

Exploring the Role of Cultural Aspects in Advertising Discourse

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Abstract: This article explores the role of cultural aspects in advertising discourse and their importance in international marketing. It examines the various elements of culture, such as values, rituals, symbols, beliefs, and thought processes, and their impact on advertising. The article also discusses criticisms and limitations of cultural aspects in advertising discourse, such as cultural stereotypes and misrepresentations, difficulty in understanding cultural nuances, and inappropriate use of cultural elements. Moreover, it highlights the importance of cultural aspects in advertising discourse, including building rapport with the target audience, enhancing brand image and credibility, and increasing sales and market share. The article concludes by emphasizing the need for cultural sensitivity in advertising discourse and its implications for international marketing efforts.

Keywords: advertising discourse, cultural aspects, symbols, values, rituals, stereotypes.

Introduction

Cultural aspects in advertising discourse refer to the use of cultural elements such as values, symbols, rituals, beliefs, and thought processes in advertising messages to communicate with a specific target audience. In international marketing, cultural aspects play a significant role in shaping consumer behaviour and influencing their purchasing decisions. Therefore, it is essential for marketers to understand the cultural nuances of their target market to create effective advertising campaigns that resonate with their audience. This literature review explores the definition of cultural aspects in advertising discourse and the importance of cultural aspects in international marketing. Values are deeply ingrained beliefs and attitudes that shape an individual's behaviour and decision-making process. In international marketing, values play a crucial role in creating effective advertising campaigns as they help marketers understand the cultural preferences of their target audience (Usunier & Lee, 2009). For instance, in Japan, respect for elders is a core value, and advertisements that depict older people in a positive light are likely to be well received by the Japanese audience. Rituals are symbolic actions that hold significant cultural meaning. In international marketing, understanding the significance of rituals can help marketers create advertising messages that resonate with their target audience (Belk, Sherry, & Wallendorf, 1988). For example, during Ramadan, Muslims fast from dawn to dusk and break their fast at sunset. Advertisements that feature food items that are traditionally consumed during Ramadan are likely to be well received by the Muslim audience.

Symbols are visual or verbal representations that hold significant cultural meaning. In international marketing, symbols can be used to create advertising messages that appeal to the emotions of the target audience (Keller & Lehmann, 2006). For example, in China, the color red is associated with good luck and prosperity. Advertisements that feature red color elements are likely to be well received by the Chinese audience. Beliefs are assumptions and convictions that individuals hold about themselves, others, and the world around them. In international marketing, understanding the beliefs of the target audience can help marketers create advertising messages that resonate with their audience (Hofstede, 2001). For example, in India, the concept of karma is deeply ingrained in the culture, and advertisements that promote the idea of good karma are likely to be well received by the Indian audience.

Thought processes refer to the way in which individuals process information and make decisions. In international marketing, understanding the thought processes of the target audience can help marketers create advertising messages that appeal to their cognitive preferences (Mick & Buhl, 1992). For example, in the United States, advertisements that use logical and rational arguments are likely to be well-received by the American audience. One of the criticisms of cultural aspects in advertising discourse is the potential for cultural stereotypes and misrepresentations. Marketers may use cultural elements in a way that reinforces negative stereotypes or misrepresents the culture of their target audience (Shimp & Sharma, 1987). Additionally, cultural nuances can be challenging to understand, leading to inappropriate use of cultural elements in advertising messages. Despite the criticisms and limitations of cultural aspects in advertising discourse, they play a crucial role in international marketing. By understanding the cultural nuances of their target audience, marketers can create advertising messages that build rapport with their audience, enhance brand image and credibility, and increase sales and market share (Samli & Palan, 1999).

Elements of Culture in International Marketing

International marketing involves the use of marketing strategies to reach and influence consumers in different countries. Cultural factors play a significant role in shaping consumer behavior and influencing their purchasing decisions. Therefore, it is essential for marketers to understand the cultural nuances of their target market to create effective advertising campaigns that resonate

with their audience. This literature review explores the impact of cultural elements such as values, rituals, symbols, beliefs, and thought processes on international marketing.

