

# **Thematic Analysis of Adjective Usage in Pork Sausage Advertisements in Finland and China**

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Kandidaatintutkielma

**Humanististen tieteiden kandidaatti, kiinan kieli**

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Tiivistelmä

Kandidaatintutkielmassani vertailen suomalaisen lihabrändin Atrian ja kiinalaisen lihabrändin Shuanghuin (双汇) adjektiivien käyttöä ja niiden eroja porsaanlihasta valmistettujen makkaroiden ja nakkien markkinoinnissa. Tämän lisäksi tutkin, miten sosiaalinen ympäristö, lihaan liittyvät asenteet ja julkinen keskustelu kussakin maassa vaikuttavat lihabrändien markkinointistrategian valintaan ja sitä kautta adjektiivien käyttöön. Tutkimusmateriaalina toimivat brändien omat mainostekstit, jotka on kerätty Atrian virallisilta nettisivuilta sekä Shuanghuin viralliselta sivulta kiinalaisesta nettikauppa-Taobaosta. Tutkimus on luonteeltaan laadullinen temaattinen analyysi, joka pohjautuu Braunin ja Clarken viitekehukseen. Temaattisen analyysin tavoitteena on tunnistaa, järjestää ja tulkita aineistosta toistuvia merkityksiä, rakenteita ja teemoja ja yhdistää ne analyysissä aikaisempaan tutkimukseen, joka on relevanttia tutkielman aiheen näkökulmasta. Aineiston pohjalta kehitettiin seitsemän temaattista kokonaisuutta: maku ja tuoksu, tuotteen rakenne, lihan alkuperä, laatu, terveysvaikutukset, tuotteen käyttö sekä tuotteen asema yhteiskunnassa.

Merkittävimmät havainnot liittyvät siihen, mitä brändit painottavat adjektiiveissaan ja siihen, miten se heijastaa lihan myyntiin liittyviä vaikeuksia kussakin kulttuurissa. Tulokset osoittavat, että suomalaisessa lihamainonnassa korostetaan voimakkaasti kotimaisuutta ja suomalaisuutta, kun taas kiinalaisessa mainonnassa painottuvat erityisesti turvallisuus, laatu, terveellisyys sekä voimakkaat aistilliset kuvaukset. Tulokset tarjoavat hyödyllistä tietoa kansainvälisestä elintarvikemarkkinoinnista ja tarjoavat tietoa yrityksille, joka voi auttaa lokalisoidun mainonnan suunnittelusta.

**Avainsanat:** thematic analysis, qualitative study, meat consumption, Finland, China, adjectives, advertising language, social context

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# 1 Introduction

In Finnish meat advertising, “Finnish” is by far the most used adjective, while Chinese meat advertising does not mention the meat’s origin even once. This interesting finding inspired a full bachelor's thesis investigating the reasons behind the phenomenon. What happens to meat advertising in Finland when eating meat evokes difficult feelings and even social tension? Simultaneously, in China, people are rapidly developing a regular taste for meat and are proud to provide nutritious food for their families. However, food-quality controversies in China have caused consumers to distrust local brands and meat producers. Looking at these two distinct social realities around meat in Finland and China, one interesting question emerges: What narrative are meat companies telling consumers to persuade them to buy?

Recently, more and more people have been discussing meat consumption, and the topic has become increasingly divided. Issues like climate change, general health, and animal rights are sparking concerns in the Western world, leading people to become more aware of how much meat they consume and to reconsider their eating habits. Meanwhile, in China, meat products have become affordable for the majority of Chinese people due to the country's rapidly developing economy. This has naturally led to remarkable growth in meat consumption, causing various scandals over meat quality and food safety.

Advertising can expose the deep and unspoken controversies in a society, as the aim of commercial advertising is to sell a product or service and fight back against the factors that negatively impact sales. This thesis examines whether these underlying attitudes and concerns about meat consumption are evident in the advertising language used for meat in Finland and China. This study aims to understand how meat advertisements create a more favorable social reality for meat-eating through language. This thematic analysis will be conducted by observing and comparing adjectives used in advertising for Finnish and Chinese pork sausages across seven themes. The results can help companies modify their advertising language to be more appealing to the different cultural environments.

## 1.1 Literature Review

For over three million years, people have been consuming meat as a part of their normal diet. Eating meat has played a crucial role in becoming the modern human we are today. Meat is a very energy-dense food, which means that less work is required to meet nutritional goals compared to gathering food from the woods. Therefore, eating meat was not only a preference of taste, but also improved our chances of survival as a species. (Leroy et al., 2023). Even though in many Western countries, meat consumption has increasingly been questioned, as people have become more aware of its effects on the environment, health, and animal welfare, overall meat consumption has not declined (Häkli & Hakoköngäs, 2022). In fact, between 1961 and 2016, meat production increased by 500% (Winders & Ransom, 2019). It can therefore be argued that meat remains a valued food for human consumption, and this is unlikely to change without a compelling reason.

Even though per capita meat consumption has doubled over the past five decades, the growth in consumption has been uneven across different parts of the world. In East Asia, including China, per capita meat consumption has grown significantly, whereas in Europe, it has declined in some countries (Winders & Ransom, 2019). Finland is no exception, as meat consumption has declined in recent years. Finland reached its highest annual meat consumption between 2016 and 2018, with levels over 81 kilograms in a year per person. (Luke, 2023). In 2022, the figure stood at around 78.2 kilograms, whereas in China it reached approximately 70 kilograms (Ritchie, 2025).

From this, we can infer that this year, 2026, meat consumption trends appear to be on a comparable level in Finland and China. However, this has not been the case for very long. In 1961, annual per capita meat consumption in China was only about 3.5 to 5 kilograms (Winders & Ransom, 2019). For comparison, annual meat consumption in Finland was already 32.1 kilograms per person in 1960 and 50.1 kilograms in 1970. (Lihatiedotus.fi, 2024). So, over the same 62-year period (1960-2022), Finland's annual meat consumption has grown by approximately 144%, whereas in China, the figure is a remarkable 1900%. These numbers can al-

ready tell us a few things about a country's economy, food culture and norms. Meat consumption is closely linked to a country's income level. Diets in high-income countries are more based on animal products, whereas those in low-income countries rely more on plant-based diets. (Zhu et al., 2023; Ritchie, 2025).

That said, the increase in meat consumption in China was due not only to changes in preferences but mainly to economic reforms in the early 1980s, the end of food rationing, rising incomes, and the opening of markets. Pork, which was once considered a luxury, is now widely available for the Chinese and has become a basic household food (Ortega et al. 2009). As a result of the rapidly expanding meat market in China, Finland has a strong potential to increase its meat exports to the country. Notably, Finland's first meat export permit for the Chinese market was granted in 2016. At that time, Atria became the first Finnish company approved to export pork to China (Xinhua, 2023).

Given the extreme growth in meat consumption, one might assume that attitudes towards meat are becoming increasingly positive. However, this is not the case. There is an obvious gap or inner conflict between attitudes and the actual consumption behavior, which can be described as the "meat paradox". (Testa et al., 2025) The concerns and discussions about meat differ significantly between China and Finland. Both parts have their concerns, yet they stem from different historical events, cultures, and social realities.

