

## AN EXPLORATION OF CULTURAL COMMUNICATION MARKERS IN ADVERTISING TEXTS FROM RUSSIAN/BELARUSIAN, ENGLISH, AND EGYPTIAN/ARABIC PERSPECTIVES

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**The importance** of conducting this study extends beyond academic interest, as it has practical applications in the promotion of intercultural communication and social integration in the globalised world.

Advertising texts are a significant vehicle of cultural communication, which helps to disseminate and construct cultural values, norms, and identities. The purpose of this research is to identify the cultural communication signs that are included in the advertisement texts from the Russian/Belarusian, English, and Egyptian/Arabic points of view. With the increase in globalisation, the distinction between cultures is fading gradually, and thus, it is crucial for the marketers to understand how advertising conveys culture [1].

Symbols, language, imagery, and themes are some of the cultural indexes that are very important in the way that advertisements are received by the target groups [2]. They do not only transmit messages but also elicit feelings that are culturally appropriate and in harmony with cultural norms. The comparison of these cultural communication patterns is useful to understand how different societies decode and react to advertising appeals.

In this consideration, we will look at particular examples of advertising texts from the three cultural settings, with an emphasis on how each employs different signs to convey meaning to the intended audience. Thus, this research seeks to advance the understanding of culture and advertising and its impact on cross-cultural communication and marketing [3]. The results will not only contribute to the existing literature on cultural differences in advertising but also offer valuable recommendations to advertisers who want to create culturally appropriate and effective advertisements in the contemporary globalised world.

**Material and methods:** This study explores advertising texts from Belarusian, English, and Arabic that were released between 2000 and 2024, which were obtained from online media. A content analysis methodology was conducted using the following steps: 1. Selection Criteria: Ads were chosen based on their relevance to themes. 2. Coding Framework: A framework categorised cultural values into various categories, including individualism, freedom, etc. 3. Data Extraction: Visual and textual elements were analysed to identify key messages and categorise them according to the framework. 4. Interpretation: Data were interpreted to understand how each ad reflects broader cultural values in each society.

**Findings and their discussion:** Russian/Belarusian culture is collectivistic, family-orientated, and highly values social harmony. These cultural signs are clearly illustrated in the different advertising texts from Belarus. In this analysis, the author will discuss how these themes are reflected in advertising and provide examples of the cultural values that underlie them.

**Collectivism values:** Belarusian advertising texts are characterised by collectivism, which means a high value is placed on the community; in the Belarusian social advertising text, for instance: «ВЫ – ОТСТОЯЛИ, МЫ – ЗАЩИТИМ!» – "You have defended, we will protect," – which was released in 2005. We notice that this ad does emphasise the value of collectivism to some extent because of the use of "you" and "we," which creates a feeling of togetherness and unity.

**Family Values:** Family is a cornerstone of Belarusian society, and this is effectively communicated in advertising. The value of family is quite relevant in the following advertising text:

"ГОСУДАРСТВО ПОСТОЯННО ИНВЕСТИРУЕТ В СЕМЬЮ", – which reflects the value of family within the Belarusian society in a very efficient manner. It focusses on the role of the state in supporting families, is in harmony with cultural values, and complies with governmental policies aimed at the improvement of the family's well-being. The ad also reflects a cultural message that supports the importance of family in Belarus.

**Social cohesion values:** Social cohesion is another vital aspect of Belarusian culture, which is reflected in the following social ad, which was released in 2007: «НАШ НЕСПОКОЙНЫЙ МИР ГЛАЗАМИ НАШИХ ДЕТЕЙ» – "Our troubled world through the eyes of our children." This ad reflects social cohesion values in several ways: it emphasises the need to care for children, unites people, calls adults to act for the benefit of children, strengthens community bonds through the focus on children's voice, and underlines the significance of caring for the youngest members.

**Linguistic Landscape:** The linguistic landscape of Belarus plays a significant role in shaping cultural markers in advertising. The official language of Belarus is both Russian and Belarusian; however, Russian is more often used in everyday life and media. Nevertheless, there is a growing movement to promote and use the Belarusian language and culture. In advertising texts, the application of language is a major cultural marker. According to the Advertising Law of the Republic of Belarus, advertisements must be in Russian and/or Belarusian, unless it is in a foreign language, registered trademark. This legal framework reflects the linguistic diversity of the country and influences how cultural values are communicated through advertising.

**National Identity:** Another significant cultural marker in Belarusian advertising is the representation of cultural values and national identity. For instance, the advertising text that was released in 2006: "БЕЛАРУСЬ – ГОСУДАРСТВО ДЛЯ НАРОДА" – "Belarus—the state for people", – is associated with cultural values of a national identity that puts the state in the centre of people's lives. This powerful advertisement reinforces the connection between national identity and cultural values, emphasizing the state's role in fostering a sense of belonging among its citizens.

