain areas, such as Kuwait City.

Small advertising offices, employing three or four persons each, started to appear in large numbers due to the strong demand for advertising; the owners of these advertising offices became wealthy. Antoine al-Shuwairi, a Lebanese national who had worked previously as an accountant in a magazine, later owned advertising offices and became one of the richest businessmen in advertising.

Moujaes recalled that most of the newspapers offered some discounts for advertising, although a few did not provide any. The price was based on the advertising space; it varied by the number of square centimetres and whether the advertising was in black and white or in colour.

He explained that advertising was a factor that reflected the trends in society, and vice versa. Many Kuwaitis pursued their education and earned

degrees from London in the United Kingdom; after graduating, they returned with some Western cultural habits and behavior. Slowly, these changes led to public acceptance of breaking some of the cultural norms, and this was also expressed through advertising. Al-Habara and Al-Etihad Clubs in Al-Ahmadi area were places where young males and females of Kuwaiti and other nationalities spent their time dancing and socializing, with females appearing in short dresses and swimming in swimsuits. Advertising was not directed at Kuwaiti citizens only; the presence of different nationalities and diverse customers in Kuwait resulted in a variety of advertising content, some of which encouraged the public's acceptance of visuals that challenged - and sometimes contradicted - local Islamic and other cultural traditions.

Figures



Fig 1. Al-Arabi Magazine



Fig 2. National *Al-Bayan* Magazine No. 2, back page,

1996. (18x28 cm)

This advertisement promotes a tape recorder that can work with either electricity or batteries.

(National) and the dealer's name, along with the contact information, are provided. The advertising language in this ad follows the 'plain folk' technique, showing ordinary people using the product.

Courtesy of the National Library of Kuwait (2014).



Fig 3. Rothmans *Al-Rai al-A'am* Newspaper [*Public Opinion*], page 5. No. 1992, 1961.

(38x27cm)

The advertisement includes explanations of how this brand of cigarettes changes smoking habits around the world.

Employing the "jump on the bandwagon" technique, the advertiser emphasizes on the idea that the consumer should purchase the product simply because so many other millions of smokers did. There is an indication that consumers should follow the crowd - that the product must be good or not all consumers would be buying it.

Courtesy of the National Library of Kuwait (2014).

Fig 4. York - Cigarette

Sout Al-Khaleej [The Voice of the Gulf] Newspaper, page 8. No. 47, 1963. (21x13cm).

The advertisement creates an emotional appeal to attract the attention of consumers.

Courtesy of the National Library of Kuwait (2014).

A copy of the advertisement is available at *The Arab Journal for the Humanities*.



Fig 5. ASPRO - Women

Al-Rai al-A'am Newspaper

[Public Opinion], page 6. No.

1991, 1961, (20x21 cm)

This ad uses two techniques; it creates emotional appeal by capturing the remedy process, and it uses testimonials from a trusted group of professionals (physicians) about the product's value and safety. It guides the consumers to transfer the approval of physicians to the product.

Courtesy of the National Library of Kuwait (2014).



Fig 6. OVALTINE

Al-Telea'ah Newspaper

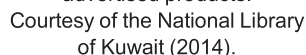
[Front] Page 13. No. 59, 1963.

(21x16cm).

The ad contains a problem-solution technique, exaggeration, and the claim to provide the best solution by bringing the consumers' attention to the positive practical values of the advertised product (card stacking technique).

Courtesy of the National Library of Kuwait (2014).

A copy of the advertisement is available at *The Arab Journal for the Humanities*.



A copy of the advertisement is available at *The Arab Journal for the Humanities*.

