



English Language Standards and Diversity in Advertising Discourse: Cultural Preferences

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Abstract

This paper examines various approaches to the verbal component of advertising discourse in the English (British) cultures. The data used in this study is sourced from a variety of visual and auditory open media platforms. It is demonstrated that the English advertising discourse incorporates linguistic creolization or the blending of elements from English language systems that are encountered in the arena of international trade. Creolization encompasses every linguistic level, including graphics, pronunciation, lexis, and grammar. However, with regard to the utilization of the official language for promotional objectives in English-speaking societies, considerable emphasis is placed on the conventions and standards of the English language. Conversely, it is asserted that the English advertising discourse avoids language mixing by employing non-standard English language forms and relying on regional and social variations of the English language. As an explanation for the differences in attitudes toward English language standards and English language variation in advertising across the cultures under consideration, specific sociolinguistic and cultural factors are cited. The significance of the observed differences in intercultural communication among representatives of the cultures above (or, more generally, in cross-cultural communication) is underscored. Marketing specialists, translators, and interpreters in the field should duly consider these factors.

Keywords: Communication; Advertising Discourse; English Language Standards; Cultural Preferences.

1. Introduction

Advertising discourse, which is a perfect example of a complex and hierarchically organized linguistic phenomenon, has recently become the subject of intensive research using a variety of approaches. These include a wide range of starting points, from the purely pragmatic (beneficial to economists and marketologists) to the social, psychological, and even aesthetic (appealing to artists). Because advertising discourse typically contains a verbal component, one approach to studying it is linguistic. It means that every media user is subjected to their influence on a daily basis; the influence is not only economic but also linguistic. Children have been reported to begin speaking by imitating TV or radio commercials rather than their parents or close family. This means that advertising can leave its imprint on a person's cultural and civic identification through mundane socio-cultural practices and activities (Ter-Minasova, 2008; Sabirova et al., 2019; Saffiullina & Zakiev, 1994).

The primary motivation of marketology is to sell more, which is why the advertising discourse is unprecedentedly rich in conative strategies and creative techniques, including purely linguistic means and gambits, in order to attract a larger audience (Crompton, 2000). Some are emotionally appealing, while others may imitate other types of discourse by employing statistics and abbreviations that appear (and sound) scientific (Ivanova & Moshcheva, 2011). Linguists have traditionally taken a communicative approach to the subject, focusing on linguistic phenomena such as text structure peculiarities, English language concepts, idiomatic imagery, gender roles, polymodality, and nonverbal elements that abound in advertising, among others (Drewniany & Jewler, 2013). What they have so far overlooked is

mapping the verbal component of advertising discourse against the linguistic standards of a specific English language community. In the context of intercultural communication, it may be worthwhile to examine whether or not English language norms are preserved, implemented, or broken in advertising texts that many national and cultural groups frequently share. Successful intercultural communication (or, more broadly, successful cross-cultural communication) is dependent on effective message transmission as well as correct message reception and interpretation (Gimadееva et al., 2019; Moriarty et al., 2012).

2. Literature Review

Hutchby and Wooffitt's implicit reasoning procedures are manifestations of what Dell Hymes (1971) refers to as communicative competence. This term was coined to both challenge and complement the concept of linguistic competence, or knowledge of the language system as a whole, allowing people to make up sentences indefinitely. Hymes' term was proposed to imply that knowing how to use language during conversation is as systematic as knowing the grammar of the language being used (the sentence-making rules). Since then, the study of communicative competence has devolved into the subfields of sociolinguistics and pragmatics, which, according to Morris (1938) in the 1930s, should actually be a branch of semiotics aimed at studying how form and meaning in language vary depending on situational and contextual factors. A new understanding of discourse emerged as a result of this, based initially on the work of Russian literary critic Mikhail Bakhtin (1981).

