

FOREIGN INFLUENCES IN SPANISH PRESS ADVERTISING 1898–1910

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ABSTRACT

The beginning of the 20th century was a period of profound economic crisis in Spain. 1898 went down in history as the year in which the last colonies in the Atlantic and Pacific Oceans were lost. From 1898 to 1910, Spain experienced several governments under the regency of María Cristina and the reign of Alfonso XIII. It was a time of alternating political parties and continuous cacique practices.

This project will analyse the influences from other foreign territories perceived in the Spanish press from 1898 to 1910.

For this project, we analysed, through content analysis, the newspaper advertising of ABC (founded in 1903) and La Vanguardia from 1898 to 1910. We analysed which territories enjoyed influence in Spain during that decade, and what percentage of print advertising made references to other countries, other cities, and other cultures.

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1. Introduction

The press is a privileged source for analysing the way of life, values and mentality of each decade. Advertising, in particular, allows us to directly observe the consumption habits, desires and needs of consumers.

We have analysed press advertising from the first decade of the 20th century because we wanted to discover how Spaniards viewed the rest of the world and also how they felt about them, with their characteristics and peculiarities, their complexes and dreams. The result is an analysis of the vision that Spaniards had of the different relevant territories in the world. The study does not make use of sociological texts of the time or relevant reports by prominent figures but focuses on advertising analysis that provides clues about the impacts on Spaniards at the time and the value given to each product or service based on its origin.

It also analyses all the terms presented in other languages, how they evolve, the differences between Madrid and Barcelona, and all this while collecting the necessary data to be able to statistically present relevant conclusions about which languages had the most influence in Spain at that time, what percentage of the advertising impact received by Spaniards was linked to products, brands or services related to other cultures, and how they were perceived.

2. Justification of the topic

Advertising has always been a way of understanding how the inhabitants of a given era viewed the world. Unlike opinion makers and historians, who may be biased, advertising has always responded to the clear and direct interest of selling. That is why it allows us to analyse messages, images and, of course, influences from other territories within a framework that does not seek to sell us an idea, but rather a product or brand, which, in our view, makes it simpler and less pretentious. The values that are shared are those that the advertiser believes will be most widely shared, the images that appear represent what consumers crave and the social structures with which they can identify. The territories that are mentioned, cited and alluded to are so because they are significant at the time. This study is part of a more general study that examines the influence of different territories on advertising in the Spanish press during the 20th century in Spain. We have selected the first decade of the century, starting in 1898, because it was a moment of vital importance for the country, following the loss of its last colonies in the Caribbean and the Pacific. It was a politically significant moment, with many changes and much turmoil within a society that experienced a late industrial revolution that made it dependent on other countries, and we aim to measure which countries these were and why they were so important.

3. Theoretical framework

The study of advertising has repeatedly shown that it is a valid method for understanding the characteristics of a given historical period (Checha-Godoy, 2008; Eguizábal Maza, 1998; Rodrigo-Martín, 2013). Many authors have researched certain historical periods using advertising activity at the time as a reference, at least as a contextualising element and to gain a greater understanding of certain standards of living (Caballero, 2017; Calderón, 2009; Menéndez, 1973; Montero-Díaz, 2011). The very nature of advertising (Cabezuelo Lorenzo, 2017; Nieto, 2018), linked to economic activity (Bernal Sahagún, 1977; Menéndez, 1973) and a catalyst for consumption processes (Alonso, 2010; Rodrigo-Martín, 2010, 2013; Suárez, 2012), is reflected in the creation of its creative messages, knowledge of social structures, the psychological factors that drive consumer motivation, lifestyles (Pérez Navarro & Solanas García, 2006), tastes, fashions and social models specific to each moment.

There are frequent historical studies that address knowledge of the press (González, 1995; Sáiz, 1990), and as part of this, advertising in newspapers, for the study of specific historical periods. In this regard, it is worth highlighting studies of a more global or sociological nature

(Meléndez, 2012) and others of a more sectoral and specific nature that often focus on analysis from a more economic or marketing perspective.

It is worth noting that, in recent times, there has been a growing awareness of the value of advertising as an element of cultural value (Guirao, 2006; Marcos Recio & Sánchez Vigil, 2013) and that, therefore, it deserves to be preserved so that future generations can understand certain sociocultural issues (Torrejón, 2021) as a documentary source of great interest.

For the development of this research, we have used content analysis as the main research technique. Content analysis applied to communication and advertising is a recurring research technique that has been widely validated in academic tradition (Bernete, 2013). It is a research technique that allows the content of communicative or advertising messages to be described and analysed in detail in an objective and systematic manner (Berelson, 1952), offering a series of quantitative results that can subsequently be subject to inferences from another qualitative perspective (Bardin, 1991), thereby enriching the results. Thanks to these possibilities, during the second half of the 20th century, it is common to find studies of communicative and advertising messages based on content analysis (Piñeiro-Naval, 2020). The use of content analysis became widespread in the social sciences in general, and in the study of communication in its different forms in particular, as it allows for research into the formal and material aspects of communicative messages, providing data on what they communicate and how they communicate it (Holsti et al., 1965; Lang, 1971; Prasad, 2008).

4. Objectives and methodology

Formal objective: The formal objective of the study is to analyse what influences from other foreign territories are perceived in Spanish press advertising in the first decade of the 20th century, from 1898 to 1910.

