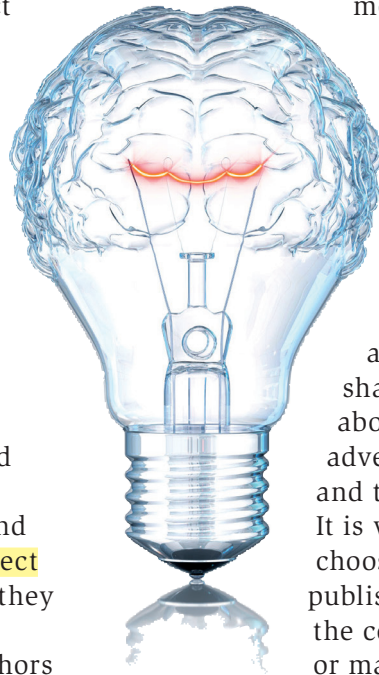


Sophisticated audience and stylish ads: cultural references

For evident reasons, advertising is firmly related to the audience it aims to attract. Market researchers analyse all the important **features** that will affect the success of the advertisement and, consequently, the sale of the product. One of them is cultural reference.

How do cultural references work? What are they based on? What are they going to **share**? Why do advertisers use them for selling?

Culture and language are **interlinked**. People are more and more culturally sensitive. They are **aware** that there could be differences between their culture and another person's and that these differences could **affect** their relationship and the way they communicate with each other. Advertisers make use of metaphors in visuals, headlines and texts to capture the attention of the public universally. In our contemporary society



image, rhetoric is widely used in the iconic language, linking with the verbal one and giving rise to the modern advertising message.

More and more advertising messages are built on shared cultural references. They **require** a certain amount of collective knowledge among the readers. The reader is supposed to understand certain cultural and emotional features in order to **grasp** the final message. If the advertiser and the consumer do not share the same level of knowledge about the cultural elements in the advertisement, the cultural implication and the meaning of the ad will be lost. It is very important for the advertisers to choose the appropriate media where to publish the ads. It is necessary to recognize the consumer and the **suitable** newspaper or magazine he or she is used to reading. Advertisers generally use cultural references to **increase** the prestige of their products, but this is not the only reason.


to affect: *influenzare*
aware: *consapevole*
feature: *caratteristica*
to grasp: *cogliere*
to increase: *aumentare*

interlinked: *intrecciati*
to require: *richiedere*
to share: *condividere*
suitable: *adatto*

1  **Decide if the following sentences are true or false. Then correct the false ones.**


- a. Culturally sensitive people are not conscious of differences between their cultural background and others'.
- b. The main aim of advertisers is to catch the consumers' attention.
- c. Advertisers and customers don't have to share the same cultural background.
- d. One of the most important reasons for advertisers in using cultural references is to enhance the value of the items.
- e. Nowadays more and more advertising messages are built up on shared culture.

	T	F
	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>

2  **GROUP WORK** The following ads require some cultural knowledge on the part of the reader. Identify the painters.



- a. b. c.

3  **PAIR WORK** Think about a campaign for selling a house-cleaning product. What cultural reference would you use to increase the value of the product? Give your reasons.