

# SPECIFICS OF NATIONALLY-ORIENTED ADVERTISING IN RUSSIA AND CHINA

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## ABSTRACT

The article is devoted to a comparative analysis of nationally-oriented advertising in Russia and China. The material used for this article was represented by nationally-oriented advertising texts in Russia and China. The study shows that nationally-oriented advertising is an important type of advertising text which uses a positive image of the country with special geographical conditions and unique cultural and historical traditions. Particular attention is paid to a comparative analysis of similarities and differences in texts of nationally-oriented advertising in China and Russia, which uses a variety of multimodal media to form a positive image of the country and impact on consumers. The nationally-oriented advertising text focuses on the unambiguous interpretation of the national idea, the expression of which is a means of influencing consumers in order to awaken their patriotic feelings. The results of the study made it possible to reveal that despite the similarities, texts of nationally-oriented advertising in Russia and China are also marked by significant differences, which are due to the unique geographical and cultural characteristics of the two countries, as well as the deep originality of the two language systems.

***Keywords:** nationally-oriented advertising; multimodality; ethnomarketing; Russia; China*

## INTRODUCTION

### PROBLEM STATEMENT

The developing digital revolution and information and communication technologies result in the appearance of a new type of text – multimodal text. Its study as that of a heterogeneous semiotic complex is one of the priority areas of modern semiotics [4] and is **relevant** for linguistics. In addition, the **relevance** of this article, which presents a comparative analysis of multimodal advertising texts in Russia and China, is determined by the fact that it involves an unexplored variety of such texts, namely, nationally-oriented advertising (hereinafter referred to as NOA). It is marked by the accumulation of such positive national values of different countries as culture, history, folklore. Therefore the comparative approach is significant from the point of view of intercultural communication and cultural linguistics.

The **object** of analysis in this article is an array of national values of Russia and China which are reflected in the texts of the NOA. The article establishes similarities and differences from the point of view of presenting the country's national and cultural resources for the promotion of a particular product or service in its internal market.

The **aim** of the study is to carry out a comparative analysis of the semiotic complexes of NOA in Russia and China. The study determines the following range of questions and tasks: defining NOA as a type of advertising text, emphasizing its originality; identifying its main thematic varieties (product categories); characterizing NOA as a multimodal complex; differentiating between non-verbal and verbal means and conducting their comparative analysis; and answering the question on the similarities and differences between NOA in Russia and China.

## **MATERIAL**

The research material was constituted by nationally-oriented advertising videos of different product categories broadcast on the central TV channels of Russia and China and functioning on the Internet of both countries (Youtube, Bilibili, CCTV and WeTV).

## **METHODS**

Along with general research methods (comparison, generalization, observation, commenting, etc.), general linguistic and special research methods include traditional methods of lexical-semantic and contextual analysis, multimodal discourse analysis, the method of semantic and pragmatic interpretation of text components, continuous sampling method. Identifying the national and cultural specifics required the use of the linguistic and cultural commenting method, and the comparison of thematic varieties and texts of NOA in Russian and Chinese necessitated the method of comparative analysis.

## **DISCUSSION**

### **NATIONALLY-ORIENTED ADVERTISING AS A TYPE OF MULTIMODAL ADVERTISING TEXT**

The primary goal of advertising created on the basis of discourse intention is to generate demand for certain goods or services, and to achieve this goal, semiotic signs of different modalities are used. Therefore, multimodality is a key feature of modern advertising texts [7].

It is important to note that Russian scholars have traditionally viewed verbal communication as a priority area of research, considering the verbal component of the advertising text as the main influencing force, and the non-verbal

component as complementary to this function [6]. However, we believe that it is effective to consider a modern advertising text in comparative terms if it is regarded as a multimodal complex with a harmonious interaction of both semiotic components.

Nationally-oriented advertising texts are actively used in the Russian and Chinese media space. Such texts should be understood as advertisements in Russian and Chinese aimed at a specific target audience and utilized in the domestic market of the country whose language they use. The focus of nationally-oriented advertising involves the application of national values as the main marketing tools. From this point of view, NOA is one of the varieties of ethno marketing, which is extremely popular all over the world nowadays.

Therefore, NOA is an intentional type of commercial advertising in which the key role is played by the image of the country. It is characterized by a reflection of the historical and cultural heritage of a particular society. It is worth noting that in this type of advertising, nationally-oriented values as well as various kinds of ideologemes are "promoted" easily, since the addressee's attention switches to the evaluation of the promoted product.

