Intercultural Communication through Advertising

Erika Grodzki, Lynn University
03.02.21

ASHTALKS PRO – LONDON
#ASHWELLCULTURALHUB
ASHTALKS PRO
LISTEN, LEARN, GROW

Intercultural Communication through Advertising

Erika Grodzki
Professor, Advertising and Public Relations
Lynn University, Florida

Wednesday 3rd February 2021 | 8:15pm | Sitting Room

#ASHWELLCULTURALHUB
Topics

- Intercultural Communication and Research
- Advertising Mistakes
- Global Campaign Success
1. Intercultural Communication & Research
Understanding You

When did you learn the most about another culture?
Intercultural Research

- Hofstede’s Cultural Dimensions
- Hall’s High vs. Low Context
- The Concept of Face
- Linear vs. Non-linear
Lacuna Theory

- Gaps in texts - what is present in one culture but not in another (Antipov et al., 1989, p.85)
- Language and translation studies
- Developed to address advertisements (Grodzki, 2002)
- What lacunae would emerge when the text is viewed by a non-member of the culture?
British & American English

British

car park

American

car parking lot /ˈpar·kiŋˌlɔt/

Bonnet

American

hood /hʊd/

Boot

American

trunk /trʌŋk/

Petrol

American

gas /gæs/
Language Differences

[Map of the United States with regions shaded to indicate differences in language terms:
- Gray: water fountain
- Orange: drinking fountain
- Green: bubbler

Harvard Dialect Survey, 2002-3
©2004 Bert Vaux]
Video Content

- What to be aware of – colors, non-verbal behavior, mixtures of ethnicities (positive or negative), eating behaviors, etiquette
Shapes/Symbols/Colors/Animals/Images

Lucky or unlucky (red – lucky in China)
USA and UK (no 13th floor) – Nippon Airways in Japan (no seat #4 or #9)
The Wise Old Owl
Clothing (major differences)
Cultural Values and Lifestyles

Do the groups hold similar values? Do their lifestyles differ?
Product Usage

- Dryer sheets in Europe
- Nescafé (use of a kettle)
- Size matters (smaller appliances)
- Taste matters (bland or spicy)
- Very dependent upon the product category
- Technological Advances (no use or different uses)
Media Usage Trends

✧ Be aware of media usage trends (before Facebook – now Instagram – Twitter, SnapChat, TikToc)

✧ Great differences between demographic groups

✧ Also consider how media is used (myself vs. my son) – speaking to the phone/iPad – learning by watching videos

✧ Think about those outside of your target (when exposed to your advertisement – will they be offended?)
Ads do cross cultures even if they were not created for that purpose

With such a great mixing of cultures – all ads must (to a certain degree be cross-cultural)
2. Advertising Mistakes
Pinto refers to a man with small genitals (Brazil)
1994, Heineken Soccer World Cup bottles with national flags – “Saudi Arabia was one of the finalists for the World Cup and hence its National flag appeared on the beer bottle. Heineken had to immediately withdraw its campaign after the bottles were launched because the National Flag of Saudi Arabia features a religious verse from the Holy book Quran, which had hurt the religious sentiment of the country.”
Fiat

2008 – (aired in China – Fiat had to apologize) Fiat releases a commercial in which Richard Gere drives a Lancia Delta from Hollywood to Tibet. (Gere is hated in China for supporting the Dalai Lama)
Burger King

- 2009 – Burger King – “When your advertising campaign draws official protest from a nation’s government instead of increased sales, it’s time to rethink your marketing strategy.” (Shaun Rein)
2006 VW GTI – “the Turbo-Cojones ad points to the absence of a Latino marketing specialist among the probably the many German experts. The use of the cojones word is very offensive to the Latino community, it’s not joke. There are some fine universities in Latin America where Germans can hire fine marketing executives.”
3. Global Campaign Success
Global Culture

Music / Video / Social Media
Global Campaign Success

- McDonald’s – I’m Lovin It (Music, Youth, Idea of Fun)
- Dove – Campaign for Real Beauty (Women, Beauty Ideals, Reality)
- Redbull – Grassroots Campaigns (Global/Local Hero/Extreme Sport)
- Apple – Ipod (Aesthetics)
References


Thank You