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Культурная адаптация рекламы: Запад–Восток

Статья посвящена проблеме адаптации рекламных сообщений из Западной культуры в Восточную. В связи с тем, что всемогущие западные корпорации стремятся захватить рынок сбыта в Восточных странах, появляется необходимость создания методов воздействия на Восточную целевую аудиторию. Одним из таких методов и является культурная адаптация рекламных текстов, роликов и т. д. В статье поднимаются такие вопросы, как необходимость изучения культурных традиций, менталитета, характерных способов подачи и восприятия информации, что в свою очередь базируется на фундаментальных различиях между Западом и Востоком.

Cultural adaptation of advertising: West–East

As a reflection of the society over the past 50 years, advertising has become an integral part of the life of the consumer. Advertising phenomenon exists in all market systems. Advertising tries to influence the

reality perceived by the consumer, creating a new image of the advertised product, suggesting the idea of the need for it. Creators of advertising themselves build system by ascribing meanings advertised product of certain values. Advertised product, thus acquires the status of a mediator in the social relations of men, and advertising, in turn, becomes a kind of social beacon.

Advertising is not created in a cultural vacuum, and is rooted in a particular culture, with all its subcultures.

Advertising reflects the temporal and spatial characteristics of the society in which it is created, social relations prevailing in a given culture, and also forms the values that define the ideological spectrum culture.

J. Lambert and J. Van den Branden define the culture from the perspective of anthropology: “The term culture reflects the values, beliefs, norms, expectations and behaviors typical for society or community” [1, p. 231].

Currently the social and cultural world is constantly changing. An integral aspect of the globalization process is a cultural diversity manifested its background more clearly. The emergence and rapid growth of multinational companies, and also the seizure of global markets raises the problem of adaptation advertising created under one cultural community to another community conditions.

One of the most serious problems of adaptation advertising is question of transferring elements of the original culture: objects of the world, historical events, traditions and customs. Therefore, one of the most popular strategies of modern advertising campaigns is to use situations of emotional experiences of people, as in most cases of human emotions can overcome cultural and language barriers. In those cases when the same emotional experiences are considered from different angles in different cultures, there is a need to create a new text that retains the basic idea of the original message, but acquiring a new cultural context.

To successfully adapt advertising text (movie), it is necessary to pay attention to issues such as the target audience of a different culture, in what form is the information given (text, audio) and the way it is commonly understood in a different culture, what conclusions should the recipient make about advertising message and what other conclusions are possible and what cultural values dominate in the advertising message and whether it complies with the mentality of the recipients.

Nowadays adaptation of advertising messages from Western culture to the Eastern is as relevant as ever, because multinational corporations are seeking to expand the market, and trying to break into the Asian markets.

However, the problem is contained in the difference of cultures and mentalities [2].

Let's talk about differences between Eastern and Western culture.

Western culture is focused on the value of technological development, dynamic lifestyle, improving culture and society. The idea of the individual initiative and importance is strongly enshrined in constitutional forms. Western culture is characterized by uneven development [3, p. 108]. The process of transition to a something new looks like breaking of previous systems, socio-economic and political structures. West, as a native of the creative beginning, potency, constant search and rebellion, shows a commitment to continuous analytical studying of the universe. But at the same time Western culture often takes the side of being materially-minded, too physical and addicted to destroy harmony, consistency and the organic life of its own.

East is the epitome of irrationality, it never deviated from the commandments of existence in the spiritual world and striving for balance and harmony. In the East, the new does not reject or destroy the old, traditional, and fits into it [3, p. 120]. Western culture is aimed outward, whereas Eastern culture is characterized by absorption into the inner world of a man. Many Eastern philosophers were convinced that the world can only improve by finding wholeness and harmony in ourselves. Western culture has gone towards the creation of techniques; the eastern culture is characterized by the pursuit of harmony with nature, the development in a natural way.

You need to consider all of these features to make the text correctly perceptible.

It is said that the Eastern countries largely seek to preserve their identity and try hard to avoid the influence of the West. For example, in Malaysia, the law requires commercials to be produced by domestic specialists.

Jean-Marie Dru writes in his writings: "Advertisements in Thailand stand out sharply against advertising in other countries of Southeast Asia. In Bangkok, advertisers are looking for their own style, referring to the roots of their culture. Perhaps because Thailand is the only country in the region, which has never been ruled by foreigners – more proof that advertising reflects the culture and history of the country" [4, p. 59].

Here is an example of the advertising text belonging to the Chinese car manufacturer "China Motors". The promotional video shows a peasant who goes through a storm with a small child on his back. He goes through rice fields right to the horizon. Behind the scenes there is a male voice (it

is a voice of his adult son) – says touching words: “Once as a child I was ill”. In our village there was no doctor, so my father had to carry me, tied behind his back, for a few kilometers to the doctor. Now I'm an adult and held man and I can tell my father: “Dad, it's my turn to take care of you...” This company tells us about Confucian and eternal values – filial duty [4, p. 136].

It becomes obvious that if China broadcasts commercials exploiting Western values like conquest of nature and coercion, it will be unperceived and the company will suffer losses.

An attempt of expansion to the Chinese market was really difficult for one of the American coffee companies (Nestle). Peculiarities of the Chinese mentality, centuries-old traditions of the target audience have not been taken into account.

The Chinese can't imagine their life without green tea, herbal concoctions. Coffee was not historically tried in this nation, there was no traditions associated with coffee; there was only a small interest to this drink as to a foreign and unknown product.

After opening a few coffee shops, the company began to suffer losses. The situation was saved by changing measures, in other words, by the trick. Nestle began to sell cookies, cupcakes, and other sweet breakfasts for children in their coffee shops, coffee as a beverage disappeared from the shops for a time.

As you know, children, no matter what culture they belong to, like sweets. And that was a trick. Adults like their children started to get used to the taste of coffee, and after a short time it has appeared in stores again. Nowadays, coffee is still not so popular in China as a tea, but such a step was very valuable for companies wishing to expand to the East [5, p. 178].

But not only traditions influence sales. How deeply the consumption of the advertised product rooted in the culture of this country seems also important. Features of consumer behavior may also vary considerably. For example, Procter & Gamble managers know that Asian consumers are not like Americans, they do not buy “family” package goods. The most popular form of selling shampoo in the countries of Southeast Asia is disposable bags. In the U.S., in general, consumers make purchases at the end of the work week and do it in large batches: packaging purchased Coca-Cola, gallons (4 liters) of milk and beer, cartons of cigarettes. In India, on the contrary, cigarettes are often purchased individually.

Presentation of information in the advertisement may also vary significantly. In particular, in Iranian television commercials men are very

often singing and not talking about the merits of the advertised product [4, с. 201]. In this sense, the genre features that make up the national specifics of advertising must also be considered.

National symbols of color must also be considered in the encoding process of the advertising message. Thus, the green color is a symbol of love in Spain, dengue fever in Malaysia, luxurious life in China, a talisman against the evil in the Muslim world. It is clear that the accentuation of the same ideas using the color will differ significantly and perceived differently in different countries.

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