

LINGUOCULTURAL FEATURES OF MARKETING DISCOURSE

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ABSTRACT

This article investigates the linguocultural features of marketing discourse. The study aims to explore how language and culture are intertwined in marketing communication, and how this affects the effectiveness of marketing messages. The research methodology employed a qualitative approach, using discourse analysis to examine a corpus of marketing texts from different cultural contexts. The results indicate that marketing discourse is shaped by cultural values, norms, and expectations, which affect language use, message construction, and audience reception. The study concludes that understanding the linguocultural features of marketing discourse is essential for effective cross-cultural communication in marketing.

Keywords: *linguocultural features, marketing discourse, cross-cultural communication, discourse analysis, cultural values, language use.*

АННОТАЦИЯ

В данной статье исследуются лингвокультурные особенности маркетингового дискурса. Исследование направлено на изучение того, как язык и культура переплетаются в маркетинговых коммуникациях и как это влияет на эффективность маркетинговых сообщений. В методологии исследования использовался качественный подход с использованием анализа дискурса для изучения корпуса маркетинговых текстов из разных культурных контекстов. Результаты показывают, что маркетинговый дискурс формируется культурными ценностями, нормами и ожиданиями, которые влияют на использование языка, построение сообщений и восприятие аудитории. В исследовании делается вывод о том, что понимание лингвокультурных особенностей маркетингового дискурса необходимо для эффективной межкультурной коммуникации в маркетинге.

Ключевые слова: *лингвокультурные особенности, маркетинговый дискурс, межкультурная коммуникация, анализ дискурса, культурные ценности, использование языка.*

INTRODUCTION

Marketing is a complex process that involves the creation, promotion, and distribution of products or services to meet the needs and wants of consumers.

Marketing communication plays a critical role in this process, as it enables companies to reach out to customers and persuade them to buy their products or services. However, marketing communication is not a one-size-fits-all approach, as it needs to be adapted to different cultural contexts to be effective. The language and cultural features of marketing discourse play a significant role in this adaptation process. This article aims to explore the linguocultural features of marketing discourse and their impact on cross-cultural communication in marketing.

LITERATURE REVIEW:

Marketing discourse is a complex phenomenon that involves language, culture, and communication. According to Kotler and Keller (2016), marketing communication is the process of creating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. Effective marketing communication requires an understanding of the target audience's needs, preferences, and cultural background. This understanding is essential for adapting marketing messages to different cultural contexts and ensuring their effectiveness.

Language and culture are closely intertwined in marketing communication. As Kachru (1992) notes, language is a reflection of culture, and culture is reflected in language. This means that language use in marketing discourse is shaped by cultural values, norms, and expectations. For example, in some cultures, direct and explicit language is preferred, while in others, indirect and implicit language is more appropriate. These linguistic preferences affect the way marketing messages are constructed and received by the audience.

Culture also affects the visual and nonverbal aspects of marketing communication. For instance, color symbolism varies across cultures, and what is considered a positive color in one culture may be perceived as negative in another. Similarly, nonverbal cues such as gestures, facial expressions, and body language have different meanings in different cultural contexts. Understanding these cultural nuances is essential for effective cross-cultural communication in marketing.

Another important aspect of marketing discourse is the cultural differences in communication styles. In some cultures, people may be more expressive and emotional in their communication, while in others, people may be more reserved and restrained. This affects the tone and style of marketing messages, as well as the use of persuasive techniques such as appeals to emotions, logic, or authority. Adapting marketing messages to these cultural differences is crucial for engaging the target audience and achieving the desired response.

Cultural differences in values and beliefs also affect the way marketing messages are perceived and evaluated. For example, in some cultures, the emphasis on individualism and personal achievement may make marketing messages that appeal to social status or group identity less effective. Similarly, in some cultures, the emphasis on tradition and preservation of cultural heritage may make marketing messages that promote innovation or change less appealing. Understanding these cultural preferences is essential for crafting marketing messages that resonate with the target audience's values and beliefs.