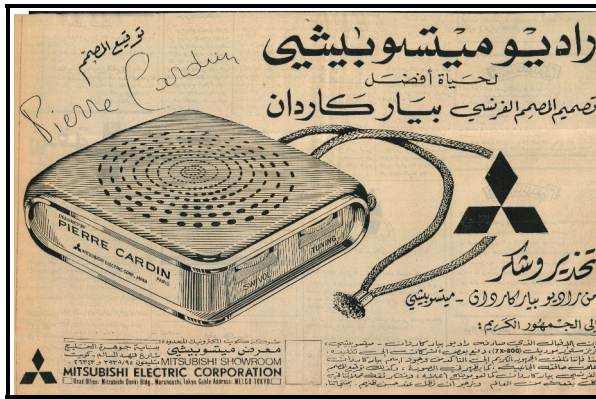


Fig 10. Mitsubishi Radio
Al-Rai al-A'am Newspaper
[Public Opinion] Page 5. No.
1983, 1961. (41x27cm)

The ad uses two techniques: a bandwagon technique through the claim that the product is so much in demand that other companies have tried to imitate the product, and testimonials about the value and quality of the product through the designer's signature. It contains directions for the consumers to transfer the approval of the designer to the product.

Courtesy of the National Library of Kuwait (2014).



Fig 11. Rambler Car
Sout Al-Khaleej Newspaper
[The Voice of the Gulf] page
16. No. 41, 1963. (53x89cm)

The advertisement includes elaborate text about the fin eperformance of the car, which has been tested rigorously in several conditions.

The ad uses testimonials about the value and quality of the product through the testimony of experts, as addressed in a magazine article. It contains directions for the consumers to transfer the approval of the experts to the product.

Courtesy of the National Library of Kuwait (2014).



Fig 12. Bayer Aspirin
Al-Rai al-A'am Newspaper
[Public Opinion] Page 5. No.
1983, 1961, (20x28cm)

The ad creates a rational appeal by providing reasons and justifications for its functional quality. Courtesy of the National Library of Kuwait (2014).

Fig 1. Al-Arabi Magazine, No. 81, August 1965.

The colorful image on this magazine cover portrays a young woman wearing a bright red, short-sleeved blouse with a skirt. It reflects the style of women's dress in the 1960s, when they could appear in public using fashion to express their identity in modern society. The short, no-fuss haircut invites females to alter their appearance in a manner that demonstrates self-esteem, shown here through her facial expression: a smile accompanied by pride and satisfaction. This kind of female portrayal, with the woman obviously outdoors, significantly changed the lives of Kuwaiti women by confronting the traditional attitudes that disapproved of females exposing themselves in public. This appearance encouraged new social and cultural attitudes and actions, which contributed to the development of the modern lifestyle.

Courtesy of the National Library of Kuwait (2014).

Fig 2. National Tape Recorder

Al-Bayan Magazine, No. 2, back page, 1966. (18x28 cm)

This advertisement promotes a tape recorder that can be run in either of two ways: plugged into an electrical outlet or battery-powered. An orange starburst shape in the upper right corner explains that this is a new, portable tape recorder that works automatically and efficiently; it claims that it is truly the best of its type in the world. To emphasize that the product is genuine, the brand logo (National) is placed in the upper left corner. The image - the tape recorder with a woman partly shown behind it - encourages the consumers to accept the text's appeal. The woman's facial expression expresses her satisfaction, and she flashes a 'V' for victory sign, which might indicate the excellent quality; alternatively, it could mean 'two,' referring to the two sources of power (electricity and batteries). The ad also includes smaller photos that demonstrate the different options for using the product. In the lower section of the ad, the brand name (National) and the dealer's name, along with the contact information, are provided. The advertising language in this ad follows the 'plain folk' technique, showing ordinary people using the product. The emotional appeal helps to emphasize the positive value of the product. Having two sources of power ensures the reliable performance of the product, suggesting that these two sources can provide comfort and an optimistic feeling with which to enjoy the recording and reproducing of sound. Advertisers attempt to use certain types of adjectives, such as 'superfine' or 'ultra high', and signs of emotions, such as smiles, to establish a relationship with the consumer.

Courtesy of the National Library of Kuwait (2014).