According to Kallio (2025), the harsh climate limits agriculture, making livestock farming one of the most reliable means of producing food in Finland. Meat and milk products have been a natural part of the Finnish diet as long as there has been agriculture. However, meat is becoming one of the most controversial food items, causing growing discussion about its impact on health, the environment, and the climate (Testa et al., 2025). This thinking has also reached Finland and can be seen, for example, in the new dietary guidelines. Previously, the main purpose of the national dietary guidelines was to teach individuals how to eat a healthy and balanced diet. In Finland's new guidelines, however, the environmental impacts of food production and consumption are taken more seriously than before (Valtioneuvosto, 2024), which affects what people are encouraged to eat. The tension between the global meat controversy and livestock farming's vital role in Finland's food production is causing some divided opinions among the population. Some people think Finland should move towards plant-based agriculture, while others think it will risk Finland's food security. (Kallio, 2025)

In China, the concerns lie elsewhere. According to public surveys, the primary concern regarding meat is not global warming or animal rights but food safety. Over the past two decades, China has faced various food safety scandals, poisonous ham being one of them, that have damaged the trust in the Chinese food industry among Chinese citizens. Food safety outbreaks in China are not the result of human error but of conscious choices made to increase profits. (Yan, 2012; Han & Zhai 2022). This has led Chinese high-income consumers to favor imported foods to minimize the risk of exposure to toxic chemicals or poor hygiene (Liu & Ma, 2016).

Since this study examines the adjectives used in the commercial advertising for pork sausages in Finland and China, it is useful to define the concept of commercial advertising. Since advertising is everywhere, we do not often pause to consider its true nature. According to Radhi (2023), advertising refers to the communication strategies employed to promote a product or service. Another source suggests that advertising attaches certain meanings to products to make them more attractive to the consumer (Häkli & Hakoköngäs, 2022). Regardless of how advertising is defined, in its most fundamental form, it is communication because it always implies a message. Communication in itself means exchanging information between at least two parties: a sender and a receiver. In the context of advertising, the sender would be a company and the receiver a customer. (Hakala, 2003).

How does advertising persuade people to buy something they did not even know they needed and even convince them that it was their own idea to buy the product? To be more persuasive, advertising language often differs from everyday language. Almost every sentence and its grammar are carefully designed to influence our critical thinking. While encouraging purchasing is a common aim, studies highlight that advertising goals can be complex and long-term and do not always lead to direct buying; rather, they aim to persuade consumers to accept the advertisement's message, trust the brand, and ultimately act in the manner desired by the advertiser. (Delin, 2000). Because attitudes towards meat vary across countries and social environments, advertising strategies and language must be modified to fit the target audience.

For the marketing of meat, for example, to be successful, we need greater knowledge of how to modify the language of advertising to fit the Chinese market and awareness of the importance of localization. Language is not simply a passive mirror that reflects reality. Although language and social reality are two separate systems, they are in constant two-way in-

teraction with each other. Thus, language shapes reality, and reality shapes language. (Fairclough, 2010). From this, we can conclude that the cultural environment in which an advertisement is presented shapes its language. At the same time, the language of advertising shapes the surrounding reality and culture. In this thesis, I'm comparing the usage of adjectives in the commercial advertising of meat between two companies from Finland and China respectfully and how the social reality of each country shapes the choice of adjectives.

Adjectives are words that tell us how something is like, such as small, good, old or soft. They are syntactically their own word class and can be defined as words that describe only nouns and pronouns. Syntax refers to the study that examines how words are combined to produce phrases, clauses, and sentences within a language. (Pullum & Huddleston, 2002).

The foods that are being advertised can be roughly divided into two categories, hedonistic food and functional food (Kim et al., 2009). Even though adjectives between these two categories overlap, in the hedonistic foods that are eaten for pleasure, the adjectives tend to be very seductive and sensory-based. Hedonistic food advertisements aim to use 'mouth-watering' adjectives and sensory images (Diederich, 2015) that simulate sensory pleasure in the brain and, in this way, reduce consumers' rational thinking before the purchase (Kim et al., 2009). In the functional foods that are eaten for nutritional reasons, the adjectives tend to be more informative and describe nutritional value. Food advertisements also use synecdochic profiling, in which a single sensory image evoked by an adjective, such as 'snappy' in sausage marketing, is used to represent overall quality (Diederich, 2015).

Chinese and Finnish advertising language also differ naturally due to their respective cultures and communication norms. Although both Finnish and Chinese cultures value honesty and modesty (Ou, 2023; Koduvayur, 2021), there is a surprising difference in what advertising language is considered acceptable and effective. Finnish advertising language is often directly in line with the communication norms dominant in Finnish society. This means that rather than being highly persuasive, aggressive, or emotional, Finnish advertising tends to be straightforward and modest (Koduvayur, 2021). Surprisingly, in China, the situation is quite the opposite. Advertising language tends to be rich and vivid, using memorable words to praise the product (Ou, 2023).

## 1.2 Aims and Significance

This bachelor's thesis examines the use of adjectives in advertising language in pork meat products of Finnish brand Atria and Chinese brand Shuanghui (双汇), while examining how the culture, attitudes, and public discussion around meat in these two countries may influence the choice of adjectives and advertising technique.

Research questions:

1. What similarities and differences can be found in the use of adjectives in pork sausage products advertising between Finnish and Chinese meat brands?
2. How does the social environment influence the adjectives used in the pork sausage advertisements in Finland and China?

Pork meat products are the fastest-growing segment in the Chinese meat market (Scheider, 2019). This has not gone unnoticed in the Finnish meat industry, as Finnish meat producers have increasingly entered the Chinese market since 2016 (Xinhua, 2025; Aaltonen, 2024). To localise a Finnish meat brand in China or vice versa, it is important to understand how advertising language, in this case adjectives, can be used in a sense that is appealing to the customers. Because meat consumption patterns have recently changed unevenly across the world (Winders & Ransom, 2019), and attitudes toward meat differ between Europe and China, studying these linguistic differences helps explain how cultural and ideological factors influence meat advertising language in each country. This makes it a relevant and timely research topic that can help meat-producing companies to succeed in new growing markets.

For this thesis, I have chosen to compare two foodstuff companies with a strong emphasis on the sausage products made of pork. These two companies are Atria (Finland) and Shuanghui (China). They are both nationwide and impactful in their respective areas, as discussed in detail later in the data collection chapter. Both Atria and Shuanghui operate in the meat industry, focusing on the same core products, such as pork, poultry, beef, and packaged meat products. This makes their products comparable within mass consumer markets. Because the products themselves are similar, differences in advertising language can be more effectively linked to

cultural and societal factors, thereby eliminating differences in language use caused by the product category (WH Group Limited, 2019; Atria, 2026).

Although there is plenty of research on adjective usage in the advertising of food and some studies on meat advertising, little attention has been given to the Chinese context, with no direct comparisons to the Finnish context. This is the research gap that the study aims to address. The findings of this research may help meat brands to better localize their communication strategies to fit specific markets and enhance consumer loyalty and market positioning.

## 2 Methodology

This chapter aims to present a theoretical background for this study. It begins by introducing the scientific approach and the research methodology used in the study. The chapter then describes the procedures used to collect and analyse the empirical data. The study is conducted using a qualitative approach and is based on the thematic analysis framework of Braun and Clarke, applied to the textual content of advertisements from Atria and Shuanghui (双汇).

