



# MULTILINGUAL ADVERTISING

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## ***THE SETTING:***

### ***WHY STUDY MULTILINGUAL ADVERTISING?***

- advertising — an important constituent of communication nowadays
- globalisation and multicultural environment
- coexistence of English as a lingua franca and other languages
- facilitated intercultural communication
- the changing nature of advertising
- a shift from the product-oriented perspective to the customer-centered approach in publicity
- the growth of multilingual adverts

## *MULTILINGUAL ADVERTISING DISCOURSE AND ITS FEATURES*

- non-personal and mass
- institutionalized
- written and multichannel / multimodal
- worldwide
- multifunctional
- planned and creative language
- codemixing and codeswitching



## ***THE CHANGING NATURE OF ADVERTISING***

### **ANTIQUITY AND THE MIDDLE AGES**

eloquence promoted producers' skills and products

### **THE EPOCH OF MODERNITY**

combining verbal means with visual and other more sophisticated modes to capture buyers' attention

### **THE CURRENT ERA**

- a cooperative strategy in advertising and attracting customers by balance between cultural homogeneity and heterogeneity
- use of English as a global lingua franca in parallel and congruence with customers' native means of communication

HAMBURGER  
**MOR  
GEN  
POST**  
E-PAPER

Extra  
region

POUR INTO A CHALICE  
→ NOT A GLASS



C'EST CIDRE  
NOT → CIDER



CLAF PANTÉ

雨傘有侍  
我们是卖伞  
우산 있습니다  
We are selling the  
Umbrella  
500 YEN



CAFETERIA  
Hasta La Vista

- DESAYUNOS
- BREAKFASTS
- COMIDAS
- MAJN MEALS
- PLATOS
- COMBINADOS
- TAPAS
- SNACKS

MENU DEL DIA  
€ 7.5

Me pēhea koe atu?  
Why will you vote?

## *IN THIS THEME*

The purpose is to investigate efficiency of multilingual advertising discourse in intercultural communication and business promotion.



## BILINGUAL ADVERTS AND COOPERATIVE STRATEGY RESPECTING CLIENTS

While other  
people are reading  
their morning  
paper at  
Heathrow können  
Sie die Zeitung in  
Hamburg lesen.

British Airways news for businessmen is that we have more early flights each day to more European cities than any other airline.

*structure*: verbal text and a logo

*codeswitching*: between English and German

*amount of foreign and target language*: balanced

*encoding*: iconic principle of order (the order of the elements in the linguistic structure mirrors the subjectively established order of the entities in question – *Heathrow-Hamburg*) + iconic principle of quality (similar concepts find similarity in encoding means)

*cooperative strategy*: unexplained cultural references > respecting all clients and encouraging to use BA services

# BILINGUAL ADVERTS AND COOPERATIVE STRATEGY

## MEETING EXPECTATIONS



*structure*: verbal text and a colourful photo of two smiling ladies

*codeswitching*: between English and German

*amount of foreign and target language*: balanced

*encoding*: the picture of the two people and the parallelism of translation encode the concept of 'twoness' > iconic principle of quantity (more meaning requires more form of expression), multiple forms create multiple readings

*cooperative strategy*: company's expectations meet customers' expectations

## BILINGUAL ADVERTS AND COOPERATIVE STRATEGY FACILITATING HOME INTERCULTURAL MARKET



ALFA Exclusive Walls

*structure*: verbal text and a colourful photo of a concrete wall made of slabs

*codeswitching*: between South African Black English (coinage on general English) and General English

*amount of English varieties involved*: balanced

*encoding*: manipulating a language variance > linguistic diversity mirrors cultural diversity

*cooperative strategy*: maintaining the balance of language and culture ecology in the multicultural setting

## МУЛЬТИЛІНГВАЛЬНА РЕКЛАМА

# Creolisation and ambiguity in ads


KIA ORA, MATE





## *CONCLUSION*

- **efficient in multicultural environment**
- **globalization is in parallel with diversity**
- **seller-buyer relationship priority**
- **encoding significant concepts of contemporary life**



***<https://millienewson.wordpress.com/2018/03/30/semiotic-analysis-of-an-advertisement/>***