To this end, we will structure the research around a series of specific and general objectives:

General objectives:

- Analyse press advertising published in Spain during the first decade of the 20th century.
- Identify and classify foreign influences reflected in Spanish press advertising during the period analysed.

Specific objectives:

- Analyse the number and evolution of terms in languages other than Spanish in press advertising of the period.
- Determine and quantify the origin of these influences, as well as their evolution throughout the decade.
- Explore the distribution by productive sector of advertisements with foreign references.

Type of research: The research is based on a mixed research methodology that combines quantitative phases with qualitative analysis, allowing us to gain breadth and depth in our knowledge of the subject matter, compensating for the limitations of each technique separately. The quantitative phase has allowed us to carry out an accurate analysis of the phenomenon of foreign influences in Spanish advertising in the first decade of the 20th century, while the qualitative phase has allowed us to make significant inferences in order to reach solid conclusions. Although the study is based on a mixed analysis methodology, in these early stages the quantitative part is particularly important, as it is based on a sufficiently representative sample, allowing us to extract a truly extensive set of data.

4.1. Research phases

The first phase was mainly exploratory. An analysis was carried out of how advertising was presented in different publications of the time and whether there were any relevant references to other countries. Surprisingly, from the outset, very clear and obvious references were found. After

analysing a dozen newspapers, we came to the conclusion that very interesting references would be found. We then moved on to a second phase of data collection. We reviewed the advertising that appeared between 1898 and 1910 in the newspapers ABC and La Vanguardia, one from the Madrid area and the other from Barcelona. We contacted the newspaper archives of both publications and gained access to all the issues from that period. With ABC, we started in 1903, the year the newspaper was launched, and with La Vanguardia in 1898. As a sample, we analysed 12 copies per year of each newspaper. The first Monday, second Saturday, third Wednesday and fourth Sunday of the months of April, August and December. We noted every advertisement, including classified ads, and highlighted every instance of foreign influence. The following indicators were collected:

- Percentage of advertising in each newspaper.
- Number of advertisements in general terms.
- Number of advertisements with foreign influence.

And for each advertisement with foreign influence, we explored the following indices:

- Existence of terms in other languages.
- Place of origin of the influence.
- Sector to which the advertisement belongs.
- Advertised brand.
- Repetitions or not.

When we finished the second phase, we began the third phase, where we carried out a statistical study of the data collected and processed the information gathered. We finished this third phase by organising and compiling the quantitative data, which yielded the following figures:

Table 1. Research phases

	La Vanguardia	ABC	Total
No. of pages analysed	1,314	1,122	2,436
Advertisements analysed	14,059	5,989	20,048
Advertisements with influence	1,874	825	2,699
Number of unique advertisements	905	467	1,372

Source(s): Own elaboration. 2025

The data was also analysed by newspaper, and this is the breakdown:

Table 2. ABC

Year	No. of pages	% of advertising	Number of advertisements	Number of advertisements with influence	% of advertisements with influence	Number of unique advertisements	Percentage of new advertisements
1903	134	23	832	148	18	65	44
1904	0	0	0	0	0	0	0
1905	100	12	289	15	5	11	73%
1906	152	16	853	74	9	48	65
1907	88	17	619	104	17	78	75
1908	192	14	593	113	19	48	42
1909	196	27	671	129	19	64	50

1910	260	25	2132	242	11	153	63
	1,122		5,989	825		467	

Source(s): Own elaboration. 2025

*In 1904, there were no advertisements in newspapers. Possibly because they were not archived, they used to be on pages 1, 2, 11 and 12.

Table 3. La Vanguardia

Year	No. of pages	% of advertising	No. of advertisements	No. of advertisements with influence	% of advertising with influence	Number of unique advertisements	% of Advertising of New Advertisements
1898	84	24	548	145	26%	45	31
1899	88	16%	480	74	15	25	34
1900	84	19	554	79	14	37	47
1901	76	24	696	77	11	45	58%
1902	88	15	604	65	11	34	52
1903	86	19	744	122	16	53	43
1904	84	21	831	95	11	36	38
1905	96	19	977	117	12	58	50
1906	114	18	1,281	146	11	73	50
1907	124	21	1,567	200	13	106	53
1908	116	23	1,735	236	14	116	49
1909	126	22	1,881	248	13	129	52
1910	148	19	2,161	270	12	148	55
	1,314		14,059	1,874		905	

Source(s): Own elaboration. 2025

Once the statistical data has been processed, we move on to the fourth phase, where we carry out a qualitative analysis of the advertisements. In this phase, we find very interesting references and even striking differences between the advertising in Madrid and that in Barcelona.

We concluded by extracting the results in the fifth phase and, of course, in the sixth and final phase, we drafted the conclusions of the study.

Table 4. Research phases

Phase	
1st	Exploratory
2	Data collection
3	Statistical study: Data processing
4	Inferences: Qualitative data
5	Results
6	Conclusions

Source(s): Own elaboration. 2025

5. Noteworthy results

It should be noted that there is a clear foreign influence in Spanish advertising published in the press during the first decade of the 20th century. Of the 20,048 advertisements analysed, we found 2,699 advertisements with references to other countries, meaning that 13.4% of the advertising of the time alluded to other territories. The allusion can be of different forms and nature, so we will divide the results obtained into different categories:

5.1. Foreign terms in advertising

Of the 2,699 advertisements with references to other countries that we found in ABC and La Vanguardia, 569 specifically contain terminology from other languages. In other words, 21% of the advertisements that had foreign influences use specific terms that are not Spanish.