Most often, NOA is employed to promote domestic goods that have a direct connection with the national tradition. Example of such a connection are advertisements for certain food products traditional for a particular country, e.g., kvass, vodka, sour cream, croutons for Russia; noodles, Chinese vodka, tea, dumplings for China.

We should also specify that the feeling of patriotism has become one of the main advertising trends in the promotion of certain types of foodstuffs in Russia. In particular, kvass, being a primordially Russian drink, is positioned by marketers as a drink that is an integral part of the history and culture of the Russian people: "*Age-old traditions of good health*" (*Russky Dar* – TN: 'Russian gift', a popular Russian brand of kvass) [<http://www.textart.ru/baza/slogan/napitki/kvas.html>].

"Emotional marketing" is based on empathy and aims to cause an emotional response in the consumer in order to promote products and services. It plays an important role in advertising food products in China. Using different national and cultural elements, the addresser creates a characteristic emotional atmosphere and awakens positive emotions in the addressee, thus contributing to an effective influence on the latter [2]. Many commercials, such as those of Kang Shifu instant noodles, Sanquan dumplings, etc., feature the image of the panda, which is a national treasure and a symbol of China. This image in advertising also creates a comic effect to increase the impact on a potential consumer.

The thematic classification of NOA is based on its varieties that are the most typical of the domestic market of any country: automotive advertising, banking

advertising, travel advertising, mobile network advertising, but first of all, food and drink advertising. We shall only consider two of them in detail – travel and banking advertising. Food and drink advertising has been briefly described above.

## THEMATIC VARIETIES OF NOA IN RUSSIA AND CHINA

### TRAVEL ADVERTISING

As a rule, in Russian travel advertising, visual components are represented by views of nature, cozy hotels, historic buildings, city attractions, etc. It is these elements in advertising compositions of different cities and regions that create the image of Russia. At the verbal level, the use of cultural and historical ideas about cities predominates, e.g., *Петербург чиновничий* /Peterburg chinovnichij/ 'Bureaucratic Petersburg', *Москва купеческая* /Moskva kupecheskaja/ 'Merchant Moscow' or *Пушкинский Петербург* / Pushkinskij Peterburg/ 'Pushkin Petersburg', *Булгаковская Москва* / Bulgakovskaja Moskva/ 'Bulgakov Moscow'. The verbal level is also marked by various stylistic expressive means: comparisons (*будто игрушечный собор Василия Блаженного* /budto igrushechnyj sobor Vasilija Blazhennogo/ 'the toy-like St. Basil's Cathedral'), epithets (*великие просторы* /velikie prostory/ 'grand expanses', *изысканная архитектура* /izyskannaja arhitektura/ 'exquisite architecture'), metaphorical paraphrases (*колыбель космонавтики* /kolybel' kosmonavtiki/ 'the cradle of cosmonautics' (Kaluga), *знаменитый «карман России»* /znamenitijj karman Rossii/ 'the famous "pocket of Russia" (Nizhny Novgorod)), inversion (*Дикую первозданную природу, опасные вертикальные трассы, старинные заброшенные заводы и первые участки железной дороги хранит на своих просторах древний дедушка Урал* /Dikuju pervozdannuju prirodu, opasnye vertikal'nye trassy, starinnye zabroshennye zavody i pervye uchastki zheleznoj dorogi hranit na svoih prostorah drevnij dedushka Ural/ 'In the great spaces of old grandfather Ural hides wild pristine nature, dangerous vertical tracks, old abandoned factories and the first sections of the railway'), etc. [<https://tonkosti.ru/%D0%A0%D0%BE%D1%81%D1%81%D0%B8%D1%8F>].

The non-verbal component in Chinese travel advertising receives more attention than the verbal component. The advertising slogan is usually short, but expressive, embellished with various stylistic means – Chinese phraseological units, quotes from poems by Chinese poets, etc. [3]. Thus, the advertisement for the city of Nanchong contains footage of various attractions: the ancient city of Langzhong, the Zhang Lan (a Chinese politician) Memorial Hall, the Zhu De (a Chinese military leader, statesman and politician) Residence Memorial Hall, Mount Xishan, Shenzhong Lake and Lingyun Mountain. At the end, a female voice pronounces the following slogan: 嘉陵江畔最柔美的记忆 - 南充 'The most tender and beautiful memory on the bank of the Jialing River – Nanchong', which features a poetic metaphor of the city of Nanchong as a place of historical memory.

