



Intercultural Communication, Globalisation and Advertising: The influence of culture in global advertising campaigns

Sebastian Plappert

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Essay from the year 2007 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, grade: Distinction, Macquarie University, course: ICOM 821 Intercultural Communication, language: English, abstract: This paper argues that advertising standardisation is only possible when cultures overlap. For this reason, the term of culture has to be captured and defined, before globalisation and its effect on advertising is considered. Then, the paper will investigate how advertising communicates across cultures and point out chances and flaws of Hall's and especially Hofstede's approach. By reviewing localised and standardised advertising, finally, a hybrid advertising strategy will be suggested.

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