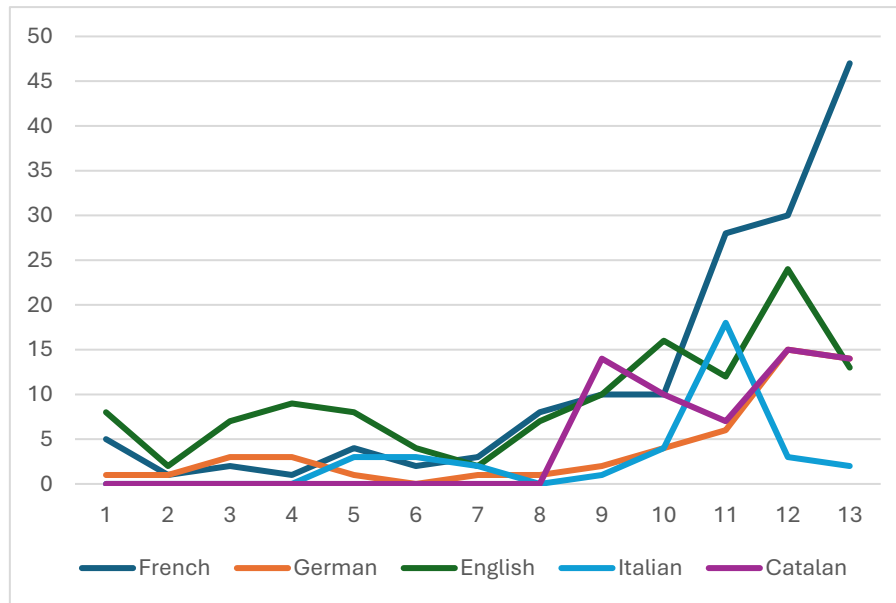
French is, without a doubt, the most influential language during the decade. It appears prominently in both ABC and La Vanguardia, followed by English in second place. Analysing the data carefully, we can also see a very interesting increase in French terminology in La Vanguardia, which grew from 3% in 1898 to 16% in 1910. French ranks above English in terms of influence in advertising. However, in ABC, the situation is somewhat different: the use of English terms is much more balanced, and by the end of the decade, there is already more influence from English terms than French ones. The extensive sample analysed allows us to obtain reliable quantitative results when identifying trends.

German terms are much less frequent than English and, above all, French in ABC. However, in La Vanguardia, they have increased considerably in the last two years, even slightly surpassing English in 2010.

There is also an influence of Catalan in La Vanguardia, although it was not used until 1906 and remains at around 5% influence, as is the case with German.

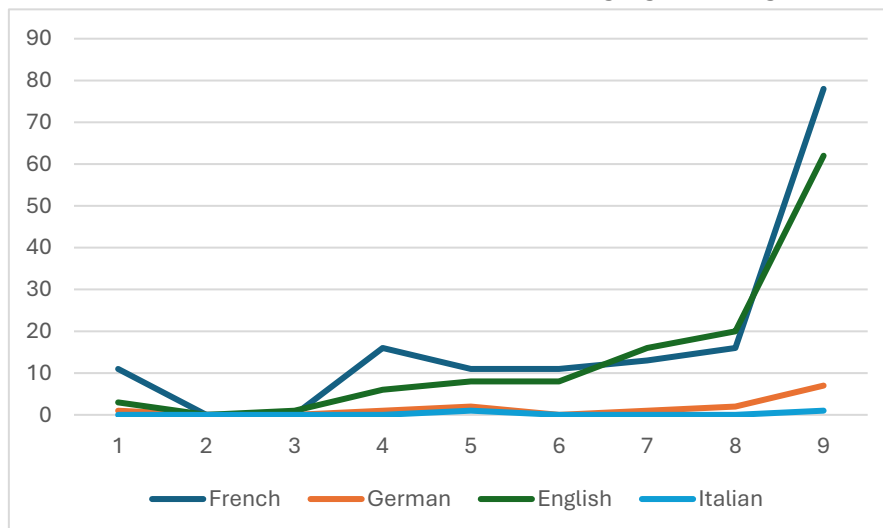
The study of the sample also allows us to appreciate a certain influence of Italian in La Vanguardia, something that is non-existent in ABC.

Graph 1. Number of advertisements with terms in other languages La Vanguardia 1898-1910



Source(s): Own elaboration. 2025

Graph 2. Number of advertisements with terms in other languages La Vanguardia 1898-1910



Source(s): Own elaboration. 2025

5.2. Foreign references in advertising

In terms of mentions of any kind, whether of capitals, culture, history or any other element alluding to a foreign country, France continues to be the country with the highest number of references, far ahead of the rest. It is surprising that in ABC, English is clearly the second most common language, whereas in La Vanguardia, English shares second place with German.