Fig 3. Rothmans King Size Cigarettes

Al-Rai al-A'am Newspaper [Public Opinion], page 5. No. 1992, 1961. (38x27 cm)

Both the image and text in this advertisement constitute a forthright invitation to try these cigarettes. The right side shows a man's hand holding a pack of cigarettes, open with one cigarette partly removed, just waiting for someone to take it. On the left side, the brand name (typed in English) is emphasized through bold uppercase typeface; the text above it invites readers to join the millions who already enjoy smoking Rothmans King Size cigarettes. The Arabic text under the brand name explains how this brand of cigarettes changed smoking habits around the world; it declares that this is the cigarette that got the world smoking the king size filter. As evidence of the product's popularity, it claims that it is sold in 160 countries, on ships over the seven seas, and by more than 100 major airlines; to reinforce this, the hand shown holding the cigarette seems to be that of a pilot or ship captain (as illustrated by the stripes on the sleeve of his jacket).

The text uses exaggeration to explain the significance of the product. Here, advertisers depend on how consumers are believed to act, in order to convey more effective claims in the advertising language. With its extra length, special filter, and the best tobacco ever sold, Rothman introduces lightness and satisfaction that cannot be found in any other cigarette. In the lower right corner, "The world's largest selling king size virgin" is typed (in English) across an illustration of a world map. The text at the bottom of the ad states (in Arabic), "Rothman - the greatest name in the world of cigarettes".

Employing the "jump on the bandwagon" technique, the advertiser implies that the consumer should purchase the product simply because so many other millions of smokers did. Consumers should follow the crowd; after all, the product must be good otherwise the majority of smokers would not be buying it. The statement delivers an obvious approach to emotion; advertisers attempt to use language to influence the emotional experiences, and consequently the behaviors, of consumers by emphasizing the socio-cultural effect of their recommendations.

Courtesy of the National Library of Kuwait (2014).

Fig 4. York Imperial Size Cigarettes

Sout al-Khaleej Newspaper, [*The Voice of the Gulf*], page 8.No. 47, 1963. (21x13 cm)

The advertisement uses different techniques of persuasive appeal. It uses exaggeration in that the text in the upper left section states that this is the first Imperial Size cigarette and that it is longer than King Size. It uses sensual appeal to express the emotional experiences suggested by the use of the product. The photo of a Western woman in evening wear (seductively holding a long, thin cigarette) conveys emotional satisfaction accompanied by pleasure, and the artwork in the background indicates a luxurious indoor social setting. The text under the photo states that York uses its Imperial-length instead of a filter to improve taste. The last line states, "The finest flavor... the nicest taste."

The message conveys a testimonial approach. The small text at the bottom states that this is one of L'Oreal's products in the United States, the first of the best cigarettes examined by L'Oreal. Aside from the claim of the product's advantage (the length of the cigarette is being used instead of the filter to produce a smooth, mild flavor), which may only have a minimal advantage for the casual smoker, the advertiser creates an emotional appeal to attract the attention of consumers.

Apparently, the advertisement conveys a reflection of, and effect on, women in a certain expressive emotion on culture and suggests how the

practice of smoking tobacco could contribute to modern society and boost self-esteem; it invites the female to smoke in a manner that measures her personal worth. Although some concerns might be raised about the value of the claim and the context, I would argue that regardless of whether or not consumers actually understand the technical or practical meaning and the validity of such a claim, the woman appearing/dressing in style (social/celebration style) calls for a modern behavior in regard to social and cultural controversies.

Courtesy of the National Library of Kuwait (2014).