The term for this is the "common ground" that supports a discursive utterance. The arrangement of complete utterances precipitates the progression of genres. These may be monologic, dialogic, or written or spoken (internal speech). Discourse genres include speeches, job interviews, university lectures, medical consultations, courtroom dialogue, and advertising styles. Particular verbal structures and decisions distinguish these genres. Additionally, discourse is intertextual or interdiscursive when it employs a particular strategy to directly or indirectly cite or allude to prior speech (texts or discourses) (imitation, presupposition, rejoinder, critique, parody, and others). Certain texts are considered canonical within a particular discourse community; for instance, the Bible, works by Shakespeare, and the speeches of Martin Luther King are examples of canonical texts for particular groups or individuals. As previously mentioned, advertising discourse is interdiscursive and highly intertextual, as it frequently alludes to cultural themes (the Bible, Shakespeare, and others) and incorporates multiple discourses. Therefore, it constitutes an element of the wider social discourse that individuals access daily to different extents and in different ways, contingent upon factors such as socioeconomic status, personal history, and additional variables (Danes, 2015).

3. Methodology

The study's material consists of advertising texts and commercials in the three languages under consideration: English, which includes instances of language mixing and language variation. It was gathered over a few years (2008-2020) from various forms of open media, including billboards and shop window notices, newspapers and magazines, TV and radio broadcasts, and Internet resources. As can be seen, the content is derived from both visual and audial forms of advertising discourse. The English corpus contains approximately 900 advertisements, and their number is constantly increasing. Unfortunately, the Tartar collection is much poorer, and one of the major reasons for this is stated in the Results and Discussion section. That is done on purpose because other national cultures with a predominance of the English language, such as those of the United States, Australia, and Canada, are known not only to have very different cornerstone properties but also to have specific relationships with other world languages (cf. Spanish in the Southern states of the United States or French in the province of Quebec in Canada) (Pirogova & Parshin, 2000).

For a comprehensive understanding of the study's implications and the rationale behind selecting the English languages as research subjects, it is crucial to underscore their sociolinguistic attributes: The purpose of this analysis is to identify and classify various forms of language mixing and English language variation present in the collected advertising texts. Additionally, the resulting English language forms are compared to literary standards. Each level of linguistic analysis—graphic, lexical, phonetic, and grammatical—is duly considered—utilization of the principles of the theory of English language contact. In regard to intercultural communication and the sociolinguistic situation in the English-speaking cultures at issue, conclusions are derived and interpreted (Temple & Edwards, 2002).

4. Results

Citation is the most basic and obvious form of English language mixing in advertising discourse: it entails using the same advertisement for the same product in different English language cultures around the world. This is primarily dependent on the appeal of a visual element, such as a picture or graph, or a nonverbal auidial component, such as a tune or jingle. Such borrowings remain English and may be said to be inserted but not incorporated into the advertising text. In such cases, the target audience is exposed to the verbal component of the advertisement in its entirety, with all of the authentic graphic, lexical, grammatical, and pronunciation properties. Advertisements of this type are typically placed on the global market by multinational corporations and are transferred from culture to culture with no or minimal changes.

As previously stated, there are tendencies in the stereotypical use of Italian for advertising food, French for advertising perfume and facial care products, and German for advertising cars and home technical appliances (Haarmann, 1989; Santello, 2015). Another example of an English-language citation on British television is one of the Guinness commercials, which takes the form of a rather lengthy interview with some French citizens, with the audio recording entirely in French and accompanied by English subtitles. The commercial for the British optical retail chain Specsavers is recorded in German: *Werden wir tiefer bei drei hundert Meter. behalten Sie Tiefe Pass. Prüfen Sie Ordnung. Hören Sie das? Schutz Gott!* with the text translated in the subtitles: *Maintain depth, 300 meters. Check trim. Did you hear that? Secure the bulkheads!* And the slogan presented in English: *Should have gone to Specsavers.*

The utilization of English alphabets or writing systems in visual advertising texts constitutes graphic creolization. The technique is predominantly employed in English advertising discourse to promote services and products that have a distinctly local or national flavor, including spas, restaurants, international tours, and so forth. As the preeminent global language, English is no longer in need of an additional influx of loan vocabulary. English lexical items in English advertising texts predominantly are currently popular brand names or names of objects and events referring to other cultures, such as those in the following commercials of Italian and Mexican style foods: ... but congratulations to Tammy Rose, creator of the big uno (from Italian "one") with cheese and red onion. This is the first of my five winning burger recipes. (McDonald's); Doritos has given us a great mission to bring good times to the people of Britain, to bring fiesta (from Spanish "holiday") and joy to everybody.