### 2.1 The Scientific Approach and Methodology

This thesis is a qualitative research examining differences in the usage of adjectives in the advertisements of two meat companies, the Finnish Atria and the Chinese Shuanghui. When comparing the advertisements of the two companies, certain words seem to appear over and over again, while others are entirely absent. In this study, the adjectives are analysed using the theoretical framework of Braun and Clarke (2017). Thematic analysis is a qualitative research approach used to recognize and identify patterns or themes within the data, in this case, adjectives. For this reason, it is a suitable method for examining which words are selected to sell meat and why, as it excels at capturing both explicit and underlying meanings. Since Thematic analysis has no strict theoretical rules, it is a flexible method that can be used for many kinds of research depending on what you are trying to understand. It fits well for conducting inductive (data-driven) research on unstructured or not yet well-understood data, as in this study. (Clarke & Braun, 2017). The research analyzes how the advertising language reflects and builds the society around it by examining the word choices in specific semantic categories, which are generated through Clarke and Braun's thematic analysis framework. The flexibility of thematic analysis makes it particularly suitable for the study, since it fits well to examine language use in advertising from a linguistic perspective. To ensure the reliability of the study, the researcher's own assumptions must be considered, as they can influence the interpretation of the data and the conclusions drawn from it. (Braun & Clarke, 2006). The subjective perspective and assumptions of the researcher are addressed in the 'Analysis of Data' chapter below.

## 2.2 Braun & Clarke Thematic Analysis

This qualitative research is conducted using the thematic analysis framework of Braun and Clarke (2006, 2017). Thematic analysis is a flexible research technique that can be used as a tool to examine information in various ways by organizing and identifying recurring themes. This is a great approach, particularly when investigating complex data. Through thematic analysis, it is possible to interpret the different dimensions of the research topic. In this study, seven themes were generated from the data using the six steps of thematic analysis outlined by Braun and Clarke. The smallest unit of analysis is called a code. Codes are the basic units that capture data relevant to the research questions. Combining or grouping the codes, it is possible to identify broader patterns in the data. These broader patterns are called themes.

These six steps are:

1. Familiarizing yourself with your data
2. Generating initial codes
3. Searching for themes
4. Reviewing themes
5. Defining and naming themes
6. Producing the report

In the first step, the researcher spends time with the data, reading it carefully over and over again. The purpose of this is to gain an overall understanding of the content. The second step is to generate codes, the smallest units of analysis. In this study, this is relatively simple since we already know the codes correspond to adjectives. After identifying the codes, the researcher begins combining them into potential themes. To do this successfully, it is important to have a full understanding of the data. The fourth and fifth steps involve reviewing the themes to ensure they are accurate and do not overlap. If everything seems right, the themes can be named to reflect the content. Finally, the results are presented logically, providing clear data examples. The researcher should link the results back to the research questions and earlier research.

### 2.3 Data Collection

When selecting one Finnish and one Chinese meat brand for this comparative study, the companies' sizes, the diversity of their customer bases, and the comparability of their product categories were highly emphasized. To analyze how the adjectives used in companies' advertising reflect public perception of meat, the customer base must be as broad as possible nationally and include customers from all socioeconomic groups. In other words, the brand and its products cannot be targeted to a narrow customer segment but must be accessible and affordable to the entire nation and its population to ensure that the study leads to the intended results.

Atria was chosen to represent Finland in this study because it has the highest sales of all meat companies in Finland. In addition, Atria offers a great variety of meat products suitable for different kinds of Finnish cuisine, and the company has a well-established position in the Finnish meat industry, with roots dating back more than 120 years (Atria, 2026). Atria was selected not only because it met the criteria mentioned above, but also due to its strong connection to China. Atria has closed two export agreements with China, one for pork in 2026 (Xinhua, 2023) and one for poultry in 2024 (Aaltonen, 2024). Atria's export to China simply adds relevance to the comparative study.

To capture the Chinese perspective in this study, Shuanghui (双汇) was selected as the representative brand as it fits the required criteria effortlessly. Shuanghui, which is owned by the world's biggest pork producer, WH Group (万洲国际), is one of the biggest meat processing enterprises in China (Ewing, 2015). Shuanghui is a major player in the meat industry in China, covering the entire market and reaching customers across the whole country, online and in physical retail stores. Shuanghui's product selection covers everything from fresh and frozen meat to more processed meat products such as sausages. (WH Group Limited, 2019.) According to Ewing (2015), Shuanghui is aiming to provide meat products at a lower price for its customers. Shuanghui has succeed with their goals, since their products can be bought online or straight from supermarkets in every part of China. This suggests that the company targets a customer base that includes all the socioeconomic groups in China that can afford basic meat products. We can therefore conclude that Shuanghui meets the criteria for conducting this study and holds a similar product range, market position and customer base in China as Atria holds in Finland.

Eight product descriptions from eight different pork sausage products were collected from each brand. This amount of data seemed sufficient, since the sample group already revealed clear repetition and patterns. These eight product descriptions included both traditional sausages and products with added ingredients such as corn, chili, and cheese. The aim was to gather a diverse set of products and identify core adjective patterns that appear across all advertisements, regardless of minor variations in the products. The data for Shuanghui is collected from its official online shopping platform in Taobao, which, according to Zheng (2023), is the most extensive e-commerce platform in China. The adjectives are collected from the product description (图文详情) that includes pictures and text about the product. The data for Atria is collected from its official product page, which provides product information such as product description, ingredients, and nutritional values. Although it is not possible to purchase products from Atria's official website and it is therefore not directly comparable to platforms like Taobao, the biggest grocery retail operators in Finland, S-ryhmä and K-ryhmä, also use Atria's product descriptions on their online food stores. This makes the descriptions relevant and comparable sources for this study.

## 2.4 Analysis of Data

This chapter outlines how the steps of thematic analysis were applied in the analysis of the data.

### 1. Familiarizing yourself with your data:

As a first step, with the help of a native Chinese speaker, eight pork sausage product descriptions from Atria and Shuanghui (双汇) were carefully read to fully understand the text. The text was analyzed to identify adjectives and descriptive expressions, which were then compiled into a list. These were then compared to identify similarities and differences between the two companies.

### 2. Generating initial codes:

The collection of codes started. The aim was to identify which adjectives were used to understand which product qualities were highlighted and emphasized. Attention was paid to the adjectives that stood out, appeared repeatedly, or were missing from the comparative side. The

adjectives that were relevant to the study or created a clear theme, such as ‘taste,’ were written down.

### 3. Searching for themes

The codes, such as ‘country’ or ‘taste’, were then analyzed and connected to wider themes. Based on these findings, descriptive themes relevant to the study were created. For example, ‘domestic’ and ‘Finland’ were connected through the theme ‘Origin’. The adjectives were then categorized and placed under a theme that matched the theme the adjective was describing.

### 4. Reviewing themes

The adjectives under each theme were re-examined to make sure they matched the theme. The themes were also reviewed to ensure they accurately represent the data.

### 5. Defining and naming themes

Finally, the themes were reviewed one more time to ensure there was no overlap between them. When no overlapping was found, the themes were given their final and clear name that conveys exactly what each theme represents.