Fig 5. ASPRO - Women

Al-Rai al -A'am Newspaper [*Public Opinion*], page 6. No. 1991, 1961. (20x21 cm)

The advertisement includes words that indicate the name of the product. At the top, next to the product's name written in Arabic, the text states that it stops colds very fast (with the word 'fast' written in bold). The photos (arranged from right to left) capture the process of being cured and feeling better after using this product. The text below explains how effective the product is, with emphasis (through italics and underlining) on some of the words that describe the speed with which the product works. It begins with a request addressed to a woman (and this is apparent because the Arabic language has both male and female forms of words): Prepare for a struggle against your cold before it gets worse; take Aspro at the first sign of a cold, so as to guarantee fast relief and a renewed desire to work and have fun. The third paragraph asserts that Aspro has immediate effects because its ingredients spread rapidly through the body to treat the cold at its source, providing fast relief. Aspro is effective against headache, pain, fever, toothache and flu. The last paragraph states that research has proven, and physicians agree, that Aspro contains the right materials and is completely safe for both children and adults. On the lower left, there is an illustration of the product; below it, the text avows that this product is for you and your family, and that you should always ask for Aspro in its familiar pink and purple package. The larger words at the bottom say, "Aspro- the best friend".

This ad uses two techniques: it creates emotional appeal by capturing the remedy process, and it uses testimonials from a trusted group of professionals (physicians) about the product's value and safety. It guides the consumers to transfer the approval by physicians to the product. I would argue that it is not understandable or important if the consumers could clearly interpret the term 'fast' or 'immediate effects'. The main question/concern is whether the consumers believe or perceive the claim as being true or present.

Courtesy of the National Library of Kuwait (2014).

Fig 6. OVALTINE

Al-Talea'ah Newspaper [*Front*], page 13.No. 59, 1963. (21 x 16 cm)

This advertisement features six blocks of what looks like a comic strip. The following descriptions are in order, from right to left:

- 1 - No drawing; it informs us that a man named Abu Mahmood got a new job.
- 2 - Abu Mahmood states, "This is what happened... I was fired/dismissed from my job once again- what should I do?"
- 3 - A colleague advises, "I always saw you looking tired and exhausted, Abu Mahmood. Take my advice and drink Ovaltine everyday... you will get your energy back and feel ready to work again".
- 4 - Abu Mahmood, smiling and holding a cup to his lips, says, "Ovaltine- what a delicious taste! I will never forget to drink it every day".
- 5 - After a few weeks... a confident-looking Abu Mahmood says, "I feel amazing energy now... I will succeed in this interview, God willing".
- 6 - "I am successful in this job. No doubt my friend was telling the truth when he advised me to take Ovaltine every day".

The paragraph below these blocks mentions that Ovaltine fills you with freshness and energy because it contains the best elements of natural ingredients: milk, eggs, wheat extract, and other additional vitamins. No wonder Ovaltine is the best nutritious drink in the whole world. The text at the bottom, which is larger than the other text, reads, "Drink Ovaltine every day for health, strength and energy." The photograph on the left side of a smiling man holding a cup, with a drawing of a can of Ovaltine in the foreground, implies the positive after effects of using the product.

This advertisement contains a problem-solution technique, exaggeration, and the claim to provide the best solution by bringing the consumers' attention to the positive practical values of the advertised product (card stacking technique).

Courtesy of the National Library of Kuwait (2014).

Fig 7. L&M Filter Cigarettes

Al-Ra'ed al-Arabi Magazine [*The Arabian Leader*], page 4. No. 1, 1960. (37x63 cm)

Most of this advertisement is taken up by the image of a blonde-haired Western woman, elegantly dressed in a low-cut gown and wearing full-length white gloves, holding a cigarette. The text under the photo states that Luxurious L&M Cigarettes provide quality in production and pleasure that is

witnessed by every smoker. Then it names the company that is the dealer in Kuwait: Khaleefah Al-Ghanim and Saied Hameed

The ad creates emotional appeal through the emotions provoked by the woman's appearance. (See the comments mentioned previously in Fig. 4 - York cigarettes). Similarly, the advertisement conveys a reflection of a woman in an expressive fashion style and emotion.

Courtesy of the National Library of Kuwait (2014).