We are Mariachi Doritos. We bring party to the party. While grammar is considered to be a relatively stable element in the English language system as a whole, creolization processes that occur in English languages during the global promotion of goods and services on the international market can even affect their structural properties (e.g., word-building techniques and the use of determinatives and prepositions). US English comprises the majority of national varieties mentioned in British advertising discourse, with the exception of British English, the native tongue of the majority of the target audience (USA). The phenomenon can be explained by the influence of U.S. trade on the global economy and the substantial turnout of speakers (more than 280 million). The commercial for EE telecommunication network supplying Internet services in Great Britain gives some value to the guess. In it, Kevin Baker, a famous American actor, delivers a long speech in praise of staying connected with everyone on the globe: *Hey, I'm Kevin Bacon, star of A Few Good Men, Tremors, Footloose. But I'm not here to talk about Kevin Bacon, Hollywood A-lister. I'm here to talk about Kevin Bacon, the center of the Universe. Some time ago, I realized that I was connected to everyone in the world, and I mean everyone [...]* (cf. the discussion of the role of famous public personalities in advertising in section 3.1.6).

The following commercial employs discrepancies between British and US English to attract customers. It shows two business people interacting in a dialogue when promoting a car-hire firm. The American partner speaks with a broad American accent (underlined) and uses American vocabulary and idioms (shown in bold) that have to be explained to the British viewers: - We're Enterprise Rent-a-Car. When it comes to our grand locations, you get the sausage and a sizzle. - He means we have a large network. - Not only can you find the enterprise throughout the UK. We're also all over Europe. Come on. We're always going the extra mile. Top! Go long! Yes! T-shirt candid. You did the math. - Maths. - Come and get enterprise a try. - Wherever you are, we'll be there. Bob's your uncle. - Who's Bob? My uncle is Tony. - It's a UK car hire with US customer service. In the Tango soft drink commercial, Indian English (underlined) is used with allusions to good luck omens: *All right, Randy! – All right, Jean. Two-headed pigs and a four-leaf clover, right? - Yes, please. I'm feeling lucky today. - Tango, with orange intensity.* The authors' corpus of English commercials embraces items done in other national varieties, too: Australian, Irish, and South African, among others. It is understood that the cultural implications these may contain are predictably going to be lost on consumers coming from other English language cultures.

5. Discussion

English language contact is unavoidable in today's world of universal globalization. Nonetheless, the current study demonstrates that some cultures are more resistant to compulsive linguistic borrowing than others. Because English is a global language, it tends to be a lender rather than a borrower. It only uses English elements in advertising discourse for its stereotypical cultural values and does not adopt or make them its own. The multilingual invasion of English advertising has been and continues to be intense despite sporadic attempts by federal and local authorities to limit it. According to a survey of English consumers' perceptions of creolized advertising texts, these are widely accepted by the target audience (Shamina et al., 2012). The study's subjects were unconcerned about their "English flavor." They were inclined to find them appealing but admitted that in roughly half of the cases, comprehension of the messages suffered. In some ways, incorporating external language material into everyday communication has come to be regarded as a sign of social and cultural sophistication (Lustig & Koester, 2006).

6. Conclusion

The fact that English is only spoken by one nation and that language standards have always held high regard in these cultures (to the point where there are billboards with English language rules on the St. Petersburg subway!) explain why there is almost no regional or social variation in the verbal component of English advertising texts. To be sure, marketing is intended to attract people, which necessitates the use of socially, aesthetically, and culturally acceptable linguistic means, thereby excluding local English language varieties, which are typically perceived as "uncultured and illiterate," from the sphere. On the other hand, more than half of English advertisements include elements of regional and social dialects, ostensibly to convey more personalized and friendly messages to customers. English cultures have expressed preferences for how English language standards and English language variation are represented in the public domain, as demonstrated by the advertising discourse in this study. These cultural preferences must be taken into account for competent and successful intercultural communication.

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