

Language barriers in global advertising marketing essay



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INTRODUCTION

International advertisement requires enlargement shares in the market by promoting the products in different countries. But as every country has different culture, international businesses have to determine different strategies. Different cultures have various response to the symbols and stimulus.

Languages play big role to perceive those aspects also media limitations and cultural differences are important. International firms need to be careful and pay attention to sensitiveness of each culture in order to reach broad field of market. By the thought of this point, it would be easier to attract and convince consumer from various culture.

Nowadays, international companies use strategic advertisements techniques which focus on regional values. These strategies create awareness of the products distributed, all round the world. With this aim efficient promotion strategies are vital.

Since globalization of companies increase in recent years, products that compete each others have to be same but advertisement methods introduce to consumer in different ways. Best product may not get best response if it is not well introduced to particular market.

However, there are numerous of challenges to promote and advertise the products aimed. We will outline these problems how affects the advertisement strategies of international companies.

1 – LANGUAGE BARRIERS IN GLOBAL ADVERTISING

Language is one of the most formidable barriers to effective advertising communication. The problem involves not merely the different countries or even different languages in the same country, it also involves linguistic nuances and semantics, literacy rate, prevalence of idioms and dialects etc. Literacy for example, severely limits the number of people in a country who can be reached through print media like newspapers, magazines, etc. Many countries are multilingual such as India, Canada, Switzerland, Israel, Russia, with different communication media for people speaking different languages. This linguistic pattern in a country creates serious problems for economic and effective advertising communication.

Despite in the world there are some main languages such as Spanish, English, Arabic and Chinese, language is still big obstacle for international business. The way of expression differs people from each other even they speak same language. Advertising play big role for international businesses and even they cut words to promote product it would not be efficient enough.

To transmit messages, is one of the function of language. Most of the world appeal to advertisers

widespread problem, consumers expressed their advantage, while the quality of the product is suggested.

Persuade of the potential buyers is determining how to exploit the language.

In doing so, the local world

represent the opinions of the word should be used. Therefore communicate marketing language

is much more important than it is thought. Activities will demonstrate the country's global advertising

and having knowledge about the language is very important. Marketing of brand name,

from advertising to packaging must be careful in every field.

Examples of Language Barrier

Strategic advertising and marketing of recent years are not now same for each continent and country, but it started to change. Today, it is common to enhance a uniform strategy to be employed globally. Therefore, this enhancement recommends that the periodically issue of cultural changes have been obviously broken. The good side of international advertising is the creation of a integrated brand that can be known at everywhere, regardless the language it might be used. Some instances of those global brands are;

- Nike with, " Just do it,"

-M&M's with, " melts in your mouth, not in your hand,"

- K. F. C with, " Finger lickin' good!"

As a very important example of the language problems; General Motors produced Chevrolet (Chevy Nova) but in Spanish Nova means " unable to

walk". Therefore GM could not sell this car as it was expected, in the countries where the main language is Spanish.

2 – MEDIA LIMITATIONS

Commercial media is another effective effect on international advertisement. Media might reduce the effects of advertising set of plan and might push the firms to underline the other aspects of promotional mixture. A firm's ability to create is basically challenged while a television advertisement is restricted to ten showing one year without two exposal nearer than ten days.

Advertisers affect what sort of story is interpreted. More effective, advertisements themselves form people's opinions of the world. They are a spreading source of unreality, encouraging lack of security and movement of buyers.

The concept of media in daily use, meaning media. In the academic context, Although wrong, mass communication, public and commercial organizations to explain. Media monopolies have been in two ways. The first public service with a view of the media, the public as a monopoly is to organize. In the second form of private companies in the media monopoly capitalist in the market, supply, distribution and demand control over the bringing up of a variety of growth strategies is the result.

Companies and other companies through acquisitions and mergers with other companies, especially everyone's attention since the 1990s, a growing world realizes. This acquisitions of companies, particularly the smaller and usually local and are in the form of swallowing.