### 6. Producing the report

The story that the findings convey was explained as clearly as possible, leaning towards the earlier research. The analysis aims to be as logical as possible while critically reflecting on the researcher’s own assumptions throughout the analysis process.

The following themes are:

1. Taste of the meat
2. Texture of the meat
3. Origin of the product
4. Quality of the product
5. Impact on health
6. Usage of the product
7. Status in society

These themes provide the foundation for the comparison process and will guide us through the whole study. First, each theme is examined on its own by looking closely at the text. After that, the focus shifts to how the themes connect with each other, helping to build a broader understanding. In the final stage, the themes and the adjectives they hold are viewed in a wider social context. The analysis moves from detailed observations to a more general perspective. Throughout this process, the researcher's role is taken into account. It is recognized that the subjective viewpoint of a young Finnish university student of humanities, a relatively small sample of data, and a lack of skills in the Chinese language may have influenced the interpretation of the results and translations altogether.

Before moving to the findings, it is important to explain how the text's language affects the analysis. The words being analysed are from advertisements written in Finnish and Chinese. Chinese is an isolating language, meaning that word formation is relatively simple and that there are only a few inflectional morphemes. In other terms, Chinese words do not typically change form. (Li & Thompson, 1981). Because of this, the word classes are not as clear as in Indo-European languages (e.g., English) or Uralic languages (e.g., Finnish). In Chinese, adjectives tend to overlap with verbs and nouns (Li & Thompson, 1981), making word classification more complicated. For example, the adjective 'good' in Chinese is 好 (hǎo), whereas the adjective 'delicious' in Chinese is literally 'good to eat', 好吃 (hǎochī), containing an adjective and a verb. Another example would be long phrases appearing in Chinese ads, such as “肉的饱满 (ròu de bǎo mǎn)”, which translates roughly to “meat-like plumpiness”. In the case of longer descriptive word phrases, it is challenging to draw the line between the words that are part of the adjective. In these cases, a full explanation with examples is provided in the analysis.

One last notable limitation of the data analysis is the English translation. The original adjectives of the data do not always have direct equivalents in English. In these situations, a more detailed explanation is provided to clarify their meaning. The translation has been done with the help of physical and online dictionaries, native speakers of Finnish and Chinese, and artificial intelligence.

### 3 Findings

In this chapter, the findings will be presented through the seven themes generated from the data based on Braun and Clark's thematic analysis framework. Finally, the findings will be linked to earlier research relevant to this study. The aim of these findings and analysis is to answer the questions ‘What differences in adjectives do we find between the Finnish and Chinese companies, and how do the history, policies, and social reality affect the meat discourse they use?’

#### 3.1 Taste and Smell of the Product

Finnish adjectives	Chinese adjectives
maistuva ‘tasty’ herkullinen ‘delicious’ mausteinen ‘spicy’	肉香 ròu xiāng ‘meaty (smelling)’ 好吃 hǎochī ‘delicious’ 美味 měiwèi ‘tasty’ 可口 kě kǒu ‘delicious, tasty’ 鲜美 xiān měi ‘fresh and delicious’ 肉香 xiāng ‘meaty aroma’ 辣 là ‘spicy’ 浓郁 nóng yù ‘strong, intense (smell)’

These adjectives describe the taste and smell of the sausages, which is usually the main theme for adjectives used in a food advertisement and descriptions, as the product is meant to be eaten. Atria had surprisingly few adjectives describing taste. In their product descriptions, *maistuva* and *herkullinen* ‘tasty’ and ‘delicious’ were almost the only taste-describing adjectives. Only one specific description contained a third adjective, *mausteinen* ‘spicy’. This product was a chili sausage. Similar results were found in Shuanghui’s (双汇) advertisements, where deliciousness was described with various synonyms. Just like Atria, Shuanghui was selling a spicy sausage that was described with the adjective 辣 ‘spicy’. However, Shuanghui is focusing on vividly describing the taste and smell and trying to get consumers to crave the product. This is totally normal in food advertising and is usually the main way to persuade customers to make a purchase (Diederich, 2015).

## Example 1

肉香浓郁

ròu xiāng nóng yù

'strong meaty aroma'

## 3.2 Texture of the Meat

Finnish adjectives	Chinese adjectives
lihapitoinen 'meaty'	紧实 jǐn shí 'firm'
napsahtava 'snappy'	光润 guāng rùn 'smooth'
ohut 'thin'	光洁 guāng jié 'glossy, shiny'
kuoreton 'skinless'	脆嫩 cuì nèn 'crispy and tender'
	富有韧性 fù yǒu rèn xìng 'springy'
	肉的饱满 ròu de bǎo mǎn 'meat-like plumpness'
	Q弹 Q tán 'chewy, springy'
	鲜嫩 xiān nèn 'fresh and tender'
	有嚼劲 yǒu jiáo jìn 'chewy'

The theme describing the texture of the sausages shows more differences in what was being emphasized. While Atria kept this theme narrow, Shuanghui had a lot to say about the composition of their sausages. Shuanghui is very precise in letting the reader know how the product will look in the eye and feel in the mouth. It was strongly emphasized that Shuanghui's sausages are firm, chewy, and springy. Words like 紧实(jǐnshí), 有嚼劲(yǒu jiáo jìn) and Q弹(tán) were used frequently. Most often, the adjectives describing firmness appeared alongside nouns such as 'meat' or 'meat quality'. Atria, on the other hand, was describing the texture of its sausages in only three product descriptions, and only in one widely.

Example 1

肉质/的饱满

ròu zhì/de bǎo mǎn

'firm and plump like meat'

Example 2

肉质“紧实富有韧性”

jǐn shí fù yǒu rèn xìng

‘The composition of the meat is firm’

**3.3 Origin of the Product**

Finnish adjectives	Chinese adjectives
<b>suomalainen</b> ‘finnish’	
<b>kotimainen</b> ‘domestic, homegrown’	

The theme describing the product's origin might be one of the themes that most divides these two companies. Atria used the word *suomalainen* ‘Finnish’ in every single product description, and it was even included in the name of one sausage. In addition, in the left corner of every product description was a stamp that stated that the meat is grown in Finland (example 3). The same statement is also stamped on every package. It is not only a statement but also a nationwide food symbol in Finland, called the *Hyvää Suomesta* -stamp, ‘good from Finland’. To get access to that stamp, the meat must be 100% produced and packaged in Finland (Ruokatieto, 2026). This statement is not an adjective, but it is worth mentioning, as it highlights Atria's narrative as a local Finnish meat producer. The reason Atria is emphasizing the narrative of Finnish origin may stem from several factors. Firstly, according to surveys, Finnish people tend to have high trust in local animal welfare and in modern Finnish livestock production (Jokinen et al., 2012). As established before, animal welfare and the ethical responsibility of livestock production have also led to public discussion about reducing meat consumption (Westhoek et al., 2014; Chiles & Christy, 2019; de Araújo et al., 2022). Atria has something that really makes it stand out; it is from Finland. According to Araújo, the origin of the meat affects how customers perceive it. To get consumers to trust the brand, Atria has chosen to place a strong emphasis on the origin of the meat, repeating the word ‘Finnish’ significantly more than any other adjective.

