

**CULTURAL CONTEXT AND PERSUASION: A QUALITATIVE STUDY OF SPEECH
INFLUENCE IN ENGLISH AND RUSSIAN ADVERTISING****Rozikov Javokhir Sodikovich***1st year Master's degree student,
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Abstract: Advertising persuasion is deeply embedded within cultural frameworks that shape both message creation and reception. This study examines how English and Russian advertisements employ distinct rhetorical strategies reflecting underlying cultural values. Through qualitative analysis of contemporary advertising, the research reveals that English-language advertisements tend to prioritize individualism, direct messaging, and future-oriented language, while Russian advertisements frequently emphasize collective identity, emotional storytelling, and cultural symbolism. These patterns reflect deeper cultural dimensions including individualism-collectivism orientation, communication context preferences, and temporal perspectives. By illuminating these culturally-specific persuasive mechanisms, this research contributes to cross-cultural communication theory and offers practical insights for international marketing practitioners.

Keywords: Cultural context, persuasive discourse, advertising rhetoric, cross-cultural communication, individualism-collectivism, qualitative analysis

Аннотация: Убеждающие техники рекламы глубоко укоренены в культурных рамках, которые формируют как создание, так и восприятие сообщений. В данном исследовании анализируется, как английские и русские рекламные объявления используют различные риторические стратегии, отражающие базовые культурные ценности. С помощью качественного анализа современной рекламы исследование показывает, что рекламные объявления на английском языке, как правило, отдают предпочтение индивидуализму, прямому сообщению и ориентации на будущее, в то время как русские рекламные объявления часто делают акцент на коллективной идентичности, эмоциональном повествовании и культурной символике. Эти паттерны отражают более глубокие культурные измерения, включая ориентацию на индивидуализм или коллективизм, предпочтения в коммуникативном контексте и временные перспективы. Освещая эти специфические для культуры механизмы убеждения, данное исследование вносит вклад в теорию межкультурной коммуникации и предлагает практические рекомендации для специалистов в области международного маркетинга.

Ключевые слова: Культурный контекст, убеждающий дискурс, риторика рекламы, межкультурная коммуникация, индивидуализм-коллективизм, качественный анализ

Annotatsiya: Reklamadagi ishontirish usullari xabarlarini yaratish va qabul qilishdagi madaniy tuzilmalarga chuqur tenglashtirilgan. Ushbu tadqiqot, ingliz va rus reklama e'lonlari asosiy madaniy qadriyatlarni aks ettiruvchi, har xil ritorik strategiyalardan qanday foydalanishlarini o'rganadi. Zamonaviy reklamani sifatli tahlil orqali, tadqiqot ingliz tilidagi reklama e'lonlari individualizm, bevosita xabar berish va kelajakka qaratilgan tilni ustuvor qiladi, rus reklama

e'lonlari esa ko'proq umumiy shaxsiyat, emosional hikoya qilish va madaniy simvolizmni urg'ulaydi. Ushbu patternlar individualizm-kollektivizm oriyentatsiyasi, kommunikativ kontekst tanlovlari va vaqtga nisbatan qarash kabi chuqur madaniy o'lchovlarni aks ettiradi. Madaniyga xos ishontrish mexanizmlarini yoritib, ushbu tadqiqot o'zaro madaniy kommunikatsiya nazariyasiga hissa qo'shadi va xalqaro marketing mutaxassislari uchun amaliy maslahatlar beradi.

Kalit so'zlar: Madaniy kontekst, ishontrish diskursi, reklama ritoriga, o'zaro madaniy kommunikatsiya, individualizm-kollektivizm, sifatli tahlil.

INTRODUCTION

In an increasingly globalized marketplace, advertising continues to function as a critical bridge between producers and consumers. However, despite the homogenizing tendencies of globalization, cultural specificity remains fundamental to effective persuasive communication. While advertising aims universally to influence consumer behavior, the strategies employed vary significantly across cultural contexts. English-language advertising, particularly in North American and British markets, typically privileges individualistic appeals, direct claims, and explicit messaging. In contrast, Russian advertising often draws upon collectivist values, emotional resonance, and more indirect persuasive techniques.

Despite extensive research in cross-cultural advertising, comparative analyses of English and Russian persuasive discourse remain surprisingly limited. This thesis addresses this research gap by examining how cultural frameworks influence advertising strategies in these two linguistic and cultural contexts.

This study is guided by three principal research questions:

1. How do cultural contexts shape the development and implementation of persuasive strategies in English and Russian advertising?
2. What distinctive rhetorical devices and stylistic features characterize advertising discourse in each linguistic environment?
3. In what ways do underlying cultural values influence audience reception and processing of persuasive messages?

Persuasive advertising draws upon several key theories in communication and psychology. The Elaboration Likelihood Model (ELM) developed by Petty and Cacioppo (1986) provides a framework for understanding how consumers process persuasive messages through either central or peripheral routes, depending on their motivation and ability to engage with content. Cultural dimensions theory, as articulated by Hofstede (2001), identifies several dimensions along which cultures differ meaningfully, including individualism-collectivism, power distance, uncertainty avoidance, and long-term orientation. Research by De Mooij (2019) demonstrates that advertisements in individualistic cultures tend to emphasize personal benefits and self-improvement, while those in collectivist cultures often focus on group harmony and social relationships. Hall's (1976) foundational concept of high-context versus low-context communication provides another crucial theoretical lens. High-context cultures, including Russia, rely heavily on implicit messaging, shared cultural knowledge, and non-verbal cues. Low-context cultures, such as the United States and United Kingdom, favor explicit, direct communication with clearly articulated claims (Würtz, 2006). These communication preferences manifest distinctly in advertising discourse, affecting everything from visual composition to

verbal messaging strategies. English-language advertising emerged from and continues to reflect a predominantly low-context, individualistic cultural tradition that values directness, personal achievement, and explicit comparisons (Katz & Lee, 1992). Russian advertising, shaped by its unique historical and cultural background, tends toward more high-context communication, employing emotional appeals, cultural symbols, and indirect messaging (Mikhailitchenko et al., 2009). The collective experience of Soviet history, combined with traditional cultural values, has created a distinctive advertising landscape that often diverges significantly from Western approaches. This study employs qualitative comparative analysis to investigate cultural influences on persuasive language in advertising. The research follows Fairclough's (2013) critical discourse analysis framework, considering both linguistic features and the broader sociocultural contexts in which advertisements are produced and consumed.