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Criticisms and Limitations of Cultural Aspects in Advertising Discourse

Despite the importance of cultural elements in international marketing, there are several criticisms and limitations associated with their use in advertising discourse. This literature review explores some of these criticisms and limitations, including cultural stereotypes and misrepresentations, difficulty in understanding cultural nuances, and inappropriate use of cultural elements.

One of the most significant criticisms of using cultural elements in advertising discourse is the risk of perpetuating **cultural stereotypes and misrepresentations** (Pollay, 1986). Advertisements that rely on caricatures or exaggerations of cultural elements can be offensive and alienating to the target audience. For example, an advertisement that portrays all Chinese people as martial arts experts perpetuates the stereotype that all Asians are skilled in martial arts.

Another limitation of using cultural elements in advertising discourse is the difficulty in **understanding the cultural nuances** of the target audience (Usunier & Lee, 2009). Cultural differences can be subtle and complex, and marketers may not always have a deep understanding of the cultural preferences and values of their target audience. This can lead to ineffective advertising campaigns that fail to resonate with the audience.

Finally, the **inappropriate use of cultural elements** in advertising discourse can also be a limitation. Marketers may use cultural elements simply for their aesthetic appeal without considering their cultural significance or appropriateness (Belk, Wallendorf, & Sherry, 1989). This can lead to advertisements that are insensitive or offensive to the target audience. For example, an advertisement that uses a sacred religious symbol in a flippant or disrespectful manner can be offensive to members of that religion.

Cultural Aspects in Advertising Discourse

The use of cultural elements in advertising discourse can have a significant impact on international marketing efforts. This literature review explores the importance of cultural aspects in advertising discourse, including building rapport with the target audience, enhancing brand image and credibility, and increasing sales and market share. One of the primary benefits of incorporating cultural elements in advertising discourse is the ability to build rapport with the target audience (De Mooij, 2018). When advertisements reflect the cultural values and preferences of the audience, they are more likely to resonate with them and establish a connection. This connection can lead to increased trust, loyalty, and brand affinity among the target audience. Cultural elements can also enhance the brand image and credibility of a company (Samli, 2014). By demonstrating an understanding of the cultural context in which the target audience operates, companies can position themselves as culturally sensitive and relevant. This can lead to a positive perception of the brand and increased credibility among the target audience. Finally, the use of cultural elements in advertising

discourse can lead to increased sales and market share (Kotler & Keller, 2016). By tailoring advertisements to the cultural preferences and values of the target audience, companies can create more effective advertising campaigns that resonate with the audience. This can lead to increased sales and market share in the target market.

Conclusion:

In conclusion, cultural aspects in advertising discourse refer to the use of cultural elements in advertising messages to communicate with a specific target audience. Cultural aspects play a significant role in shaping consumer behaviour and influencing their purchasing decisions. Therefore, it is essential for marketers to understand the cultural nuances of their target market to create effective advertising campaigns that resonate with their audience. Despite the criticisms and limitations of cultural aspects in advertising discourse, they play a crucial role in international marketing by building rapport with the target audience, enhancing brand image and credibility, and increasing sales and market share. Furthermore, while cultural elements play an important role in international marketing, there are several criticisms and limitations associated with their use in advertising discourse. These include the risk of perpetuating cultural stereotypes and misrepresentations, difficulty in understanding cultural nuances, and inappropriate use of cultural elements. Marketers must be sensitive to these limitations and ensure that their advertising campaigns are culturally appropriate and respectful of the target audience. Moreover, the use of cultural elements in advertising discourse is important for international marketing efforts. It can help build rapport with the target audience, enhance brand image and credibility, and increase sales and market share. Marketers must be sensitive to cultural nuances and ensure that their advertisements are culturally appropriate and respectful of the target audience.

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