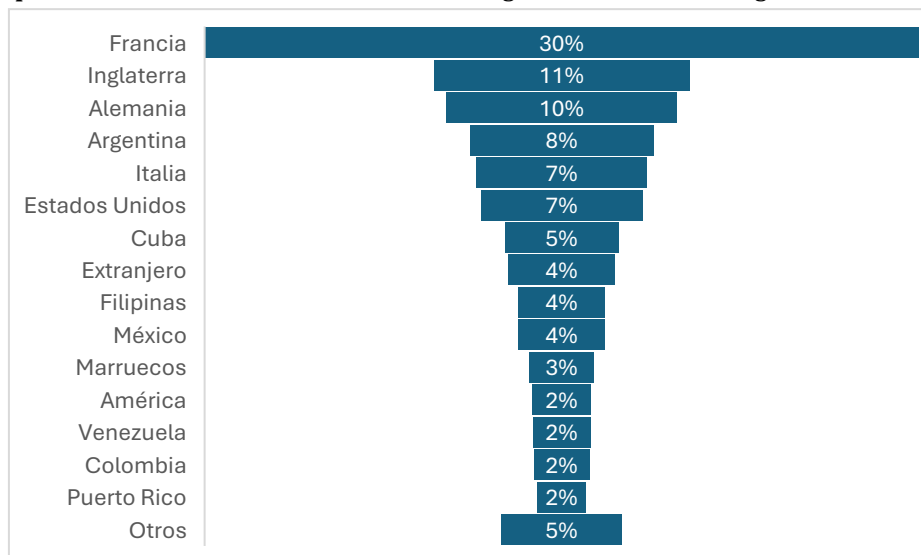
Germany continues to have a high impact in La Vanguardia and remains very close to England, however, this is not the case in ABC, where references to the Anglo-Saxon world are more common than those to Germany.

Italy did not have a high impact on Spanish society at the time. It remains in fourth place in both cases with an average of 6%. Another notable case is that of Argentina, which sneaks into La Vanguardia with 8%.

There are around 300 publications that refer to the colonies that were lost in 1898, such as Cuba, the Philippines and Puerto Rico. These can mainly be found in La Vanguardia, as they tend to appear alongside advertisements for steamships and organised boat trips from Barcelona or other cities. Around 11% of advertisements with references refer to these areas.

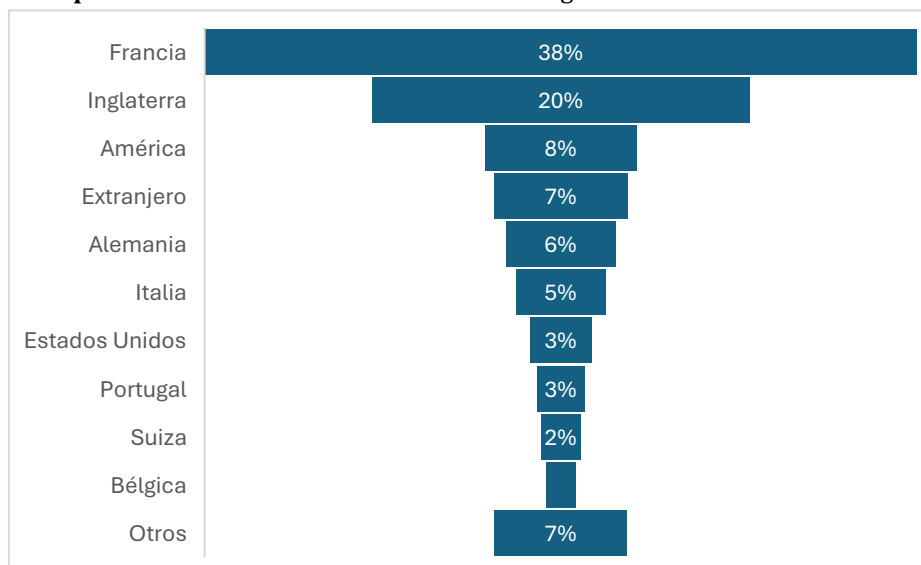
Within the advertising, we also find 5% where the word “foreign” is used in some way, as well as references to America, where, for example, in ABC they account for 8% of references.

Graph 3. Number of advertisements with foreign references - La Vanguardia 1898-1910



Source(s): Own elaboration. 2025

Graph 3. Number of advertisements with foreign references - ABC 1903-1910



Source(s): Own elaboration. 2025

5.3. Foreign references related to sectors

One in four advertisements with foreign influence is for a medicine or remedy. At the time, there were numerous advertisements for products that promised to cure some ailment. It is very interesting to note how advertisements for food and drink used health reasons to sell the product, and it was very common for them to specify the product's origin. Many advertisements for medicines were signed with an address in Paris, giving them prestige because they came from

abroad. On other occasions, it was much simpler: the advertisement stated where the product came from.

The world of fashion has a similar influence on both newspapers with around 10% of the references found related to this. England is highly publicised for its style and product quality, while Paris is undoubtedly at the forefront of fashion. It is common to find many furriers and fashion centres informing their customers that a new range of clothing has arrived from Paris, and this is advertised as such in the press.