The study analyzes 30 advertisements (15 English, 15 Russian) selected through purposive sampling based on the following criteria:

- **Product categories:** Consumer goods, services, and luxury items
- **Timeframe:** Advertisements published between 2018-2023
- **Media formats:** Print (10), digital (10), and television (10)
- **Geographic sources:** United States and United Kingdom for English advertisements; Russian Federation for Russian advertisements

The analysis employs a three-tiered approach:

1. **Textual analysis:** Examination of linguistic features including pronoun usage, sentence structure, rhetorical devices, and lexical choices.
2. **Visual analysis:** Assessment of imagery, color schemes, symbolic elements, and composition.
3. **Contextual analysis:** Consideration of how advertisements reflect and reinforce cultural values and norms.

Coding categories were developed iteratively, beginning with categories derived from the theoretical framework and refined through preliminary analysis of the data. The final coding scheme included categories for individualism-collectivism markers, communication directness, temporal orientation, authority references, and emotional appeals. English-language advertisements in the sample consistently prioritized individualistic values, employing direct second-person address and emphasizing personal benefits. Common phrases included "You deserve," "Your style," and "Make it yours," reflecting the cultural emphasis on individual identity and personal choice. These advertisements relied heavily on explicit claims and measurable results, such as "Reduces wrinkles by 37% in two weeks" or "Saves you \$240 annually." This preference for quantifiable benefits reflects the low-context communication style typical of English-speaking cultures, where explicit information is valued over implicit messaging. Competitive language was also prevalent, with phrases like "better than leading brands" and "outperforms competitors" appearing frequently. This competitive positioning aligns with the more individualistic cultural orientation, where personal achievement and distinction are culturally valued.

Russian advertisements in the sample reflected more collectivist values, emphasizing social relationships, family connections, and national identity. Phrases such as "Для всей семьи" (For the whole family) and "Наша традиция" (Our tradition) appeared frequently, highlighting the importance of group membership and shared experience.

Emotional storytelling featured prominently, with narratives often spanning generations or connecting contemporary experiences with historical traditions. These narratives typically evoked nostalgia, pride, or familial warmth, appealing to emotions rather than purely rational considerations. Cultural symbolism was abundant, with references to Russian literary figures, historical events, and traditional motifs. These cultural touchpoints served as implicit persuasive elements, creating connection through shared cultural knowledge without explicit argumentation. Key differences between English and Russian advertisements reflected underlying cultural dimensions. English advertisements focused predominantly on personal success and individual benefits, while Russian advertisements highlighted community bonds, national heritage, and collective experience. Pronoun usage differed significantly, with English advertisements favoring "you" (individual address) and Russian advertisements more frequently employing "мы" (we), emphasizing collective identity. This linguistic choice reflects the individualism-collectivism dimension identified by Hofstede. Temporal orientation also varied notably. English advertisements were often future-focused, emphasizing innovation and progress, while Russian advertisements frequently referenced tradition, heritage, and historical continuity, reflecting a more past-oriented cultural perspective. Communication directness aligned with Hall's high-context/low-context framework. English advertisements typically presented explicit claims and direct calls to action, while Russian advertisements more often employed metaphor, cultural allusion, and implicit messaging that required shared cultural knowledge to fully interpret.

This study confirms that cultural context significantly impacts persuasive language in advertising. The findings align with Hofstede's cultural dimensions theory and Hall's high-context/low-context framework, demonstrating how these theoretical constructs manifest in contemporary advertising discourse. The research extends existing theory by identifying specific linguistic and rhetorical mechanisms through which cultural values are expressed in persuasive communication. It highlights the importance of understanding cultural nuance beyond broad categorizations, revealing how culturally-specific persuasive strategies operate at multiple levels of communication. For international marketing practitioners, this research underscores the importance of cultural adaptation in advertising beyond simple translation. Effective cross-cultural advertising requires understanding the implicit cultural values and communication preferences that shape how persuasive messages are received.

Specific recommendations include:

- Adapting pronoun usage to reflect cultural orientation toward individualism or collectivism
- Adjusting the balance of rational and emotional appeals based on cultural context
- Considering temporal orientation when developing campaign messaging
- Calibrating the directness of persuasive claims according to high-context or low-context preferences

This study has several limitations that suggest directions for future research. The sample size, while sufficient for qualitative analysis, could be expanded in future studies to allow for more robust pattern identification. Additionally, the focus on print, digital, and television advertisements might be broadened to include emerging advertising formats.

CONCLUSION

Future research could productively extend this work by employing experimental methods to assess consumer reactions to culturally adapted advertisements. Such studies could determine whether culturally congruent advertising messages indeed generate more positive responses and higher persuasive effectiveness across different cultural contexts. Understanding cultural influence on persuasive messaging remains essential for effective cross-cultural communication and marketing. As global markets continue to interconnect while maintaining cultural distinctiveness, the ability to craft culturally resonant persuasive messages will remain a critical skill for international marketers and communication professionals.

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