

## Секция 17

### МЕЖКУЛЬТУРНАЯ ЭКОНОМИЧЕСКАЯ КОММУНИКАЦИЯ

*Работа секции была направлена на рассмотрение особенностей экономической коммуникации в различных культурах и стимулирование интереса студентов к межкультурному общению. В ходе обсуждений состоялись дискуссии о специфике делового общения в зависимости от области бизнеса.*

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### ETHNIC ADVERTISING — THE FACTOR OF GLOBALIZATION

#### ЭТНИЧЕСКАЯ РЕКЛАМА — ФАКТОР ГЛОБАЛИЗАЦИИ

*В статье приводятся сведения об этнической рекламе, рассчитанной на представителей национальных меньшинств, а также конкретные примеры сегментирования целевых аудиторий по этническому признаку и использованию инструментов этнического маркетинга в мировых компаниях.*

Most countries in the World are now truly multicultural countries, and will continue to flourish in the face of diversity. And thanks to ethnic advertising enterprisers communicate effectively to the specific ethnic communities. Owing to this type of advertising businessman can improve the effectiveness of marketing or public relations promotions by integrating magazines, newspapers, radio advertising, which can increase their sales and customer response.

In the television series «Mad Men», a 1960s adman makes a pitch to a television-maker whose sales are flat. «Among Negroes sales are actually growing» he chirps. He proposes making «integrated» ads that appeal to both black and white consumers. His idea bombs. This being the era of segregation, one of his listeners wonders if mixed-race ads are evenlegal.

But such days are long gone. America's minorities will eventually be a majority of the population. Advertisers have noticed. Now a lot of favour cross-cultural ads that emphasize what black, Hispanic and Asian-American consumers have in common. This approach is thought to work well with the young, who often listen to the same music, eat the same food and wear similar clothes regardless of their ethnic background. Every ten years we go through a rethink of targeted versus one voice. Ethnic origin is the key to people's identity, much more than education, income, religion, sex and sexual orientation.

McDonald's has been a pioneer of ethnic advertising since the 1960s. Minorities represent about 40 % of its customers in the USA. In 2010 McDonald's learned that African-Americans liked sweeter, weaker caramel mocha, so it started offering such blends everywhere, with great success. A similar thing happened with its mango and pineapple smoothies, a big hit with Hispanics. McDonald's featured the drinks nationwide and they overtook strawberry banana, the traditional favourite.

One creative technology is used by the Nike company in the Russian segment of young consumers (an advertising campaign called «Play Russian»). Except traditional winter sports an important role plays the scenery used in the advertising. At the beginning of the video UAZ-3303 can be seen and helicopters and planes produced in Russia. Actors were selected of ordinary man types widespread in Russia. As an example, the advertisement of military service in the USA can be taken, Army Strong, where involved Americans with different ethnic backgrounds, this approach can be applied to the most of American advertisement. Ethnic advertising is usually used by resort, airline, money transfer services, mobile services and tourism companies. There is almost no advertisement in national languages.

In Belarus the emphasis in advertising is on national and cultural identity, popularization of national language and sense of patriotism. An important difference between advertising in Russia and Belarus is the monocultural character of advertising, where the type of the titular nation is dominated. Therefore, advertising can be a powerful factor of globalization and the production of mass culture values, at the same time advertising can save and broadcast national-ethnic and state values, submitting them to its own purposes.

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