On the Chinese side, there was not a single adjective or noun indicating where the meat was produced. This is most likely an outcome of the various food scandals China has faced. One type of food safety concern is the intentional addition of harmful chemicals to food to lower production costs or improve the product's texture. This and many other scandals have created a deep mistrust among Chinese citizens towards their country's food production (Yan, 2012; Liu & Ma, 2016). This suggests that Chinese origin is not a good selling point and is therefore not mentioned, not even in a single word.

### Example 3

Ruokaa omasta maasta

'Locally produced food.'

### 3.4 Quality of the Product

<b>Finnsih</b>	<b>Chinese</b>
laadukas 'high-quality' A-luokkainen 'premium' aito 'real' rehti 'honest' artesaani 'artisan'	优级 yōu jí 'premium level' 全新的升级 quán xīn de shēng jí 'newly upgraded' 安心和放心的 Ānxīn hé fàngxīn de 'reassuring, giving peace of mind' 甄选 zhēnxuǎn 'carefully selected' 真材实料 zhēn cái shí liào 'real and honest ingredients' 醇正和自然 Chúnzhèng hé zìrán 'pure and natural' 好食材 hǎo shícái 'good ingredients' 精工细作 jīng gōng xì zuò 'very precisely made'

Another theme that pointed out notable differences in adjectives between the two companies was the quality of the meat. While both Atria and Shuanghui used many adjectives to reassure customers that their products are excellent, they chose to describe that quality with very different undertones. Atria is using short and direct words like *aito* ‘real’ and *laadukas* ‘high quality’. These are very generic adjectives frequently used in the world of marketing to emphasise good quality. The adjectives Shuanghui has chosen to describe the product's quality are far more specific and reassuring. Word phrases like 安心和放心的 (Ānxīn hé fāngxīn de) ‘reassuring, giving peace of mind’ have an undertone of trying to overpower some kind of fear, such as harmful chemicals and sick animals in livestock production (Yan, 2012). On top of that, Shuanghui is using mostly adjectives that emphasise the realness, carefulness and pureness of the ingredients used. Something that differs from Atria is also the term ‘newly upgraded’, 全新的升级 *quán xīn de shēng jí*. While Shuanghui is marketing with new products, Atria is emphasizing the longevity of their product line, not new formulas or upgrades.

### 3.5 Impact on health

Finnsih	Chinese
laktoositon ‘lactose-free’ gluteeniton ‘gluten-free’	健康 <i>jiànkāng</i> ‘healthy’ 营养 <i>yíngyǎng</i> ‘nutritious’ 不膩 <i>bù nì</i> ‘not greasy’ 醇正和自然 <i>chúnzhèng hé zìrán</i> ‘pure and natural’

Atria’s adjectives do not convey many health-related qualities. The only adjectives that relate to nutritional value or health are ‘lactose-free’ and ‘gluten-free.’ Shuanghui frequently suggests that their sausages are healthy and nutritious. They are using very direct words, such as 健康 (*jiàn kāng*) ‘healthy’ and 营养 (*yíng yǎng*) ‘nutritious’, that leave no room for interpretation.

### 3.6 Using the product

<b>Finnish</b>	<b>Chinese</b>
monikäyttöinen ‘multipurpose’ monipuolinen ‘varied’ sopiva ‘fitting’ nopea ‘fast, instant’	

In the semantic group of ‘using the product, provide once again some variation. Shuanghui does not mention any adjectives that describe the functional features of the sausages. With the adjectives *nopea* ‘fast’, *monikäyttöinen* ‘multipurpose’ and *monipuolinen* ‘varied’, Atria is highlighting that the sausages don’t need a lot or any preparation before eating, and that they are suitable for many recipes and ways of cooking. It suggests that the sausages can be used for breakfast, lunch, and dinner, and as an ingredient in any kind of dish. This might be due to Finnish food culture. Finnish people tend to value simple home-cooked meals that form the core of the Finnish diet (Johansson et al., 2006). By highlighting the various ways sausages can be used in Finnish home-cooked meals, Atria is positioning itself as the option for everyday meals and linking to the highly valued tradition of home cooking. Shuanghui is simply choosing to highlight the texture and the taste over the functional features.

### 3.7 Status in Society

<b>Finnish</b>	<b>Chinese</b>
perinteinen ‘traditional’ suosittu ‘popular, favorite’ klassinen ‘classic’ ainoa oikea ‘the only and right (choice)’	传统 chuántǒng ‘traditional’ 经典 jīngdiǎn ‘classic’

While both meat brands express the longevity and status of their product lines through adjectives such as ‘traditional’ and ‘classic’, there is still a major difference in how this is emphasised between the two. Even though Shuanghui is not as old as Atria, which claims its production began as early as 1903, Shuanghui is not a total beginner either. Given that China’s meat

industry began to boom only in the 1980s (Yan, 2012; Schneider, 2019), Shuanghui has been among the oldest and leading pork producers in China, established in 1994 (WH Group Limited, 2019). Atria is using the long-lasting tradition of livestock farming as the foundation for its advertising. Atria is framing the livestock farming as the hard work that has built Finland and should be continued and honoured in the future as well (Häkli & Hakoköngäs, 2022). This is what the *ainoa oikea* ‘the only and right (choice)’ and the *perinteinen* ‘traditional’ stands for.

Shuanghui’s advertising strategy is not leaning into a similar narrative. Although adjectives like 传统 (chuántǒng) ‘traditional’ and 经典 (jīngdiǎn) ‘classic’ are mentioned, their purpose is not to build a strong national identity, but rather to convey a sense of familiarity and quality.

## 4 Discussion

This study compares the adjectives used in pork sausage advertisements by the meat brands Atria and Shuanghui, which operate in Finland and China. In this study, language is not examined in isolation but rather in a cultural context that functions as the key to understanding how the similarities and differences of adjective choice reflect and construct the social reality of meat consumption in these two countries. The study examined the social reality of meat consumption through food culture, concerns about meat, attitudes toward meat, and the influence of different advertising practices. This study was conducted using a qualitative thematic approach based on the framework of Clarke and Braun's thematic analysis to answer these specific research questions: "What similarities and differences can be found in the use of adjectives in pork sausage products advertising between Finnish and Chinese meat brands?" and "How does the social environment influence the adjectives used in the pork sausage advertisements in Finland and China?" The advertising text for Shuanghui is collected from the online shopping platform Taobao, and Atria's text is taken from product descriptions on its official websites. The same product descriptions are also used on the largest online food platforms in Finland. The texts are produced as commercial advertisements by meat brands to sell sausages, using persuasive marketing techniques and various communication strategies.

To deepen the analysis and understand what can be concluded from the findings, and how they are linked to the earlier research, the results are being analysed through the seven semantic themes already introduced in the earlier chapter: *'Taste of the meat'*, *'Texture of the meat'*, *'Origin of the product'*, *'Quality of the product'*, *'Impact on health'*, *'Usage of the product'* and *'Status in society'*. The themes that showed the greatest differences in findings are addressed first.

Between the two companies, Atria and Shuanghui, there are significant differences in the adjectives used and the semantic themes that are described. One of the most striking differences and most important finding appeared in the semantic theme *'Origin of the product'*. While adjectives describing the origin of the meat are completely absent from Shuanghui's advertisements, the word Finnish appeared up to six times per product, making it by far the most used adjective in Atria's advertisements. On top of that, the word 'domestic' or 'home-produced' appeared an additional two times per product, followed by the symbol of the Finnish flag. It is safe to say that Finnishness functions as a central discourse in Atria's advertising.