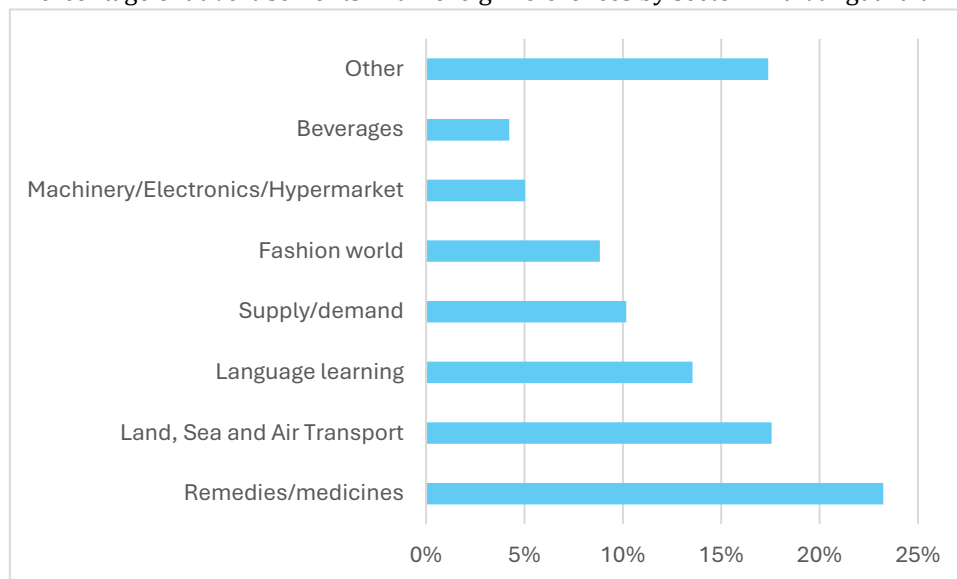
One fact that caught our attention is that there is practically no advertising with foreign influence associated with perfumery and cosmetics in *La Vanguardia*, whereas in *ABC*, 10% of advertising has foreign references.

The influence in the transport sector is more abundant in *La Vanguardia* due to the advertising of "steamers", ships that travelled different routes in Europe and especially in America.

One symptom of the influence of each territory is the languages offered for teaching. Language schools and teachers offer their services, and it is easy to analyse which language has the greatest impact. As a first piece of data, we can note that it is much more common to find advertisements for languages in *La Vanguardia* than in *ABC* in this decade. In *La Vanguardia*, there is a 14% influence, while in *ABC* it is only 2%, with French being the language most commonly offered.

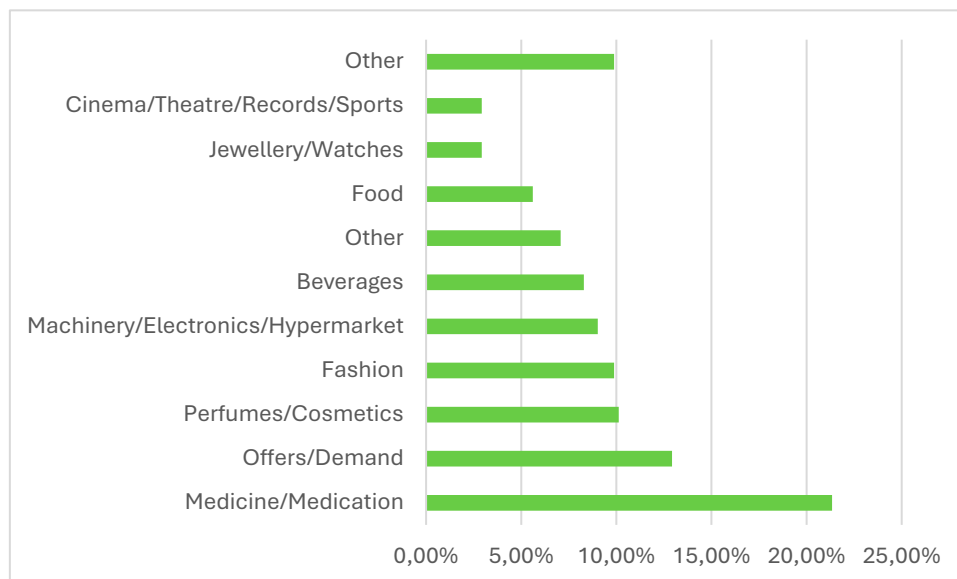
Within the classified ads, there are many citizens offering their services, and it is very common to highlight their origin or their command of languages.

Graph 4. Percentage of advertisements with foreign references by sector – *La Vanguardia* 1898-1910



Source(s): Own elaboration. 2025

Graph 5. Percentage of advertisements with foreign references by sector – ABC 1903-1910



Source(s): Own elaboration. 2025

5.4. Qualitative analysis of advertisements

It is surprising to find advertisements written entirely in another language. Mainly in French, although we also find some examples in English. Perfume advertisements already use French terminology, something that is also very common today. French has a high degree of *glamour* and prestige, and products undoubtedly take advantage of this as a symbolic element of value at the time. We begin to see a trend towards positioning brands and products that use terms or texts in other languages in their advertisements as more valuable, desirable and sophisticated.

Figure 1. Nardo Carambuco



Source(s): ABC, 1907

There are also some advertisements that use a large part of their text in another language and also use Spanish to send a direct message. This may be due to two factors: on the one hand, to ensure understanding of how the purchase can be made effectively, and on the other hand, because the creative content was developed outside Spain and needed to be completed for use in the national territory.

Figure 2. Kohler



Source(s): La Vanguardia, 1909

Within classified ads, a category that was hugely important during the period under analysis, it is also common to find advertisements written entirely in other languages, both French and English.

Figure 3. English or German

ENGLISH OR GERMAN
Enurse required apply
any afternoon 1 to 5. Mrs.
Lawrence, Alcalá, 117.