The very few who can resist it. These firms now have a hand in all areas of communication, such as does business in many areas outside of communications. For example, be felt in the world dominated by the monopoly-oriented communications companies in the form of communication is non-merger. Thus communication relationships with other industry sectors is now just the advertising industry through the does not perform. In such cases beyond newspaper ads and direct marketing of consumer goods introduced. Course in international business communications sector and other sectors of the marriages of many is in a way more serious consequences.

The sole unexpected thing is how responsible some of the broad media are. Alleged monopoly in the media barons as if in a false evaluation, national newspapers such as the owner or owners of TV programmers how to program they are dictated to do so is that ownership is established with such a control. This may or may not ever be controlled to some extent. The main problem of the media, media professionals is not controlled by the owner. This creates a false agenda and the media the professionals who tout their independence, democracy, aware of fraudulent management this is one of strategy. The nature of professional practice yesterday did not occur in the media and in the media

As a professional working environment to those who did not descend from the sky: they both have a historical background. In this historical background and cultural practices of the media industry is growing as part of under their sovereignty, until the beginning of school policies and school fees are

reflected in the notes policies, employment and unemployment worries people fed by the media professionals is a nightmare

The primary issue seen as adopting a global strategy is:

It is really hard for firms, especially in deeply centralized businesses, to manage all the activities of various of broadly scattered international applications.

2) The organization has to continue existing communication between headquarters and the auxiliaries.

3) When held to an intense, worldwide technique ends in a lack of reaction quality and flexibility in particular market aimed.

4) Regional leaders who are passed of self independence on their country operations might be down and cause a lack of organizational courage.(Hills, Gerald E, 1997)

3 – CULTURAL DIFFERENCES AND BUSSINESS

Marketers sell products and services to foreign countries in which sensitive values may attend. In addition, being in these countries also should be careful about establishing communication with people. To be contacted by potential buyers regarding the most effective way to create and market

are advertising. But to create ads that may appeal to different countries and there to the masses

can bring various problems to arrive. These issues for years not for the marketers, in the language of society, traditions, tastes, attitudes and values, life styles that have dominated culture.

One was identified as a target in countries rather than a culture, have very different characteristics and different subgroups is located. To call these different groups with a single message, and their desired behaviour is very difficult to make real. Challenges in international advertising campaigns is increasing. The ad focuses on the often-cultural interaction can be explained like this.

When ads can be detected by the target audience. In this process companies to establish communication who want the target audience is the recipient of the message is defined as the segment. Communications audience for the company's success and must use the same code, so in the local market the main role of culture is undertaken. If people share the same culture, possess a common reference.

Communications to establish the target audience will listen with a different cultural reference when situation has become complicated in the international markets. As a result of the advertising personal experiences and interpretations of the campaign, meaning the image, figure and is not bound to words.

Values, common beliefs adopted by individuals or groups are the norm.

Attitudes in different situations depending on the value assessed. Cultural

differences are sometimes a luxury, prestige and status, they may seem like a positive result in the sale of goods may occur.

Traditions, are especially important for international calls. In this regard, every culture has a different approach. Businesses were consumed products should determine how the different cultures, by use of difference, product and promotion decisions and to shape the part. Cultures for different pack sizes as well as consumption patterns may differ.

Each culture is different from their own and other cultures as there are some features that have emerged. In art, colours and shapes emerged that could be described as aesthetic features.

Colours, are especially the emphasis of the brand that has evolved.

According to international markets, national markets of the colours are more symbolic meaning. Meaning of colour varies according to culture. Black is the colour of mourning in many countries. In Japan, the colour is white. Music in the same way for the ad carries an important cultural properties. Level of education of the people of the country, the nature of goods to be sold is important. Technological products to be sold a product, the product of the mass of the complexity of the targeted level, educational level, are directly related. Briefly considering the target audience may need some changes in the product.