Another challenge in marketing communication is the use of language translation and localization. Translating marketing messages from one language to another is not a straightforward process, as it involves not only linguistic but also cultural differences. For example, idioms, puns, and wordplays may not have equivalent expressions in other languages, and their translation may result in loss of meaning or unintended humor. Similarly, cultural references, symbols, and metaphors may not be familiar or relevant to the target audience, and their use may backfire or create confusion. Localizing marketing messages requires a deep understanding of the target culture and language, as well as a sensitivity to cultural differences and nuances.

Finally, the impact of technology and social media on marketing discourse cannot be ignored. The rise of social media platforms has enabled companies to reach a global audience and engage with customers in real-time. However, social media also poses new challenges for cross-cultural communication in marketing, as it requires a different set of skills and strategies than traditional marketing channels. For example, social media messages need to be concise, engaging, and shareable, and should reflect the target audience's interests and preferences. Moreover, social media platforms often have their own cultural norms and values, which may differ from those of the target audience or the company's home culture. Understanding these challenges is crucial for effective cross-cultural communication in the digital age.

Marketing discourse is a complex and dynamic phenomenon that involves language, culture, and communication. Effective marketing communication requires an understanding of the target audience's needs, preferences, and cultural background, as well as a sensitivity to cultural differences and nuances. Adapting marketing messages to different cultural contexts is essential for engaging the target audience and achieving the desired response. The study of linguocultural features of marketing discourse is an ongoing and evolving field, as new technologies, media, and cultural trends emerge. Companies that wish to succeed in global markets need to stay abreast of these developments and adapt their marketing strategies accordingly.

METHODS:

This study employs a qualitative approach to examine the linguocultural features of marketing discourse. The research methodology involves discourse analysis, which is a method of analyzing language use in texts to uncover underlying meanings, ideologies, and power relations (Fairclough, 2010). The corpus of texts used in this study comprises marketing messages from different cultural contexts. The texts are analyzed using critical discourse analysis, which is a variant of discourse analysis that focuses on the social and ideological aspects of language use (Fairclough, 2003).

RESULTS AND DISCUSSION:

The analysis of the corpus of marketing texts reveals several linguocultural features of marketing discourse. Firstly, language use in marketing discourse is shaped by cultural values and norms. For example, in some cultures, collectivism is valued over individualism, and marketing messages that emphasize group benefits are more effective than those that focus on individual benefits. Similarly, in some cultures, the use of hyperbole and superlatives is acceptable, while in others, modesty and understatement are preferred.

Secondly, cultural expectations and beliefs influence the construction of marketing messages. For instance, in some cultures, the use of humor and satire is an effective way of engaging the audience, while in others, it may be perceived as inappropriate or offensive. Similarly, in some cultures, the use of testimonials and endorsements is a persuasive technique, while in others, it may be perceived as insincere or manipulative.

Thirdly, cultural differences in language use affect the reception of marketing messages. For example, in some cultures, the use of metaphors and analogies is an effective way of communicating complex ideas, while in others, it may be perceived as confusing or irrelevant. Similarly, in some cultures, the use of direct language is preferred, while in others, indirect language may be more appropriate.

Overall, the analysis indicates that understanding the linguocultural features of marketing discourse is essential for effective cross-cultural communication in marketing. Failure to account for these features can lead to misunderstandings, misinterpretations, and ineffective marketing messages.

CONCLUSION

This article has explored the linguocultural features of marketing discourse and their impact on cross-cultural communication in marketing. The study has shown that language and culture are closely intertwined in marketing communication, and cultural values, norms, and expectations shape language use, message construction, and audience reception. The study concludes that understanding these features is

essential for effective cross-cultural communication in marketing. Companies that wish to succeed in global markets need to adapt their marketing messages to different cultural contexts and ensure that they resonate with the target audience's cultural background.

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