Source(s): ABC, 1910

Likewise, it is very common to find medicines or remedies signed at the bottom with PARIS or France, or even with an address in France. Often, many French words are included. This was a way of giving the product international prestige.

Figure 4. D'Franck



Source(s): La Vanguardia, 1909

It is also common to find references to the world's fairs of that time and other awards as a seal of prestige included in the advertisement to endorse it. In many cases, international awards appear, although there are also national ones. Therefore, the inclusion of foreign references in this sense acts as a guarantee that increases the perceived value of the product or brand and contributes to the desired increase in the desire to purchase. Creativity, through the inclusion of these references, builds a symbolic value that transforms the merchandise.

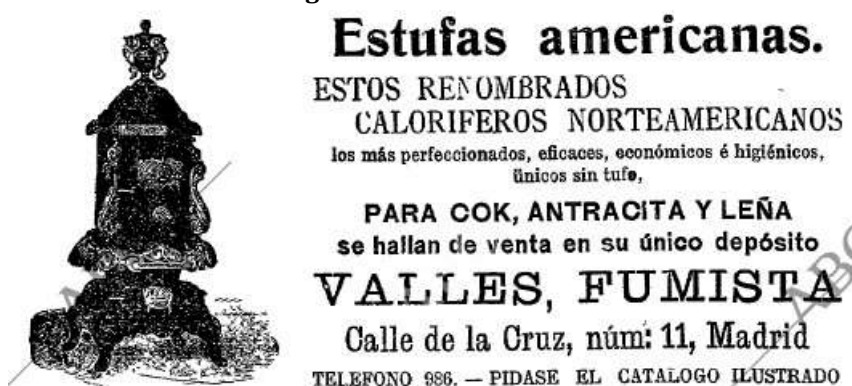
Figure 5. Marqués de Mudela



Source(s): La Vanguardia, 1898

Another relevant issue is that the study shows that in the first decade of the 20th century, there began to be many references to North American machinery as a symbol of quality. Stoves and typewriters are common in advertising of the time. These are usually products whose origin is directly highlighted.

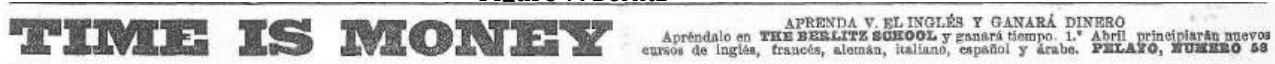
Figure 6. American stoves



Source(s): La Vanguardia, 1898

Language schools and teachers offering their services are a good indicator of which languages are most important. French, English and German are the three most prominent, although there are also references to others such as Italian, Russian and even Arabic. There are already some prestigious language schools advertising in the newspaper, and in many cases, they use foreign terminology.

Figure 7. Berlitz



Source(s): La Vanguardia, 1907



Source(s): La Vanguardia, 1910

There is a lot of trade in pianos and other musical instruments, and their origin is often mentioned, with foreign origin being an added value when attributing superlative properties to the product. Saying that it is from abroad often means that it is better and of higher quality. In fact, it is clear in the society of the time that imported pianos were a good selling point for consumers and a common product for sale.

Figure 8. Pianos



Source(s): La Vanguardia, 1909

In the world of fashion, there are many references to France and England in particular. We find some references to Italy, but they are not common. Many advertisements refer to the "Corte Inglés" as a symbol of elegance, and it is very common to find tailors and furriers who emphasise that they work with merchandise from Paris.

Figure 9. The latest model



Source(s): ABC, 1907

Among the classified ads, there are many home-based dressmakers who use the term "corte parisien", which was a pattern-making and cutting system for making clothes that became popular in the early 20th century. It focused on the art of sewing and cutting with precision according to the individual and adapting to the fashion changes of the time. It seems clear that the desire to dress well and wear quality garments was the order of the day, with Paris and England setting the standard.

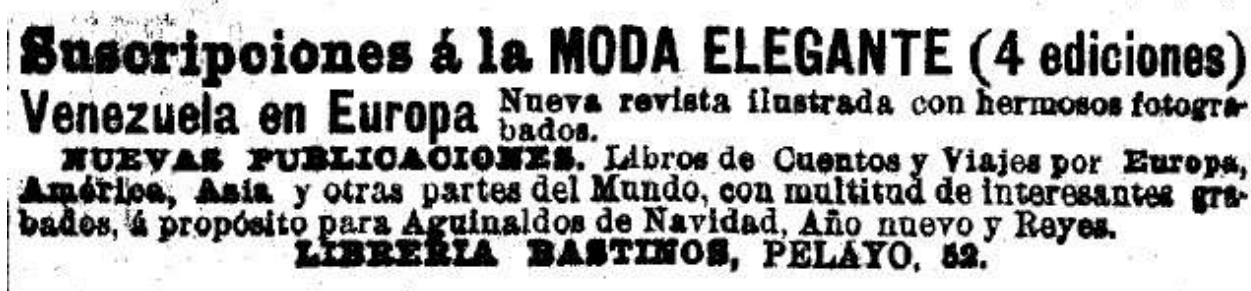
Figure 10. Corte Parisien dressmaker



Source(s): La Vanguardia, 1909

We also find some surprising advertisements, with references to Venezuela, the United States, and Austria. This was a way of capturing the prestige that these countries conveyed at the time, and they did so in different ways. The United States was beginning to stand out for the quality of its products, as we can see in different types of machinery and, in this case, the durability of the soles of its shoes. American products had a certain prestige in terms of quality. Venezuela, however, is presented in late 19th-century advertising as representing elegant and exclusive fashion. A luxury in Europe.

