

August 5, 2010

Culture and metaphors in advertisements: France, Germany, Italy, the Netherlands and the United States

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Culture in Advertisements: France, Germany, Italy, Netherlands, United States

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Abstract

Using a content analysis of 87 French, German, Italian, Dutch, and American magazine ads, variations in metaphors and cultural attributes were examined from culture-bound groups: food/beverages, automobiles, insurance/finance, and personal care.

Findings provide examples for how culture is reflected in language and symbols. The study shows metaphors are exploited in headlines to capture attention throughout all countries. However, metaphors and cultural attributes are used strategically within nations to deliver persuasive messages.

Metaphors

- Understanding one concept in terms of another (Lakoff & Johnson, 1980; Nelson & Hitchen, 1999; Sapir 1977)
- Part of the human conceptual system (Lakoff & Johnson, 1980)
- Pervasive, can't do without (Berlin, 1981; Lakoff & Johnson, 1980; Leary 1995)

Metaphors

- Important in public communications:
 - Speeches (Bowers & Osborn, 1966; Fearing 1963; Reinsch, 1971; Siltanen, 1981)
 - Ads (Hitchen, 1991; Nelson & Hitchon 1995, 1999)
- Main types (Lakoff & Johnson, 1980; Reddy 1979)
 - Orientation
 - Ontological
 - Structural
 - Conduit/Container

Culture Dimensions

Hofstede (1980, 1991)

- Individualism/Collectivism
- Masculine/Feminine
- Power Distance
- Uncertainty Avoidance
- Long/Short-term Orientation

Hall & Hall (1990)

- Low/High Context
- Information Flow
- Time-orientation
- Space-orientation

Culture Dimensions

Masculine/Feminine

1. Italy
2. United States (UK scores used)
3. Germany
4. France
5. Netherlands

Uncertainty Avoidance

1. France
2. Italy
3. Germany
4. Netherlands
5. United States (UK scores used)

Culture Dimensions

Individualism/Collectivism (Italy not included)

1. United States (UK scores used)
2. Netherlands
3. France
4. Germany

Power Distance

1. France
2. Italy
3. Netherlands
4. Germany
5. United States (UK scores used)

Culture and Advertising

- Ads use symbols, common practices to get messages across (Jhally, 1995; Lester, 1997)
- Ads reflect/construct culture (Dyer, 1982; Lester, 1997; Valdivia, 1997)
- Product categories can be placed on continuum (de Mooij, 1998, 2000)
 - Culture-free (cigarettes, hard liquor, perfume)
 - Culture-bound (food/beverages, autos, insurance/finance, personal care)

Research Questions

- What metaphors are used and why?
- How do metaphors differ across nations?
- What cultural attributes are used in conjunction with metaphors to create ad messages?

Method

- **Content analysis of magazine ads**
 - Purposive/Convenient, Popular, General Interest, Read by Men & Women
- **Ads chosen from 4 culture-bound categories**
 - Food/Beverages, Autos, Finance/Insurance, Personal Care
- **Ads reviewed for 4 metaphor types**
 - Orientation, Ontological, Structural, Conduit/Container
 - Translation/Interpretation with native speakers

Publications

- **France** – *Le Point*, December 10, 2009; *L'Express*, May 28, June 4, August 6, 20, October 8, 2009
- **Germany** – *Der Spiegel*, October 10, 2009; *Stern*, June 10, 2009
- **Italy** – *L'espresso*, June 11, 2009; *Oggi*, June 10, 2009;
- **Netherlands** – *Elsevier*, May 16, June 27, July 4, 2009; *Vrij Nederland (VN)*, April 18, June 6, July 18, 2009;
- **United States** – *Newsweek*, October 12, 2009; *Time*, June 15, 2009