Fig 8. NEW YEAR'S EVE

Sout al-Khaleej Newspaper [*The Voice of the Gulf*], page 18. No. 137, 1965. (19x27 cm)

The advertisement creates emotional appeal by promising prizes for those who own the advertised products. Both visual and verbal appeals in this advertisement contain an interesting kind of communication. The text at the top reminds the reader that opportunity knocks on your door only once in a lifetime. For one week, starting on New Year's Eve, Behman Trading Company will visit members of the public and award 4 gold liras to those who have the following products in their houses: We Two milk powder, Persil laundry detergent, Ladon toilet soap, Pril dishwashing liquid, Visatex tissues, Tempo tissues, and Blendax skin cream. They are offering one-half of a gold lira for each of these products they find in your house, in addition to thousands of presents; the more types of products found, the more gold you can win. Buy new goods and get more chances to win valuable prizes; don't miss this rare opportunity.

The advertisement attempts to persuade consumers by seducing them with prizes, but it includes conveyed meaning and unclear/suspicious claims about the term '4 gold Liras'. Consumers might wonder why the Lira is being used instead of the local currency (the Dinar), whether the value of one-half a golden Lira is more or less than the value of the product itself, and how the seller is benefiting from this. These concerns might erode the trust or loyalty of consumers towards the advertiser and/or company.

A black box at the bottom of the page gives the name and address of the company: Behman Trade Company

Ali al-Salem Street - Al-Naqi Building - Tel. 32421

Courtesy of the National Library of Kuwait (2014).

Fig 9. FORD MUSTANG

Usraty Magazine [*My Family*] Back Cover. No. 1. 1965. (11 x 20 cm)

The advertisement's language contains emotional gestures provoked by the image of a woman leaning her body provocatively against the car. Under

the image, the text describes both the woman's outfit and the car: Always New. This breathtaking model looks new in everything; the tight pants, made from polished black satin, and the tight leather jacket over a black chiffon shirt express her modern style... "Always New" is an obvious reference also to the 1965 Ford Mustang convertible, shown here with a red shiny color and curved back with a panoramic opening. Advertisers linked industry and materials with cultural advancement, adding a new dimension of product conception that went beyond the usual functionality of the product. The image conveys a vision of women's identity in modern society and announces symbols of beauty filled with an intense level of sensual emotion, which expresses sensitivity and pride while connecting a brand's name with consumers' notions and perceptions of cultural progress.

The brand name is typed at the bottom of the ad: The Kuwait Company for Car Import, Ford Dealers

Courtesy of the National Library of Kuwait (2014).

Fig 10. MITSUBISHI RADIO

Al-Rai al -A'am Newspaper [*Public Opinion*], page 5. No. 1983, 1961. (41 x 27 cm)

The text at the top states that the product is designed by the French designer Pierre Cardin to provide a better life. A copy of his signature is placed in the upper left-hand side, above the product illustration. The advertisement uses testimonials about the value and quality of the product based on the designer's signature, directing consumers to transfer their approval of the designer to an approval of this product. Advertisers state their appeal in demand-related scarcity messages; to demonstrate the product's popularity, they use a bandwagon technique, claiming that the product is in such high demand that other companies have tried to imitate it. Pierre Cardin's signature serves as a signal to consumers that the product reached an unexpected level of popularity due to the tremendous demand. One factor that might lead advertisers to anticipate such demand is the consumers' competition for social approval as derived through the product's desirability. The paragraph in the lower right contains a warning and a thank you statement from Pierre Cardin Radio - Mitsubishi to the fine audience; it states:

The overwhelming demand for Pierre Cardin Radio - Mitsubishi transistor Model (800 x 7) prompted some companies to produce an imitation copy of this product. Therefore, we direct the fine audience to make sure of the Pierre Cardin name on the side as shown in the illustration, and also the signature of the French designer Pierre Cardin Radio as stated above. We thank our clients for their trust in

every spot around the world, and we hope we maintain their loyalty and commitment to our products.