**English culture** is marked by individualism, freedom of expression, and focused on the notion of entrepreneurship and innovation. The culture embraces values of critical thinking, creativity, and diversity. In the English society, education is highly valued, and there is a great respect for knowledge and its acquisition. This analysis will explore the key cultural values reflected in English culture, supported by relevant examples from advertising and societal institutions.

**Individualism and Freedom:** Individualism and freedom are central to English cultural values. The English Belvedere advertisement, which is released in 2016, "Make the difference," is in line with the cultural value of individualism and liberty since it enables individuals to act and puts much emphasis on the efforts made by the individual. This is in concordance with the general English cultural setting that embraces freedom of speech and the power to bring change. Similarly, the Maybelline ad, which was also released in 2016, "Discover your ON-THE-GO make-up saviour," exemplifies the aspects of cultural values of individualism and freedom. It focusses on individual decision-making, freedom, and the flexibility of beauty products that fit one's daily routine. Both ads resonate with the spirit of individualism and freedom characteristic of contemporary English culture.

**Innovation and Creativity:** Innovation and creativity are also highly valued in English culture. A relevant example is the Android Pay ad, which was released in 2016. "Feel unstoppable with Visa and Android Pay. Simply pay with your phone anywhere that accepts Visa contactless." showcases the cultural values of innovation and creativity as it presents a modern payment technology and calls for the adoption of new convenient solutions in society. The focus on empowering people and improving their quality of life also supports these cultural values.

**Tradition and Heritage:** English culture has a long history, and its traditions, customs, and institutions still exist in modern society. Monarchy, Church of England, and legal system are some of the institutions that have been in existence for centuries and are deeply rooted in English culture. Such institutions help maintain order, stability, and continuity, which supports the significance of tradition, heritage, and history in English culture.

**Language as a Cultural Marker:** The English language is also a cultural marker in English culture. Importantly, English is the third most spoken language in the world, with a significant

number of speakers globally. Considering this, its widespread use has made it a powerful tool for communication and cultural exchange. The English language has also been used as a tool in the development of English culture as a way of mirroring the English history, customs, and beliefs. The language is known for its extensive vocabulary, complicated grammar, and the variety of dialects that are present in the country, which can be explained by its cultural and social diversification.

**Geographical and Political Influences:** The English cultural context is also shaped by its geographical location and political influences. In this framework, the UK is located off the northwestern coast of mainland Europe, and its history has been marked by a series of invasions and migrations that have contributed to the country's cultural diversity. Given this, democracy and the rule of law are the principles of the political system of the country, and they have contributed to the development of English culture. From this perspective, the political system of the country, including the Parliament, the legal system, etc., is known for its adherence to principles of openness, responsibility, and respect for individual rights and freedoms.

**Arabic culture:** Arabic culture is deeply embedded in the aspects of community, family, and social relations. These values are part of the Arabic society's culture and are often depicted in the advertisements.

**Community and Family Values:** Community and family are foundational elements of Arabic culture. A relevant example is the Egyptian ad, which was released in 2018. "لمتنا في قوتنا" is directly related to the value of family unity and togetherness; it also has a message about the significance of social unity. The family is the basic unit of society, and a strong family is the foundation of a strong society. The ad uses this link between family and community to pass its message. Another example is the 2013 Egyptian ad, "لمتنا نكمل يلا", which is a call to continue meetings and enhance the bonds between people, which are a reflection of social cohesion. This is in line with the cultural value that holds family and community as an important aspect of Egyptian society.

**Social Cohesion:** The ad "بيّنّا لحظة كل على شكريّ وأكثر حياة بيّنّا اللي... يتقدر ما عمره حياة بيّنّا اللي" translates to "What we have is a life that can never be valued... what we have is life and more, thank you for every moment we share." It reflects values of community, family, and social cohesion in the following ways: Stresses on the need to have group occasions, creates a feeling of being accepted, stresses on the value of family bonds, enhances family bonds, encourages people to be together, promotes trust and respect, cherishes occasions, and promotes unity and teamwork.

**Cultural Values:** The cultural values entail such aspects as honour, hospitality, and tradition, and it has a strong focus on the family. Arabic literature, poetry, and Islamic history have made significant contributions to world culture; it is proof that creativity and spirituality are valued in culture.

**Literacy and Education:** Culturally, the Arabic society is highly literate, and there is a very high regard for education in these societies. The culture is highly literate and encourages critical thinking and creativity, fostering a rich intellectual tradition that has resulted in the country producing many scholars, scientists, and artists.

**Conclusion.** The analysis of Belarusian, English, and Arabic cultures reveals that the main themes are community, family, and education. Belarusian culture strives to maintain its identity amid external pressures. English culture is individualism and innovation; Arabic culture focusses on the values of social cohesion and familial ties. Each culture's advertising reflects its values, serving as a medium for cultural expression and societal reflection. Therefore, the exploration of these cultures through their advertisements is helpful in the understanding of their societal roles. Identifying these cultural markers helps to understand the diversity of human experience and the importance of cultural representation in shaping community and identity in an interconnected world.

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