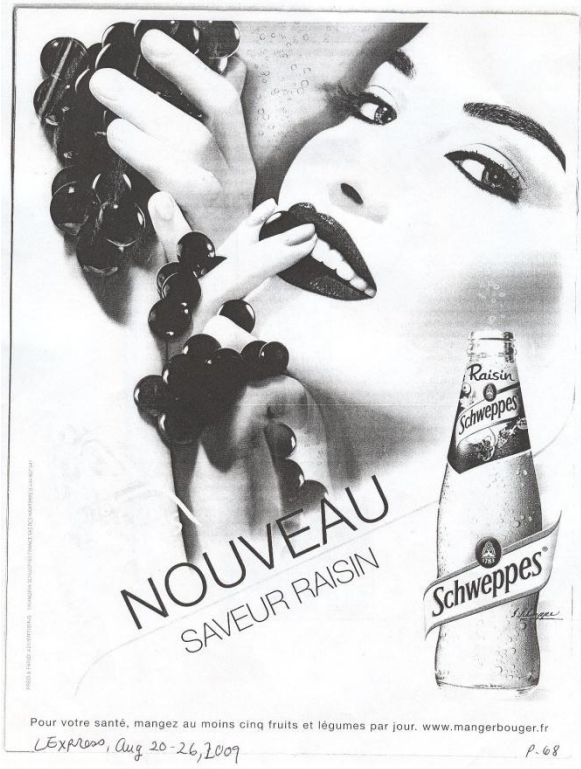
Results

	<u>France</u>	<u>Germany</u>	<u>Italy</u>	<u>Holland</u>	<u>U.S.</u>
<i># Pages</i>	488	212	372	532	136
<u># Ads</u>					
Food/ Bev	4	3	6	0	5
Autos	5	8	4	6	2
Ins/Finance	3	7	3	11	10
Personal Care	0	1	9	0	0
Total	12	19	22	17	17

Results

	<u>France</u>	<u>Germany</u>	<u>Italy</u>	<u>Holland</u>	<u>U.S.</u>	<u>Total</u>
<i>Metaphor</i>						
<i>Type</i>						
<u># Ads</u>						
Orientation	3	2	4	3	2	14
Ontological	5	7	6	5	3	26
Structural	1	6	7	2	6	22
Conduit/	4	4	5	7	5	25
Total	13	19	22	17	16	87

Beverages



NOUVEAU
SAVEUR RAISIN

Schweppes

Pour votre santé, mangez au moins cinq fruits et légumes par jour. www.mangerbouger.fr

L'Express, Aug 20-26, 2009 p. 68



Jede Menge
Gutes...
in einer
Superfrucht

Einfach super!
2-mal mehr Antioxidantien*
als in Trauben stecken in
Granatäpfeln. Und das ist gut, so,
denn Antioxidantien unterstützen
ihre antioxidative Abwehr. Gemixt
mit Heidelbeeren und Acai wird
daraus ein leckerer Smoothie. Warum?
Weil Chiquita eben immer nur die
besten Früchte verwendet. Entdecken
Sie mehr: www.chiquita.de

Chiquita Superfruit Smoothies.
Frische Früchte und sonst nichts.



UN'ONDATA DI GUSTOSO BENESSERE
DRINK POSITIVE

Tutta la bontà del tè verde, tutta la freschezza
del limone, in un gusto unico.

Oggi, 9 marzo 2009, p. 115

Lipton TEA CAN DO THAT

Coffee

Pellini

Particolare e Inconfondibile.

Armonia ed intensità di profumi,
un gusto delicato e raffinato che emoziona.
Pellini Top, Arabica 100%:
uno straordinario caffè, un'esperienza da sogno.

PELLINI TOP

Arabica 100%
Miscela composta da
puella pregiata selezionata
esclusivamente nei migliori di coltivazione
italiana dell'altitudine. Solo acconciato
dal rendimento e basso tenore di caffeina.

Oggi, June 10, 2009, p. 15

jura
SWISS MADE

If you love coffee

Roger Federer, erfolgreichster Tennis-Champion aller Zeiten.

Cappuccino auf Knopfdruck –
frisch gemahlen, frisch gebrüht.

Für Tennis-Champion Roger Federer ist es selbst-
verständlich, dass alles perfekt auf ihn abgestimmt
ist. Auch der Kaffee seiner JURA IMPRESSA Z7. Den
genießt er am liebsten aus ganzen Bohnen, auf
Knopfdruck frisch gemahlen und perfekt gebrüht als
Espresso, Latte macchiato, Cappuccino, Ristretto.

www.jura.com

Neuheit: IMPRESSA Z7 – für Latte macchiato-Gläser bis 153 mm Höhe

Autos

[illegible]

L'Espresso. Aug 6-12, 2009

P-67

LEXUS

FAHREN SIE VORAUSS.

Im neuen RX 450h führt Lexus fort, was 2005 im weltweit ersten Hybrid-SUV begann: die zukunftsweisende Verbindung von beeindruckender Leistung und minimaler Umweltbelastung. Kombiniert mit seinem atemberaubenden Design, dem innovativen Remote Touch Bediensystem und modernsten Sicherheitstechnologien wird jede Fahrt zum begeisterten Erlebnis. Überzeugen Sie sich selbst. Vereinbaren Sie Ihre Probefahrt telefonisch unter 08 00/5 20 21 21, online unter www.lexus.de oder direkt in Ihrem Lexus Forum.

299 PS/220 kW
148 g/km CO₂
6,3 l/100 km*

DER NEUE VOLLHYBRID LEXUS RX 450h.

LEXUS
HYBRID
DRIVE

* Kraftstoffverbrauch, Lexus RX 450h kombiniert in l/100 km: 6,3 (innerorts 6,6/außerorts 6,0) bei CO₂-Emissionen von 148 g/km im kombinierten Testzyklus nach RL 80/1268/EWG.