The paragraph on the bottom left includes information about the company/dealer: Kuwait Electronic Company Limited. Mitsubishi Showroom. *Jawharat al-Khaleej* [*The Jewel of the Gulf*] Building, *Fahad al-Salem* Street, Kuwait. Tel: 39301/95 and 26343.

Courtesy of the National Library of Kuwait (2014).

Fig 11. RAMBLER CAR

Sout al-Khaleej Newspaper [*The Voice of the Gulf*], page 16. No. 41, 1963. (53 x 89 cm)

The advertisement includes elaborate text about the fine performance of the car, which has been tested rigorously in various conditions and has proven its reliability. The advertisement raises the issue of design and engineering quality and gives evidence to show that this is not a concern. It includes a photo of Mr. Roy Abernethy, the company's director, receiving the *Motor Trend* Car of the Year award for 1963, as well as photos showing inspectors putting the cars through rigorous tests. The paragraph states that the Rambler is the best among all kinds of cars tested, and it is the one that won the best car of the year in the United States of America. This title was awarded by a committee of experts and technicians, supervised by *Motor Trend* Magazine that tested all the cars made in the U.S.A in 1963. All were new, and all were beautiful, but only the Rambler came out on top.

The testimonials of experts about the value and quality of the product, as addressed in a magazine article, lead the consumers to transfer the approval of the experts to the product. The advertisers attempt to capture the consumers through recommendations by others, aiming to positively influence the consumers' perception and to motivate their purchase behavior in pursuit of the product. Both text and images create rational appeal (with the man and woman standing beside each other near the car, showing sensitive satisfaction) and suggest that quality of life will be improved by the product.

At the bottom of the ad are the dealer's name, address and phone number: The general dealer in Kuwait and the Arabian Gulf: Ahmad Mohammed Ameen.

Courtesy of the National Library of Kuwait (2014).

Fig 12. BAYER ASPIRIN

Al-Rai al-A'am Newspaper [*The Public Opinion*], page 5. No. 1983. 1961, (20x28 cm)

The advertisement creates a rational appeal by providing reasons and

justifications for the product's functional quality. It begins with a question: Headache? What Headache? Taking two Bayer aspirins will get rid of it immediately. An image on the right shows a smiling woman sitting with her back to a typewriter, wearing eyeglasses and holding a notepad and pen as if she is ready to take notes; she is obviously no longer suffering from a headache. Below that is a drawing of an open package of Bayer aspirin.

Under the brand name 'Bayer aspirin' (in bold font), the word 'Multi-phase' is typed in parentheses, with a sentence under it proclaiming the product's fast and continuous effects. The text continues: against headaches, tooth and muscle pain, colds, flu, rheumatism and "women's pains".

The next paragraph elaborates on the meaning of 'Multi-phase'. The persuasive appeal also suggests anticipated emotions supported by the promise of positive consequences in the future. Besides explaining the utilitarian aspect of the product, the advertising appeal describes the ease and efficiency of use, stating that Bayer aspirin tablets contain super micro fine atoms and different sized grains. The super micro fine atoms are absorbed first, thus eradicating the pain immediately; the remaining grains continue to work so that the pain relief remains consistent and stable. Therefore, Bayer aspirin 'Multi-phase' tablets have a dual effect: fast and continuous. The sentence at the bottom states that everyone in the whole world knows that aspirin is the best relief assistant. The message simply inspires consumers to conceptualize the desirable impact of the drug and create a justification for their purchase intentions and consumption impulses.

Courtesy of the National Library of Kuwait (2014).

