

**LINGUOCULTURAL FEATURES OF ADVERTISING  
AND MARKETING. HOW LANGUAGE AND CULTURE INFLUENCE  
THE PERCEPTION OF BRAND**

**Лингвокультурные особенности рекламы и маркетинга.  
Как язык и культура влияют на восприятие бренда**

This article presents the linguistic features of advertising and marketing, exactly what nuances need to be taken into account. It also considers how the language and culture of different countries affect the perception of a brand, on example of the famous restaurant chain McDonald's.

Language and culture are closely connected and have a huge impact on how people interact with each other. Unsurprisingly, language features play a key role in understanding different brands.

Let's start with what are the concepts of advertising and marketing.

Marketing is a set of strategies and methods aimed at promoting goods and services, as well as attracting and retaining customers. Advertising is one of the marketing tools that is used to spread information, for the purpose to create widespread awareness of the product, as well as attract new customers.

In other words, marketing and advertising contribute to economic growth by stimulating the consumption of goods and services, forming people's preferences and influencing brand understanding by creating various associations.

First, find out how language affects our perception of brands.

The most important thing is the vocabulary nuances. The same words may have different meanings in different countries, the same applies to humor and tone, which should satisfy to the target audience. It is important to remember that what is considered attractive and understandable in one culture, may be inappropriate or offensive in another.

It is also about translation. When working with international markets, it is important to use the correct translation of advertising materials, otherwise it will lead to misunderstandings or problems with negative feedback. Therefore, from the above, the use of idioms of local culture will help make advertising more understandable to local residents.

Besides language, culture also influences brand understanding.

Advertising must take into account the beliefs of society. For example, in some culture practicality is valued, while in others prestige will be more important. Also, advertising must satisfy some standards from the point of acceptable and unacceptable content, because it will differ depending on the nations.

McDonald's is a global brand that positions itself as a fast-food restaurant, so it faces many features in different countries. For example, as for the beliefs of society, McDonald's adapts its advertising in accordance with them, for instance, in China the accent is on family values and in the United States on the speed of work. Different cultures have different cuisines and McDonald's has also prepared for this. He adapted some menu positions, for example, in Japan you can find burgers with rice tortillas, and in Germany beer will be available.

Separately, it is worth noting the adaptation of the brand in India. India is a country with many dialects, so McDonald's decided to use local languages such as Hindi, Bengali, Tamil in its advertising to be more accessible to consumers. Thus, the slogan «Desh Ka Swaad» (Taste of the Nation) uses Indian words. The brand takes into account the religious features of the country, which is an incredible advantage and since vegetarianism dominates here, the way out was to create dishes without beef: McAloo Tikki Burger and Veg McMuffin.

In the end we can say that McDonald's, especially in India, is an example of successful adaptation to the linguistic and cultural characteristics of the country. Before launching a marketing campaign, it is important to analyze the audience and understand its values, beliefs, lifestyle and language features.

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## **ON THE SPECIFICITY OF PUBLIC SPEAKING IN RUSSIAN, ENGLISH, AND SPANISH LANGUAGES (BASED ON BROADCASTS OF FILM AWARD CEREMONIES)**

### **Специфика публичного выступления на русском, английском и испанском языках (на материале трансляций церемоний вручения кинопремий)**

Public speaking during film award ceremonies offers a unique perspective for examining the intersection of language, culture, and communication strategies. These speeches are rich in thematic, lexical, and stylistic elements that vary significantly between different languages and cultures. This work aims to analyze the characteristics of public speaking in Russian, English, and Spanish, using examples from film award broadcasts as the research material.

The main goal of this study is to identify the specific linguistic and cultural features that define public speeches in the context of film awards in Russian, English, and Spanish.

The study is based on a qualitative analysis of recorded broadcasts from major film award ceremonies, including the Oscars (English), Goya Awards (Spanish), and Golden