Figure 11. Elegant fashion



Source(s): La Vanguardia, 1898

Figure 12. Boston Rubber



Source(s): La Vanguardia, 1902

In the automotive world, vehicles began to be advertised, although their boom would come later, with advertisements highlighting their origin. A car began to gain prestige if it came from abroad, with references to Switzerland, England, Germany, the United States or France. However, we must emphasise that the percentage of references was very small and not yet in the majority. However, what our research does allow us to affirm is that from the very moment of the birth of

automotive advertising, the link between the brand and its origin is an element of meaning construction that advertising uses as a symbolic element for the construction of value.

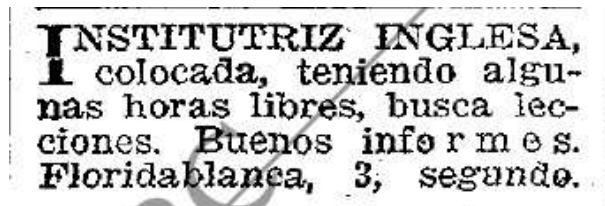
Figure 13. Orion



Source(s): ABC, 1906

It is common for classified ads to feature governesses, teachers, bookkeepers, employees, cooks, priests, etc., who highlight their language skills or subtly mention their foreign origins. When advertising, we find different ways of attributing value to themselves, one of which is to highlight the languages they speak. In other cases, they highlight skills such as knowledge of French cuisine or even present their intentions to travel to a country and request to join an expedition where they could be hired. It is also common for their origin to be highlighted in some types of advertisements, whether it be the sale of furniture due to moving to another country or as a symbol of prestige.

Figure 14. English governess



Source(s): ABC, 1910

Another common practice was to highlight that they had offices or points of sale in other countries, thus demonstrating the internationalisation of the product, brand or company. Logically, France, Portugal and South America were the main countries mentioned when advertising internationalisation. In some examples, we can analyse the evolution of a brand that opened and closed offices as the decade progressed. It is curious because it was really irrelevant for a citizen of Barcelona to know that it was possible to buy that product in Buenos Aires, but it was used because it gave the product prestige and made room for it in advertising.

Figure 15. La Unión and El Fénix Español

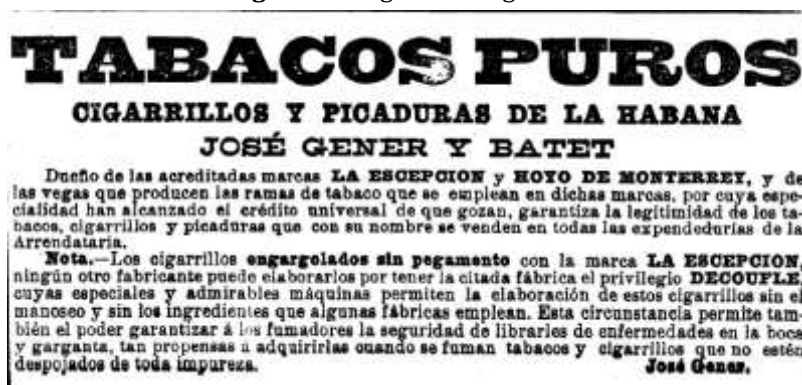


Source(s): La Vanguardia, 1899

References to Cuba, Puerto Rico and the Philippines are not very common. Cuba is more relevant than the Philippines or Puerto Rico in several products. For example, Cuban references appear in miracle products such as rejuvenating creams, some food products and some jewellery,

although without a doubt its main reference is tobacco. It is also common for them to appear in the steamships of the time, which is logical given the nature of the activity.

Figure 16. Cigars and cigarettes



Source(s): La Vanguardia, 1899

There is a very striking case, that of Scott's Emulsion. In 1907, this medicine made reference to the Philippines and the Asian climate, alluding to the product's properties for recovering from weakness. However, just two years later, in 1909, the reference disappeared completely from the advertising.

Figure 17. Scott's Emulsion



Source(s): La Vanguardia, 1907 vs 1909

There are also many references to words from other countries where the term is not adapted to Spanish and words from the other language are used. This is the case with words such as "champagne", where the French term was used in the early years, then the term "champán"

appeared and both coexisted in advertising. This also happens with words such as "*cognac*", "*water*", "*chauffeur*" and "*rum*".

Figure 18. Champagne Veuve Clicquot Ponsardin



Source(s): La Vanguardia, 1906

There is a very interesting advertisement that references historical events. The advertisement mentions what is happening at the time in other territories to highlight the characteristics of its products. This happens, for example, with the Russo-Japanese War and the San Francisco earthquake.