Table 1. The available/randomly selected newspapers and magazines of the 1960s

Publication Title	Issue Year	Issues Available	Selected Issues	Number of Issues	Numbers of Ads
<i>Ustary Magazine [My Family]</i>	1965	1-16	1-7	7	224
	1966	1-8, 15-32	15-17	3	95
	1967	1-9, 33-42	-	-	-
	1968	14-53	-	-	-
	1969	1-52	1	1	30
<i>Ajyal Magazine [Generations]</i>	1967	1-10	1-10	10	56
<i>Al-Talea'ah Newspaper (The Front)</i>	1962	1-34	1-34	34	170
	1963	35-63	35-59	24	96
	1964	64-113	64-104	40	152
	1965	114-177	-	-	-
	1969	245-251	-	-	-98
Issues – 418 Ads					
<i>Sout Al-Khaleej Newspaper [Voice of The Bay]</i>	1962	1-34	1-20	20	100
	1963	35-50	35-47	12	64
	1964	101-136	101-136	35	175
	1965	137-139	137,138	2	10
	1969	333-341	-	-	-
69 Issues – 349 Ads					
<i>Dunia Al-Uroobah Newspaper [Arabism Life]</i>	1963	12-40	-	-	-
	1964	51, 52	51, 52	2	21
2 Issues – 21 Ads					
<i>Akhbar Al-Kuwait Newspaper [Kuwait News]</i>	1963	229-545	307-463	156	312
	1964	546-684	546-570	24	48
	1969	1955	1955	1	3
					181 Issues – 361 Ads
<i>Al-Sayasah Newspaper [Politics]</i>	1967	82-132	96-132	36	339
	1968	133-143	142-143	2	24
38 Issues – 363 Ads					

Adhwa'a Al-Kuwait Magazine

<i>Adhwa'a Al-Kuwait Magazine</i>						
[<i>Kuwait Lights</i>]						
1962	1-28	-	-	-	-	-
1963	33-80	43-56	13	139	-	-
1964	101-117	-	-	-	-	-
1965	125-150	-	-	-	-	-
1967	220-227	-	-	-	-	-
1969	334	334	1	1214 Issues - 151 Ads	-	-
<i>Adhwa'a Al-Madeenah Magazine</i>						
[<i>City Lights</i>]						
1963	29-41	31-35	5	92	-	-
1964	80-103	101-103	3	45	-	-
<i>Al-Rai Al-A' in Newspaper</i>						
[<i>Public Opinion</i>]						
1961	1982-1986, 1991-1992	8	8	125	-	-
1968	1991-2022	2022	1	25	9 Issues - 150 Ads	-
<i>Al-Ra'ed Al-Arabi Magazine</i>						
[<i>Arabian Leader</i>]						
1960	1-4	1-4	4	8	-	-
1963	36-38	-	-	-	-	-
1965	51-55	-	-	-	4 Issues - 8 Ads	-
<i>Al-Bayan Magazine [The Statement]</i>						
1966	1-9	1-9	9	18	9 Issues - 18 Ads	-
<i>Al-Kuwait Newspaper</i>						
1961	1-9	1-6	6	24	-	-
1964	45-50	-	-	-	-	-
1965	70-76	-	-	-	-	-
1966	88-100	-	-	-	6 Issues - 24 Ads	-
<i>Al-Kuwait Magazine</i>						
1961	1-40	12-34	22	41	22 Issue - 41 Ads	-
Total				471	2446	

Table2. Advertisement subjects for the selected issues in the year 1960

Subject	Number of Ads	Percent
Household appliances	673	27.5%
Automobiles and accessories	418	17.1%
Cleaning and health care	71	2.9%
Makeup and other beauty products	108	4.4%
Food and drinks	203	8.3%
Tobacco	108	4.4%
Books	34	1.4%
Fashion	227	9.3%
Job vacancies	71	2.9%
Jewelry	22	.9%
Wristwatches	46	1.9%
Furniture	46	1.9%
Patented medicine	71	2.9%
Construction materials	59	2.4%
Miscellaneous*	289	11.8%

*Includes mixed ads, subscriptions, government announcements and tenders, travel offers, insurance, boat sales, and stationery.

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