



LINGUACULTUROLOGICAL ASPECTS OF ADVERTISING TEXTS: CRAFTING MESSAGES THAT TRANSCEND LANGUAGE BARRIERS

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Abstract: This article examines advertising texts and their linguaculturological aspects. The importance of cultural values on the process of making decisions and some potential ways to avoid cultural barrier are provided as well.

Key words: Advertisements, advertising texts, linguaculturology, semiotics, humor, cultural values, consumer.

Nowadays, advertising is an integral part of human life. We come across different types of advertisements on the streets, on the radio, on the Internet, on television, in newspapers and magazines several times a day. Therefore, advertising is one of the current topics studied by various scholars. Psychologists consider that advertising is information delivery tool which informs buyers and consumers about the quality of the product, its benefits and other social and psychological aspects.¹

According to American Marketing Association "advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor". In the fast-paced world of advertising, the ability to effectively communicate with diverse audiences is crucial. Knowledge of culture and language is an inevitable part of understanding the nature of advertisements and advertising texts. Linguaculturology is a branch of linguistics that arose at the intersection of linguistics and culturology and studies the manifestations of the culture of the people, which are reflected and entrenched in the language².

Consumers and their demands are the most essential point of effective advertising strategy. It is undeniable fact that advertisements are meant to influence consumers to purchase goods and services and at the same time attract new consumers³. Consumers from different cultures behave differently and understanding of the consumers cultural values is a process. This process is defined as "the study of process involved when people select, purchase, use, dispose of products, services, ideas, or experiences to satisfy needs and desires" by De Mooij. Consumers' values

¹Иванова Е.В. Психоллингвистика рекламного обращения. Москва, 2009. - С.28. www.aztr.ru.

² Maslova, V.A. Linguaculturology. Introduction. 2018.

³ Asemah, E. S. Relationship between advertising and culture. International Journal of Communication, 2017.



have been considered as the result of culture and ethnicity. Therefore, certain types of values regarded as important by one cultural group may not be so important to another.

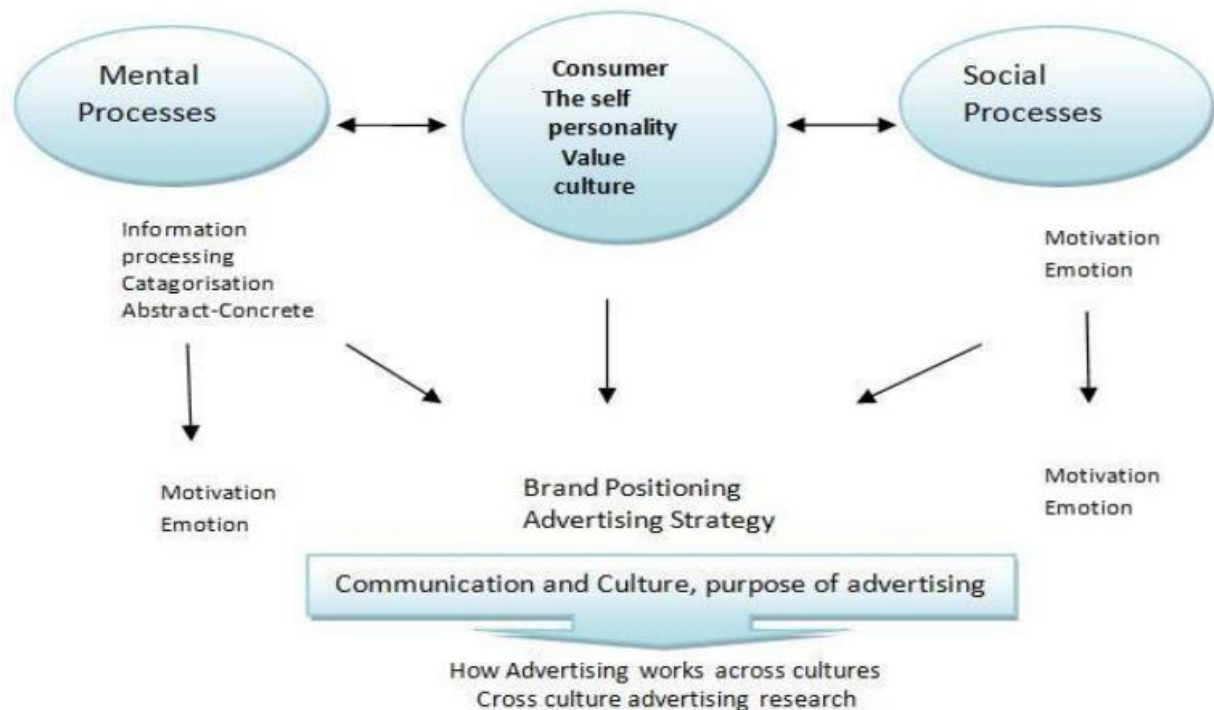


Figure 1. Cultural values and consumers behavior model
(Source: De Mooij, 2010)

Linguaculturology plays a pivotal role in shaping advertising messages that resonate across cultural boundaries.

Cultural Sensitivity in Language Choice:

The linguistic choices made in advertising texts should reflect a profound awareness of cultural nuances. Understanding the cultural connotations of words and phrases helps advertisers avoid unintentional misunderstandings or, worse, cultural insensitivity. Adapting language to align with cultural norms fosters a connection between the brand and its audience.

Symbolism and Semiotics:

Linguaculturological aspects extend beyond mere words to include symbols and semiotics. Advertisers often use symbols that carry cultural significance, allowing them to convey messages that transcend language barriers. The effective use of semiotics in advertising texts enables the audience to grasp the intended meaning, even if they are not fluent in the language used. In the picture below it can be seen



that the advertisement of the most famous sport shoes company Adidas. By presenting hurt foot it is understood that their product is the best and real⁴.



Figure 2. The advertisement of Adidas
Cultural References and Context:

Incorporating culturally relevant references and context into advertising texts is a powerful strategy. Ads that resonate with the audience's cultural experiences, traditions, and values are more likely to capture attention and foster a positive response. Besides that, using cultural references arise trust to particular product. This requires a deep understanding of the target audience's cultural background and preferences.



Figure 3. The advertisement of Pepsi.

⁴ Bignell, Jonathan. Media semiotics: An Introduction. Manchester: Manchester University Press. 2002.



Humor and Tone:

Humor is a universal language, but the nuances of comedic expression vary across cultures. Advertisers must carefully consider the appropriateness of humor and tone in different cultural contexts. What may be amusing in one culture could be misunderstood or even offensive in another. Striking the right balance ensures that the message is received positively. Berlitz's advertisement called "What are you sinking about?" is an excellent example of humorous advertisement.

Localization and Globalization:

The linguaculturological aspects of advertising involve a delicate balance between localization and globalization. While global brands seek a universal appeal, they must also acknowledge and respect local cultures. Adapting advertising texts to suit the linguistic and cultural preferences of specific regions ensures that the message is not lost in translation.

Inclusivity and Diversity:

Modern advertising should embrace inclusivity and diversity in language use. Recognizing linguistic and cultural diversity within the target audience and addressing it in advertising texts not only broadens the reach of the message but also fosters a sense of inclusion and representation.

In conclusion, a thorough understanding of linguaculturological aspects is indispensable for crafting advertising texts that transcend linguistic and cultural boundaries. Advertisers must navigate the intricate interplay between language and culture to create messages that resonate, inspire, and foster a meaningful connection with their diverse audiences. By doing so, they can unlock the full potential of their advertising campaigns in an increasingly interconnected global landscape.

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