Versionen: 0, 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688,

Autos

HYUNDAI i20
L'auto con grandi idee.



blue
La gamma Hyundai
amica dell'ambiente

Benzina - Diesel - BlueDrive GPL a partire da 8.400 euro
La nuova Hyundai i20, grande spirito, grande sicurezza, basse emissioni.
3 e 5 porte - adesso dai concessionari Hyundai.

La Vera Qualità Conta

HYUNDAI
www.hyundai-motor.it

Prezzo riferito alla versione in porta Classic, colori di stock, esclusa IPT, comprensivo di maxitaxi estesi (5 L a 5 del 10/100) e di scudo Hyundai. Versione fotografata modello Premium. Consumi ciclo misto combinato da 4,4 a 7,9 litri per 100km. Emissioni CO₂ da 115 a 142 (g/km). Offerta valida fino al 30/09/2009.


Oggi, 26/09/2009 p. 7

3 ANNI
Garanzia Hyundai
Castrol

CLEANER. FASTER. SMARTER.

355 hp EcoBoost™ V6, with new twin-turbo direct-injection technology, delivers 30% more hp, less CO₂ emissions, and higher fuel efficiency than MKS AWD 3.7L V6.*

INTRODUCING THE NEW
2010 LINCOLN MKS
with available
ECOBOOST

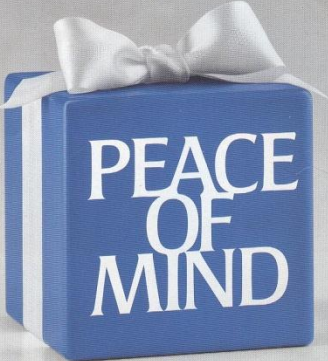


LINCOLN
REACH HIGHER
LINCOLN.COM

*Horsepower achieved with premium fuel. Faster than MKS AWD 3.7L V6 based on 0-60 mph times. EPA-estimated 17 city/25 hwy mpg. EcoBoost™ AWD. Optional features shown.

Newsweek, Oct. 12, 2009 p. 63

Finance/Insurance



Think of life insurance from New York Life as a gift of financial protection. Since 1845, we've provided peace of mind through the toughest times. And we have the highest ratings for financial strength.* You see, as a mutual company, owned by our policyholders, we share your goal of providing for your family's long-term security. Give them the most selfless gift of all, a more secure future.

NEW YORK LIFE

THE COMPANY YOU KEEP®
www.newyorklife.com

*Standard & Poor's (AAA), A. M. Best (A++), Moody's (Aaa) and Fitch (AAA) for financial strength. Source: Individual Third Party Ratings Reports (as of 3/18/09). © 2009 New York Life Insurance Company, 51 Madison Avenue, New York, NY 10010

Time, June 15, 2009 p. 70

GROTER WONEN?

Profiteer óók van de verhoogde Nationale Hypotheek Garantie!

De Nationale Hypotheek Garantie (NHG) is verhoogd naar € 350.000,-. U kunt daardoor veel makkelijker de overstap maken naar een grotere of leukere woning. U betaalt onder andere met de NHG vaak tot wel 0,6% minder rente. En dat is goed nieuws voor u en andere kopers in de markt. Bespaar veel tijd, geld en zorgen. Maak daarom vandaag nog een afspraak met een NVM-aankoopmakelaar. Hij laat u graag zien hoe ook u kunt profiteren van de verhoogde NHG. Kijk op www.nvm.nl.

Goed gevoel
NVM

N/gulij 18, 2009, p. 84

Finance/Insurance



Mein Lebenswerk.
Abgesichert für nur
5 Euro/Monat.¹

Die günstige Risiko-Lebensversicherung.
Vom besten direkten Lebensversicherer.²

Jetzt informieren:
www.asstel.de oder 0221 - 9 677 940
Mo. - Fr. 8 - 21 Uhr, Sa. 8 - 18 Uhr

ASSTEL
DIREKT GUT VERSICHERT

Der Spiegel, Oct 10, 2007, p. 183

1) Basisversicherung: Mann, Nichtraucher, 30 Jahre, 16 Jahre Laufzeit, normal versicherter Erwachsener (Mittel-Mittel-Check), monatlicher Beitrag (bei jährlicher Zahlungstermin) 10,00 Euro (einschließlich Grunderhaltungsbeitrag 10,00 Euro)



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più importanti.

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La Cessione del Quinto che ti dà di più.

La Cessione del Quinto Compass è il finanziamento ideale per dipendenti e pensionati perché può essere rimborsato direttamente trattenendo un quinto dello stipendio o della pensione, in tutta comodità e convenienza con tassi vantaggiosi grazie alla speciale convenzione con INPS e INPDAP.