Shuanghui's decision to leave out the word 'Chinese' is also a message. What is left unsaid often tells its own story, sometimes contradicting what is written. These differences are not an accident or just a matter of preference. They actually address the biggest threat to each company's sales. In Atria's case, the global atmosphere around meat-eating is changing. Meat is becoming the most controversial food item because of its impact on health, the environment, climate, and animals (Testa et al., 2025). By emphasizing Finnishness, Atria is trying to justify meat eating in a context where meat eating is being continuously questioned. Finnishness tells the story of meat that is responsibly produced, of good quality, that supports traditional farming, and that comes from animals that are well cared for. On top of this, buying locally produced meat supports the local economy and offers employment. For these reasons, Finnishness can help to sell better in a situation where the product itself is questioned. In China, the environmental impact of meat and animal rights are not discussed as strongly as in Europe, or are even downplayed by the government (Winders & Ransom, 2019); instead, concerns lie elsewhere. Due to a widespread association with intentional contamination of meat products for profit, local Chinese producers are not generally trusted by consumers (Kim et al., 2016). It seems that for this reason, Shuanghui doesn't want to remind its customers about the origin of its meat. It has no positive connotation that would improve the sales.

Talking about the intentional poisoning of food in China, it is natural to move on to the themes of *Quality of the Product* and *Impact on Health*. The theme describing the origin of the meat is not the only theme that reflects Western meat debate and mistrust in Chinese food safety. In fact, aside from themes related to meat's taste and texture, all other themes are closely tied to broader issues surrounding meat consumption. This supports the argument stated earlier that advertising language may act as an early indicator of cultural change as it reflects the local culture and economy (Ou, 2023) and fight back against those changes that might negatively affect sales (Emery & Tian, 2010) and, in this way, can reveal underlying social tensions and attitudes in society. In the themes, *the quality of the product* and *the impact on health*, the strongest finding is again the fact that Shuanghui is rich and oddly specific in adjectives supporting product quality and health aspect. Quality was described with strikingly unusual adjectives like 安心和放心的 (ānxīn hé fàngxīn de) 'reassuring, giving peace of mind', 真材实料 (zhēn cái shí liào) 'real and honest ingredients', and 精工细作 (jīng gōng xì zuò) 'very precisely made'. Shuanghui is trying to actively reassure the customers that their meat is safe and trustworthy, while Atria is using very generic one-word adjectives such as

laadukas ‘high-quality’ and A-luokkainen ‘premium’. In Atria's case, quality seems to be an implicit norm that requires no further explanation or justification.

A similar pattern is visible in the theme ‘*Impact on Health*’. While Shuanghui is using many adjectives describing the positive health impact of their meat with adjectives like 健康 (jiànkāng) ‘healthy’, 营养 (yíngyǎng) ‘nutritious’, and 醇正和自然 (chúnzhèng hé zìrán) ‘pure and natural’, Atria doesn’t have any adjectives stating that the meat is healthy for one’s body. Not even one. This clear difference between the companies is an interesting finding that can also be explained by broader cultural factors. Shuanghui’s health-related adjectives can be linked back to the same food safety problems, as they reassure customers of the meat’s quality and safety. Atria’s case is somewhat more complex. Epidemiological studies show that meat, especially processed meat products, can be linked to various chronic diseases such as cancer and diabetes (de Araújo et al., 2022). This is a widely discussed and well-known topic that has also reached Finnish consumers. In this context, portraying meat as healthy would be at odds with societal discussion and make such a claim appear questionable. What Atria is doing instead is to use adjectives like laktoositon ‘lactose-free’ and gluteeniton ‘gluten-free, which are making the product suitable for those with dietary restrictions rather than healthy.

Let’s look next at the themes ‘*Status in society*’ and ‘*Using the product*’, since they are the last themes that are linked to the same cultural factors discussed above. Both companies use adjectives like ‘traditional’ and ‘classic’ in similar ways, but Atria seems to use longevity as a stronger selling point than Shuanghui, adding adjectives like *suosittu* ‘popular, favorite’ and *ainoa oikea* ‘the only and right (choice)’. They are trying to appeal to Finnish food culture, where sausages are a very familiar food items and popular among kids and families (Johansson, 2006). The same source suggests that sausages are often described as being prepared in a home setting. This argument will lead us to the theme ‘*Using the Product*’. It is no coincidence that Atria is portraying the sausage as multifunctional daily food. Adjectives like *monipuolinen* ‘varied’, *sopiva* ‘fitting’, and *nopea* ‘fast, instant’, reminds the customer of the easy Finnish home recipes that sausages are part of. Shuanghui, on the other hand, is not using any adjectives to describe the cooking setting or the product's usage. This is because Shuangui leans more into the idea of the sausage being trusted and desired.

Shuanghui has lost its reliability among customers because of various scandals. The most famous of them was feeding clenbuterol to pigs, which can cause unwanted effects. The scandal left some Chinese customers reconsidering buying Shuanghui's pork meat ever again. (Ewing, 2015). Both companies, Atria and Shuanghui, seek to make their products desirable to customers, but Shuanghui can't use the same methods as Atria due to its history of scandals. Instead, Shuanghui uses adjectives that appeal to taste and smell to persuade customers to purchase the product by evoking sensory pleasure and describing a texture that suggests good quality.

The last themes, '*Taste and Smell of the Product*' and '*Texture of the Product*', shows Shuanghui using many adjectives that belong to these themes. There are not only many of them, but they are very persuasive and rich in sensory description such as 肉的饱满 (ròu de bǎo mǎn) 'meat-like plumpness', 有嚼劲 (yǒu jiáo jìn) 'chewy' and 鲜美 (xiān měi) 'fresh and delicious'. Using these kinds of adjectives in food advertising is quite common, especially for hedonistic foods such as sweets and fast food. This is because customers are eating hedonistic foods to get pleasure. (Kim et al., 2009). What is interesting is that sausages don't necessarily belong in the hedonistic category, as they are often considered as a functional food rather than a product consumed primarily for pleasure. Framing the sausages as more hedonistic food might be a conscious choice by Shuanhui to shift the customer's focus from health to pleasure and reduce rational thinking. It is also possible that the rich and vivid sensory descriptions stem from Chinese advertising culture, which tends to be highly descriptive and to praise the product (Ou, 2023). Atria, on the contrary, has very few adjectives describing taste. The question remains, why does Atria not try to market its sausages through the same vivid description of delicious taste as Shuanghui? It may be related to the growing opposition towards meat consumption in Europe and concerns about animal rights (Häkli & Hakoköngäs, 2022). Telling the audience how chewy their sausages feel in the mouth and how delicious they taste might not be an effective way to advertise in an atmosphere where it is better to make the customer forget that the product is made of meat. Another reason might lie in the Finnish communication and advertising style, which is relatively direct, informative, and not overly expressive (Koduvayur, 2021). This might explain why Atria is not using highly expressive adjectives.

