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## AD-CULTURAL INTERACTION

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### Abstract

*Advertising messages that cultural differences affect the advertising decisions, the consumer behavior, the research methods, philosophies that regarding the operation of the adv and advertising strategy all levels of them. Today, taking into consideration cultural differences and similarities advertising strategies are created. In this study, the relationship between the visual culture and advertising is examined. Culture is transmitted into advertisement message by ‘‘ how ‘‘ and ‘‘ which ‘‘ indicators, according to different market environments, using the concept of advertising ‘‘how’’ and in ‘‘ what form’’ , examined the extent to which directed to purchase.*

Keywords: *Advertising, culture, communications, sphericity, and semiotic*

### 1. INTRODUCTION

Today, the consumer of the global world is face to face with the vision of advertisements to supply his needs and desires. The most visible way of globalism is the consumer culture that international media carries. Advertisers who believe that differentiation is necessary in consumer culture are in search for a ‘common visual language’, to have ‘global communication’. The search for common language occurs in two strategies.

- Global brands try to make up a communication language with a local strategy by means of a country’s values.
- They aim to reach the target group by also a global strategy.

Advertising, as a result of the popular culture which comes a with globalization, is an area that has many improvements. It is looking for new ways of creating brands and having advantage for rivalry in today’s changing global environment. It also affects the culture it exists in.

## 2. APPROACHES TO ADVERTISEMENT-CULTURE INTERACTION

According to Thompson people do not act in one way in a consuming culture, with the influence of advertisement, the movements among cultural/geographical reasons, always contain commentary, translation, mutation, simulation and localization, because they contact between receptive ‘cultural imports’ and their own cultural sources.

It is exemplified as follows how Howes Coca-Cola is used in different ways in different cultures:

- Coca-Cola in Russia: It stops wrinkles.
- Coca-Cola in Haiti: It can give life to a death body.
- Coca-Cola in Barbados: It can turn copper to silver
- Coca-Cola in Karaihs: You can make with rom, Cuba Libre by mixing it with other drinks.
- Coca-Cola in Bolivia: You can make Agguandiente, Pnche by mixing it with other drinks.

As it is seen in Howes examples, the Coca-Cola brand is perceived as a local brand in many places, it is localized in consuming culture. (Tomlinson, 2004:120)

Specified as the destination countries, rather than a single culture, sub-groups are existing with different features and very different from each other. It is very difficult to contact these groups by a single message. This difficulty is further increased international advertising campaigns. Because this time, product marketing, advertising works in a different country.

Leiss and his friends assert that, advertisement is not only economical an factor that is related to working life, but also it is an inseperable part of modern culture. According to them, advertising should be understood as one of the main cultural institutions and while creating advertisiment messages, social interactions and cultural models should be referenced while using symbols and ideas.

According to Schiller, by means of advertising, in addition to the product, ‘a sample culture products are delivered all over the world. Global brands and samples that reflect community culture icons are now stereotyped.Brands such as Coca-Cola and Mc Donalds have also created their own cultural, concepts. For example Mc world, Mydisney. (Tomlinson, 2004:125)

According to Sherry advertising is a cultural document that represents the World and cultural realities understood through advertising. On the other hand, Davidson discuss the relationship between advertising and culture with mass goods. Mass goods represent the culture. Massive goods are indispensable part of objectify ourselves, identities, social ties and practices that we live every day. Therefore, what is culturally related to advertising.

Hannerz uses the term ‘Hybridization’. Similarities between Hybrid (Creole) and creation (Create) is not coincidental. A certain intuitive than ever been, Hybrit cultures are the result of effectively creating their own synthesis of the work of people. Accordin to the inventory of the whole of humanity, hybridization may win a little and the same time lose a little bit. Hybridization scenario, at the same time, the cultural distance between the center and the

periphery was not interrupted almost no thought to reduce the notion of a continuum. (Hannerz, 1998: 161).

According to the model of intercultural communication of Mueller's, the ads do not seem to be able to create a cultural homogenization. Because everyone, according to their own cultural messages that are encoded these ads, so the differences will be protected or created new differences. Jonathan Friedman has a similar view. According to him, the diversification of culture that claimed to globalized can be mentioned.

Friedman, the daily lives of the peoples of the World does not reject Western culture is confronted by diffusion of culture, and that culture is perceived in different ways by other people, and he tells us that the e new cultural habits are created (Friedman, 1994: 100). At this point, James Watson's "decentralization" case come to mind.

Friedman says that culture is perceived in a different way by other people and so new forms of cultural habits emerged. At this point, we remember the concept 'localization' by James Watson.

Global culture is accepted through important changes. For example there is a contact between Mc Donald's and it is consumers in the USA which is unspoken.

McDonald's presents clean and cheap food, the consumer eats and leaves as soon as possible... In East Asia, this contact is different, because consumers don't leave quickly there. (Berger, 1993: 23)

### **3. LOCAL AND GLOBAL STRATEGIES IN ADVERTISING**

Advertising, the difference can be very greatly between creation step and the result of cultural identity. The cultural characteristics of the target structure should be analyzed by Advertising. Because an advertisement can be perceived positively in one culture and the same adv. can be perceived negatively in another culture at the same time period. The reason of this language differences, differences in beliefs and attitudes, regarded as sacred by the factors Incorrect handling.

#### **EXAMPLE 1**



One of the most famous brands Coca-Cola is a global brand sometimes adopted a communication of universal nature, and sometimes run advertising message and the target audience uses community-specific messages.

Advertising message based on the events of religious ritual requirements of a narrative feature, used with. Existing in Turkish society "Fasting during Ramadan" behavior throughout the day, the Turkish culture-specific "rituals of Ramadan" has been analyzed.

Advertising message uses a way of expression which is set upon the necessities of a religious ritual. The behaviour that is present in majority of Turkish society is exhibited through 'ramazan ritual' of Turkish culture throughout the day.

This understanding is revealed by Carl Spielvogel and he says;

*"Globalization does not mean that, there is no difference between the markets Europe's cultural mosaic is not completely ignore any time, should not be too. The country's language, specific local conditions, customs and habits should not be ignored by the Advertisers and others. Diversity must be respected. Because each type of sale action is a local action."*

## EXAMPLE 2



WHEREVER YOU PAY, CULTURE IS NEVER FAR AWAY.

> THE NEW FNAC MASTERCARD DEBIT CARD.



Mastercard, as a global brand, armed to reach the target group with this advertising message, by a global strategy. In this message, all the distant values of Mastercard stemming from their different cultures, beliefs, traditions of countries are now getting closer. Bauman says that there are a hierarchy of activity in the global era and The brand that globalized uses this reality. ( Bauman, 2006, p.102 ) Mastercard contact to its target audience in this way that no

matter how far it has been moved, that the cultural values should be reachable. MasterCard is a global brand. In the message the values of local 'naturalism' almost synchronized method, which is replaced by the global with the local. You don't need to got Japan in order to eat Sushi, or to China to have duck with orange.

#### 4. CONCLUSION

One should be very careful when farming international marketing, communication strategy in advertising communication. It is important to be successful in information transfer, when success in enhanced, the target group can comprehend the advertisement. (MediaCat, 2003, p.12-13).

When the brand codes the message according to the criteria it has about the target group, message can be decoded depending on the individual experience, social degree and culture of the target group. (Elden,2003, p: 120.)

Advertisements affect the target group in protecting their cultural values according to their own cultural characteristics or in creating new different ways.

Whether global or local centered strategy advertisers have, they will become successful if they dominate the language, traditions, likes, attitudes and values, that is the culture of the target group.

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