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Chiedi subito un preventivo gratuito!
Bastano:

- un documento di identità valido
- il codice fiscale
- l'ultimo cedolino della pensione o dello stipendio.

Ti aspettiamo in una delle oltre 140 filiali!

COMPASS
FINANZIAMENTI
GRUPPO BANCARIO MEDITERRANEA

Diama forza ai tuoi progetti.
Arg. June 10, 2007, p. 145

Tassi un esempio?	
Importo richiesto	Importo richiesto
€ 12.500	€ 154,59
€ 32.000	€ 392,40

Importo richiesto: € 12.500, Importo richiesto: € 32.000, Importo richiesto: € 12.500, Importo richiesto: € 32.000, Importo richiesto: € 12.500, Importo richiesto: € 32.000



CREDIT SUISSE

-15%
OFFRE SPECIALE

650 matchs gagnés
15 Grands Chelems
2 filles
Un Credit Suisse
qui comprend ce qui compte pour vous

Roger Federer attribue ses nombreuses victoires à une passion inaltérée pour le tennis, à un travail intense et à une concentration sans faille dans les moments décisifs. Grâce à son expérience, le Credit Suisse comprend les multiples facettes du succès et les besoins des personnes qui réussissent. Leur point commun ? La motivation qu'ils puisent chez les autres. Nous contribuons au succès de nos clients. Depuis 1856, credit-suisse.com

Personal Care

Alpecin

Keine Schuppen Kein Haarausfall*

Der Doppel-Effekt von Alpecin

Das Anti-Schuppen Shampoo, das auch dem Haarausfall* vorbeugt. Warum sich mit weniger zufrieden geben: Mit einer Haarwäsche tun Sie nicht nur was gegen Ihre Schuppen. Sie tun auch was dafür, dass Ihnen die Haare nicht vorzeitig ausfallen. (Falls Sie erblich dazu neigen.) Fragen Sie Ihr Anti-Schuppen Shampoo, ob es das auch kann. Wenn nicht – besser wechseln.

*erblich bedingt




Das Doppel-Effekt-Shampoo von Alpecin schützt Sie vor Schuppen-Bildungen, Apoptosen und androgenetischem Haarausfall. Es ist ein universelles Pflegeprodukt. Informieren Sie sich auch unter: www.alpecin.de

L'Espresso, June 11, 2007, p. 30

Alpecin con caffeina

Doping per i capelli

Ora si sa che la caffeina può stimolare l'attività delle radici dei capelli. Sempre più uomini si affidano alle formulazioni a base di caffeina di Alpecin.

L'effetto positivo della caffeina sull'attività delle radici dei capelli è stato scientificamente dimostrato¹.

Alpecin Liquid
In uno studio dermatologico con Alpecin Liquid, nel 79% dei soggetti con una caduta di capelli intensa è stata misurata una riduzione della caduta; il numero di radici attive si è normalizzato².

Si raccomanda un massaggio del cuoio capelluto con Alpecin Liquid ogni mattina e dopo ogni shampoo. Non sciacquare.

Alpecin Shampoo alla Caffeina C1
Anche Alpecin Shampoo alla Caffeina C1 può contribuire alla prevenzione quotidiana anticaduta, perché la caffeina penetra nel follicolo pilifero già durante il lavaggio³. Prima di sciacquare lasciare agire per 2 minuti.

Importante: dal 2004 la caffeina non figura più nella lista delle sostanze dopanti. Può essere quindi utilizzata anche dagli sportivi.

Per maggiori informazioni:
www.alpecin.it

Rafforza la radice del capello. Previene la caduta prematura. Per uso quotidiano.
Prezzo al pubblico raccomandato: 8,90 €

Penetra nel follicolo già durante il lavaggio.
Prezzo al pubblico raccomandato: 6,90 €

Disponibile in Farmacia e nei negozi specializzati




¹ Uno studio dell'Università di Jena (Germania) ha dimostrato una marcata stimolazione dell'attività della radice dovuta alla presenza di caffeina (L'Espresso, 11 giugno 2004, p. 30).
² Studio dermatologico su 100 da 19 persone per il tempo, miglioramento del ricambio e del 79% del test (L'Espresso, 11 giugno 2004, p. 30).
³ Studio in vitro di penetrazione, Clinica Universitaria Carlo Besta, Pharmacology and Toxicology, 2002;20:155-168

Discussion

- Metaphors used in headlines
- Metaphors capture attention, aid understanding, create bond between product and audience - branding
- Metaphors play a key role based on culture
- Effectiveness enhance through strategic use of metaphors

Discussion

- Language used for branding, English found throughout
- In times of globalization, cultures still differ
- Culture is an important consideration in advertising and communication development