## 5 Conclusion

The topic of adjective usage in sausage advertising in Finland and China was selected for its timeliness and my personal interest. As a Finnish student who has studied and lived in China, I noticed significant differences in public concerns about meat between China and the Western world. This sparked my interest in conducting my bachelor's thesis on the topic from a linguistic perspective.

This study investigated the use of adjectives in Finnish and Chinese pork sausage advertisements by two meat companies, Finnish Atria and Chinese Shuanghui (双汇). The research aimed to identify similarities and differences between the adjectives used in each company's advertisements. Second, the study investigated how the social environment influences adjective choice. The study was conducted using a qualitative thematic approach based on the framework of Clarke and Braun's thematic analysis.

The findings revealed interesting and notable differences not only in the adjectives but also in the overall narratives that the companies, Atria and Shuanghui, are telling about their products. Shuanhui is choosing adjectives that describe the safety, quality, healthiness, and sensory pleasure of their sausages, while Atria is highlighting one adjective above all the others: Finnish. The two almost entirely opposite narratives in the advertisements suggest that advertising language reflects the distinct social concerns surrounding meat consumption in each country. In China, concerns about meat consumption lie almost entirely in food safety. Scandals where illegal substances have been purposely added to the food to gain more profits have weakened the trust in local meat producers among Chinese people. This problem is evident in Shuanghui's advertisements, where the adjectives emphasize reassurance, careful production, and the purity of the ingredients. In Finland, on the other hand, where local meat production carries an excellent reputation, the concerns about meat consumption have a global and ethical focus. Key concerns focus on the impacts of intensive meat production on the environment, climate, animal welfare, and human health. Livestock farming and meat consumption have historically been closely connected to Finland's development, food security, and national identity. To justify meat consumption in a rapidly changing social climate, Atria is focusing strongly on Finnishness and local production in its advertising language, framing meat consumption as responsible and familiar by grounding it in Finnish cultural heritage.

The findings of this study show that through adjective choice and narratives, meat companies respond to the fears, values, and social norms of the societies around them. Because advertising language is an effective way to shape social reality and consumer attitudes toward meat consumption, commercial advertising can serve as a valuable lens for examining broader cultural and societal tensions.

These results provide valuable insights for Finnish meat companies entering the Chinese market and vice versa. Finnish companies have an excellent opportunity to earn the trust of Chinese citizens by emphasizing the Finnishness of their products. The excellent quality of Finnish food and trustworthy procedures create a significant market gap in a society where trust in its own meat production has been damaged. It should still be noted that Chinese people might not be familiar with Finland's reputation for food safety, so relying on the adjective "Finnish" alone may not be sufficient. Entering the Chinese market, Atria and other Finnish meat brands should use richer, more descriptive advertising language that explains what Finnish meat production means. Chinese meat brands, by contrast, might have difficulty reaching Finnish customers, regardless of the language they use in advertising. Finnish people trust Finnish meat and are unlikely to choose a Chinese alternative if they know its origin.

Although the study provides beneficial insights, certain limitations should be acknowledged. A case study covering only two companies and eight advertisements from each of them makes the data a relatively small sample. The data does not include older advertisements that could provide valuable information about the adjectives that are part of the brand's natural language, rather than about changes in the social environment. Also, the study focuses mainly on adjectives, leaving other valuable elements of communication, such as colors, design, and pictures, out of the analysis. On top of this, the translation process may have affected the interpretation of certain expressions, as translation between Chinese and English does not always perfectly capture cultural nuances. Finally, although the study was conducted as objectively as possible, the researcher's background, experiences, and limited knowledge of the Chinese language and society might still have affected the interpretation of the data.

To obtain more reliable results and deepen understanding of the topic, it could be investigated further through additional research. The first way to investigate would be to examine advertisements from Atria and Shaunghui over a longer period, such as 20 years, and see whether the advertising language changes as discussions about meat in society evolve. The second

way would be to include more meat brands from diverse backgrounds and customer segments to see whether similar results are evident in their advertisements as well. The third way would be to investigate other communication strategies in advertising, such as design, visual elements, colors, symbols, and other aspects of language beyond adjectives. Further investigation is warranted, as attitudes toward meat consumption are likely to undergo drastic changes in the coming decade as laboratory meat and new technology develop (Winders & Ransom, 2019). In which direction it will lead the public meat discussion, it is hard to tell yet.

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## Appendix

AI Use Declaration Form:



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### Mandatory AI Use Declaration

*BA Dissertation Proseminar (CHIN0012) — Department of Chinese, University of Turku*

Name: Taru Kaario

Student ID: 2205994

**Dissertation title:** Thematic Analysis of Adjective Usage in Pork Sausage Advertisements in Finland and China

**Date:** 16.5.2026

1. **Which of the following did you use AI for? (Tick all that apply.)**  Brainstorming or narrowing my topic / research question

- Finding or summarising sources, or replacing reading I did not do
- Drafting paragraphs, sentences, or transitions that appear in the final text
- Translating my own writing between languages (Chinese / English / Finnish)
- Paraphrasing or rewriting passages from sources
- Generating or coding data, examples, tables, or quotations
- Proofreading grammar, spelling, and punctuation only
- Structuring or restructuring chapters / the argument
- Other (specify below) :

**List every AI tool you used (ChatGPT, Claude, DeepSeek, Gemini, Grammarly, Quillbot, DeepL Write, humanisers, etc.):**

I used ChatGPT, DeepL and Grammarly

2. **Approximately what percentage of the final text was produced with AI assistance in any form (drafted, rewritten, translated, or substantially edited)?**

- 0%  1–10%  11–25%  26–50%  51–75%  more than 75%

3. **Did you use an AI humaniser, paraphraser, or any tool designed to make AI text sound human or evade detection (e.g. Undetectable AI, StealthGPT, Quillbot humanise, manually inserting errors)?**

- Yes  No If yes, which tool and for which sections: \_\_\_\_\_

4. **Can you, without AI, explain every argument, source, and analytical decision in your dissertation if I ask you in the viva?**

- Yes, all of it  Most of it  Some parts I would need to revisit

5. **Open response. Describe honestly how AI shaped your dissertation — what it helped you understand, where you relied on it more than you should have, and what in the final text is most clearly your own thinking. Vague answers ("only grammar") tell me nothing; specific answers build trust.**

I admit that while writing my thesis, I used AI for manual work and for translation. Neither English nor Chinese is my first or even second language, so I wrote the chapters in Finnish first and used AI to help translate them, making them easy for the reader to understand. However, I never translated a full chapter, only words or short sentences when needed. I also used AI to explain the content of some sources in simpler language or to summarize them, since the academic text was sometimes hard to understand. Sometimes I ask AI to find sources, but only if nothing can be found in the school's e-library or on Google Scholar. I also used Grammarly to correct my grammar and sentence structure while writing.

Declaration. I confirm that the above is a complete and honest account of my AI use, and that the arguments, analysis, and critical engagement in my dissertation are my own work.

Shuanghui (双汇) ads on online store Taobao:

[https://shuanghuishipin.world.tmall.com/category.htm?spm=a21n57.shop\\_search.0.0.541c57b2pa4L4c](https://shuanghuishipin.world.tmall.com/category.htm?spm=a21n57.shop_search.0.0.541c57b2pa4L4c)

1.



2.



3.