PART -B-

4 – HIGH CONTEXT AND LOW CONTEXT COMMUNICATION

The anthropologist, Edward T. Hall, developed in the early days of Intercultural Communication Research in the 1960s, a macro-analytical culture detection approach, which led him to a cultural dimension model. “ For Hall, these dimensions marked by the poles’ high-context culture” and “ low-context culture ‘ and by the division in one hand and other cultures. While monochronist cultures by sequential action (> one by one ‘) are distinguished, polychromatic cultures through synchronous modes of action (> several things “ at a time) characterize”.

High-context cultures need background information in order to make decisions. This, however, entails a one long-term relationships and a more hierarchical thinking. Japan would be an example of such a high-context culture, the United States for a one low context culture with correspondingly low decision-making structures and less on personal ties based decision making.

We will outline some information that determine high and low context aspects. The information we will look at would be helpful to understand differences.

4. 1 High-Context Communication

Knowledge can change in different conditions

Less is verbally clear or written or formally expressed

Isolation of communicated understandings for example jokes

They are usually used for long term and assess relationship.

Personal face-to-face communication is key for decisions and applications.

Between accepted/belongs and " outsiders" powerful awareness exists.

Association

Trust determine relationships, set up gradually.

How things solved rely on relationships with people and attention to group process

One's identity is rooted in groups (family, culture, work).

Interaction

High use of nonverbal aspects; voice tone, facial mimics, gestures, and eye expressions carry important parts of conversation.

Verbal messages are relatively; a person talks around the point and beautifies it.

Communication can be considered as an art form a type of engaging someone.

Learning

People use various sources of data. Thinking can be guessed, continues from common to particular.

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Learning emerges by initial keeping others as they model or expose and then practicing.

As a way of learning and problem solving, groups are selected.

Other important thing is accuracy of means implied. Information must be well learned.

High context cultures are general among eastern countries but it is not at the same level in western countries and in countries where has low racial changes. There is strong link between factors like culture, tradition, history, behaviours and high context culture.

4. 2 Low Context Communication

Based on rules.

Knowledge is more exposed, external, and accessible.

Communications process is shorter

Knowledge is passable

Task-focused. Assessment and applications concentrate around what has to be done and vary of responsibilities.

Association

Relationships start and finish quicker. Many people are in one's circle; circle's limit is not straight forward.

By going after procedures and paying attention to the target, things get done.

A person's identity is oriented in oneself and person's achievements.

Interaction

Messages are conveyed more by words rather than by non-verbal means.

Verbal messages are direct; one spells things out exactly.

Communication can be considered as a sort of transferring information, opinions.

Difference of opinion is depersonalized. One withdraws from conflict with another and gets on with the duty.

We have to always keep in my mind that in business communication means everything, so make sure you know not only what to say, but also how to say it.

CONCLUSION

A great communication, product or goods to be found in the right place at the right time as one of the most important factors we have encountered. On the other hand, although international marketing communication channels, use of cultural differences affect though, especially via internet commerce in the development of cultural differences over time or completely eliminated, or cultural differences of the importance would not cause.

Study results show that cultural differences in international marketing channels to prevent the spread of electronic technology are seen as a state. As shown in research, such as telephone or fax and other communications tools such as conflict, sometimes only when they applied to solve the problem of managers as a tool are used. Recycling in the mail survey is less comprehensive for reasons such as not responding to questions of this type is not a question. In a similar study carried out in the future, that will eliminate these deficiencies also make a comprehensive study is thought to be beneficial.

Understanding cultures and their differences is primary thing in Inter cultural communication. There are various factors in communication like time, social framework and non-verbal communication. Different cultures have different ways to communicate, and by understanding how these cultures communicate, effective inter-cultural communication can be achieved.

Therefore, a study has reached the conclusion that beside standardization was put to affect, sole execution and strategy are nearly all the time standardized. Language can either be a obstruction and a tool, it is how one is going to use it what is going to decide its aim. As worldwide advertising points to promote a good that can keep busy people's minds and affect consumer behaviors, international advertisement campaigns have to be straight forward and easy to help message of the product philosophy is not going to be lost in translation.

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