Figure 19. Primas Krauss

Los célebres
ESTÉREOGEMEOS
con Prismas
KRAUSS
han sido reconocidos
como los mejores
Se han despachado 25.000 gemelos
durante la guerra Ruso-Japonesa
Efecto estéreoscópico — Gran claridad
Ancho campo — Imagen muy nitida
Catálogo nº 78. Envíase gratis y franco
E. KRAUSS, 21, rue Albouy, Paris

Source(s): ABC, 1907

Advertisements for steamships appear mainly in La Vanguardia, but also in ABC, highlighting the available sea routes. This is a good way to find out which places are most in demand for transport. There are many more references in La Vanguardia than in ABC, possibly due to its proximity to the sea. The most advertised routes are trips to the Americas, the Mediterranean, the Philippines and routes across the Pacific.

Figure 20. The Pacific Steam Navigation Company



Source(s): ABC, 1907

Within the financial world, although it is not the sector with the highest number of references, foreign terminology is used. There is a perceived intention to use the language to lend credibility to financial or investment operations. English or French is used in some cases, and international references are used to validate certain products.

Figure 21. The London & Paris Exchange LTD



Source(s): ABC, 1908

Since the late 19th century, images have been used in the press and, of course, in advertising. There are also advertisements that refer to other countries using images and drawings, in some cases showing factories or schools abroad. What better way to publicise what you do or show the quality of what you advertise than by showing off the majestic building you have in Germany or England? A very visual way to attribute qualities to your service.

Figure 22. Odol



Source(s): La Vanguardia, 1900

In food, it is easy to see which products are prestigious in Spain, and it is common to highlight their origin. If, in the consumer's mind, a product from a certain place is prestigious, advertising will often be very direct. Thus, we find Swiss stopwatches, French soups, Swiss flour, and Dutch cheeses. It is also curious how many of the foods presented justify themselves by highlighting their health benefits, in a society that sought products that were not only delicious but also valued for their effect on the body. This makes it difficult to categorise food products, because they were often confused with medicines.

Figure 23. Dutch cheese



Source(s): ABC, 1910

There is a famous play from that period called "The Count of Luxembourg". It premiered at the *Theater an der Wien* in Vienna in November 1909. By 1910, references to the play were beginning to appear in the advertising of the time. Not only in theatres, but also in advertisements for other products.

Figure 24. The talking machine
Source(s): ABC, 1910



As we have seen, a very common advertisement is for L Richelet's remedies, which are always signed "France". It is very common to see remedies and medicines signed "Paris" or "France". This advertiser made a large investment in advertising throughout the decade in La Vanguardia.

Figure 25. Richelet



Source(s): La Vanguardia, 1907

Advertisements in Catalan began to appear in the newspaper La Vanguardia in 1906. There is one in particular that was repeated for many years. It is for a remedy for hernias, and the word "trencats" always appears next to it, although it is curious because sometimes it also appears in Spanish with the word "quebradura".

Figure 26. Trencats



Source(s): La Vanguardia, 1906

During the decade, advertisements began to appear not only for medicines, but also for doctors, dentists, opticians and chiropodists. This mainly occurred in La Vanguardia. In many cases, these doctors referred to Paris or New York in their advertisements as a symbol of status or prestige.

Figure 27. Dr Perearnau



Source(s): La Vanguardia, 1906

6. Conclusions

After analysing 1,767 different advertisements from ABC and La Vanguardia, we drew several conclusions:

In a Spanish society with a late industrial revolution, many products manufactured abroad are of higher quality, and this is clearly perceived in the world of fashion, musical instruments, machinery, cars, and bicycles. Products from abroad are highly valued. As for clothing, those from Paris are considered very glamorous, and those from England are of higher quality and always stand out in advertisements.

There is a high demand for language learning, and advertisements for language schools and private tutors are proliferating. It is surprising how German keeps pace with English in the advertisements that appear in La Vanguardia. It can be seen that there is a wide range of German courses on offer in Barcelona at the time. It could be said that Barcelona looks to France and Germany, while Madrid looks to France and England. American influences are also notable, but less prevalent.

Advertisements for medicines, remedies and doctors are undoubtedly the ones that make the most references to other countries. Miracle products that cure any ailment are presented, and references, mainly to France, are evident. It is clear that products from France are more advanced than those available here.

As for food and drink, French *champagne* floods the press with advertising in December, especially in La Vanguardia, and drinks from other places are gradually being introduced. Sometimes the name of the product is not Spanishised and we talk about "champagne", "cognac" or "rhum". As for food, references are made to other territories when they have acquired prestige. On the other hand, both food and drink products feature messages highlighting the health benefits of the product. In a society with many health problems, many of the advertisements appeal to the supposed healing benefits of the product.

It is very curious to note how common it is to see advertisements with a significant amount of English and French, mainly. Readers were accustomed to dealing with terminology in other languages at the time; at the beginning of the 20th century, people liked to pronounce English correctly as it demonstrated their gift for languages (Palomero, Torres and Mancebo, 2017, p. 271). Advertisers knew that addressing consumers in French or English would have an effect on them, and this was totally accepted at the time. The inclusion of this type of advertising was debated between the limitation of the audience that could be targeted due to a lack of

understanding and the perceived value generated by an advertisement in another language. What we can see from our study is that advertisers often preferred to go for the latter, using foreign languages which, although they limited the audience that could understand them, automatically acquired greater symbolic value.

In conclusion, France and French are undoubtedly the main reference in Spain, with English and German remaining in the background, although the influence of German is less in Madrid than in Catalonia. Highlighting foreign origins in advertising was very common at the time, when foreign products were valued and associated with higher quality and glamour.

7. Acknowledgements

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