# 台式烤香肠（经典原味）

Q弹鲜嫩，肉香浓郁，亲我一口，感受台式风味~



主打招：嫩

营养配比，内涵杠杠滴

4.

肉质饱满 肉香四溢

# 香嫩煎烤旺

蒸煮淀粉肉肠

色泽光润

肉香味醇正自然，入口香嫩弹润



好吃美味 一学就会

随时随地享受美味，满足挑剔的味蕾！

5.

# 入味均匀 自然鲜香 拯救你的味蕾

6.



**新意风味香肠**  
藤椒风味调味料 $\geq 20\text{mg}/100\text{g}$

**甄选新鲜肉类**  
饱满紧实 新鲜嫩滑

**香辣鲜美的口感**  
筋肉搭配更过瘾

7.

# 『健康美味 就选双汇』

肉质 “紧实富有韧性”

口感 “腴嫩不腻”

#□□美味吃出来#



# 清新肉香

色泽红润光洁 香味醇正自然

健康 · 营养 · 美味

双汇王中王九七年推出

二十年匠心制作

— ·



# 真材实料 口口是肉的满足

双汇品质 给你吃安心放心肉#

## 双汇王中王优级火腿肠

经典品质 · 全新升级

Atria's ads on their official website:

<https://www.atria.fi/tuotteet/>


1.

Atria.fi > Tuotteet > Atria Suomalainen Nakki 500g

### ATRIA SUOMALAINEN NAKKI 500G

Maistuva suomalainen nakki. Nakki sopii monipuoliseen ruoanlaittoon ja arjen pelastus on vaikkapa nopea nakkikeitto pakastevihanneksista tai kaikenikäisten suosikki nakit ja ranskalaiset.

Laktoositon Gluteeniton



LIHA ON AINA SUOMALAISTA

2.



Atria.fi > Tuotteet > Atria Rehti Cheddar nakki 280g

## ATRIA REHTI CHEDDAR NAKKI 280G

Atria Rehti Cheddar nakki on herkullinen ja monikäyttöinen kuoreton nakki, joka sopii täydellisesti sekä ruuanlaittoon että naposteluun. Nakki on valmistettu suomalaisesta lihasta ja sisältää maukasta cheddarjuustoa. Lisäksi se on sekä laktoositon että gluteeniton.



3.



Atria.fi > Tuotteet > Atria Takkalenkki 500g

## ATRIA TAKKALENKKI 500G

Atria Takkalenkki on maistuva, perinteinen lenkkimakkara vaikkapa takkatulen loimussa nautiskeluun. Kokeile Takkalenkkiä myös pizzassa! Laita uuni lämpenemään 225 asteeseen. Laita valmis pizzapohja leivinpaperin päälle pellille. Mausta tomaattipyyree murskatulla valkosipulilla, pippurilla ja yrttimausteilla. Levitä seos pizzapohjan päälle. Kuori ja suikaloi 1/2 takkalenkkimakkaraa. Suikaloi paprika ja viipaloi tomaatit sekä herkkusienet. Levitä ainekset pizzapohjan päälle, tomaattiviipaleet päällimmäiseksi. Voit ripotella niille vähän yrttimausteita. Peitä pinta juustoraasteella. Paista uunissa noin 15 minuuttia ja herkuu on valmis nautittavaksi.



4.



Atria.fi > Tuotteet > Atria Artesaani Mausteinen Paprika-Chili Makkara 240g

## ATRIA ARTESAANI MAUSTEINEN PAPRIKA-CHILI MAKKARA 240G

Mausteinen makkara on valmistettu suomalaisesta laadukkaasta lihasta perinteisiä kädentaitoja kunnioittaen. Se on maustettu herkullisilla mausteilla suomalaisen makuun sopivaksi käyttämällä mm. paprikaa ja chiliä. Tuotteessa on korkea lihapitoisuus 87% ja se sopii erinomaisesti grillaukseen, herkutteluun ja ruuanlaittoon.



5.



Atria.fi > Tuotteet > Atria Punainen Lenkki 500g

## ATRIA PUNAINEN LENKKI 500G

Perinteinen ja maistuva kotimaisesta viljaporsaan- ja nautanlihasta valmistettu punainen lenkkimakkara, jossa on helposti irtoava kuori. Uunissa se paistuu herkulliseksi 200 asteessa 10-15 minuutissa. Lisukkeeksi voit paistaa kauden kasviksia.



Laktoositon

Gluteeniton



6.



Atria.fi > Tuotteet > Atria Hiillos Grillimakkarat 400g

## ATRIA HIILLOS GRILLIMAKKARA 400G

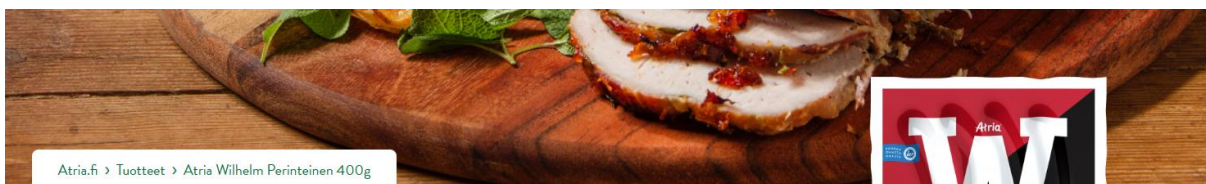
Atria Hiillos Grillimakkarat mausta kertoo, että se on säilynyt suomalaisten suursuosikkina jo yli 40 vuotta. Kokeile vaihteeksi Hiillosta myös nachonyytteissä eli kaari folionytyttiin makkaras, nachoja, oliivi- ja jalapenoviipaleita sekä cheddarjuustokastiketta.



Laktoositon

Gluteeniton

7.



Atria.fi > Tuotteet > Atria Wilhelm Perinteinen 400g

## ATRIA WILHELM PERINTEINEN 400G

Lihaisa perinteinen grillimakkarat grillaukseen ja ruuanlaittoon A-luokan lihansyöjille. Monelle se ainoa oikea lihaisa makkarat, jonka kaveriksi riittää hyvä sinappi. Mutta kokeile Wilhelmiä myös ruuanlaitossa, esimerkiksi klassisessa pyttipannussa.



Laktoositon

Gluteeniton

8.

## ATRIA WILHELM LUONNONKUORINAKKI 360G

Atria Wilhelm luonnonkuorinakki on erittäin lihaisa ja herkullinen nakki vaatimaan makuun. Nakeissa on korkeaa yli 90% lihapitoisuus ja ne ovat saaneet makunsa mm. aidosta lihalielemestä. Tämän lisäksi nakkien ohut kuori takaa napsahtavan lopputuloksen. Nakit voi valmistaa vaikkapa saunan kiukaalla! Laita kiuaspussi kiukaalle ja löylyttele kaikessa rauhassa. Kun pussista kuuluu nesteen tärinä, on se merkki siitä, että nakit alkavat olla valmiita popsittaviksi. Vaihtoehtoisesti voit kuumentaa nakkipussin myös uunissa tai hiilloksella vaikkapa tekassa. Varmista vain pussin soveltuvuus. Uunissa tai hiilloksella nakit ovat valmiita nautittaviksi reilussa vartissa.



Laktoositon

Gluteeniton



LIHA ON AINA SUOMALAISTA