## AUTOMOTIVE ADVERTISING

Automotive advertising is highly metaphorical both at the verbal and non-verbal levels, which has been repeatedly noted by researchers [9]. This can be witnessed in slogans and advertising texts, where the name of the vehicle is perceived to a greater extent as a proper name than as a common noun: it can be associated with both a person and an animal, that is, the impersonation trope is used as an expressive means.

According to D. Sknarev, a "fatherly", "loving" attitude to the consumer, which is primarily expressed in the sense of pride in one's homeland, is uncommon for American marketing, as opposed to Russian marketing [8]. This attitude can be traced in the following slogans: *УАЗ Патриот. Верный. Надежный. Друг* / UAZ Patriot. Vernyj. Nadezhnyj. Drug/ 'UAZ Patriot. True. Reliable. Friend', *Лада. Ключ к дорогам России* /Lada. Kljuch k dorogam Rossii/ 'Lada. The Key to the Russian Roads' (Lada Kalina).

The main component of advertising for China-made cars is represented by the geographical natural realities of China. Demonstration of driving the car in different parts of China, on the one hand, makes it possible to show the beauty of the unique landscape of various regions of China, on the other hand, helps the Chinese car manufacturing company reflect the features of the vehicle. This method is closely related to the ideas of the Chinese philosophy of Taoism, which emphasizes the harmony of man and nature [5]. Thus, in the advertisement for the Chinese car *Red Flag-HS7*, the famous Chinese actor Jin Dong drives the vehicle through various scenic areas of China.

## BANKING ADVERTISING

Nationally-oriented advertising for banks in Russia is generally distinguished by a traditional Soviet or pre-revolutionary storyline, which is most likely due to the fact that Russians are accustomed to trusting the "proven past". Consequently, banking advertising is rich in historical reminiscences and precedent texts with History as the source sphere, which makes it possible to attract the addressee's attention and gain his or her trust. Thus, the pre-revolutionary era is often recreated in *Sberbank* commercials with the common slogan *Самое ценное* /Samoe cennoe/ 'The Most valuable', the Soviet era is portrayed in the advertising for *SKB-Bank* with the distinctive precedent slogan *В светлое будущее* /V svetloe budushhee/ 'To the bright future', which is strongly linked to the designation of communism (e.g., in Soviet times, the slogan *Вперед в светлое будущее!* /Vpered v svetloe budushhee/ 'On, to the bright future!' was widespread).

The popularity of nationally-oriented banking advertising is currently related to the political situation and strategy of the Chinese government. The efforts of

banks to gain government support are reflected in the strategies used in their advertising campaigns [1].

For instance, the Agricultural Bank of China commercial tells the following story: two brothers born in a Chinese village chose their own path in life. One prefers to stay in the village, while the other opts for living and working in the city. This is followed by a footage of their life and work: both brothers have achieved success, as they use the services of the Agricultural Bank of China. The video ends with a family feast on the occasion of the Chinese New Year, and the voiceover says: 无论怎样的起点, 无论怎样的路, 不同的境遇或不同的困难。一起奋斗, 一起拼搏, 为梦想, 为美好生活。精准扶贫, 中国农业银行。 'No matter what the start, no matter what the path, there are different situations, different hardships. We work together, we fight together for a dream, for a wonderful life. Unmistakable aid to the poor. Agricultural Bank of China'.

This commercial reflects two important social issues in modern China. The first one is the uneven development of the city and the countryside, the outflow of young people to megacities in search of a better life, which slows down the development of rural areas. The second one is the failure of young people to observe the tradition of celebrating New Year with close relatives due to financial difficulties. The commercial shows how the Agricultural Bank of China takes care of its customers and helps in solving all problems.

## CONCLUSION

The presented general analysis of NOA and some of its varieties in Russia and China shows that NOA influences the formation of an integral positive image of the country. Appealing to the patriotic feelings of the target audience through the interaction of verbal and non-verbal means as part of multimodal advertising complexes, this commercial advertising certainly performs its main function – the influencing function.

Nationally-oriented advertising texts of different thematic varieties in Russia and China show similarities. In travel advertising in Russia and China, the main method of conveying information is the visual component. As a rule, it involves demonstration of beauties of nature, hotels, historical sights. The verbal text is rich in stylistic means of expressing positive emotions. In Russian automotive advertising, the patriotic idea is associated with the goal of promoting a domestic vehicle, the purchase of which is a sign of patriotism, while in China this idea is not directly positioned.

Historical reminiscences prevail in Russian banking NOA, while in the Chinese equivalent more attention is paid to various government strategies and policies.

A comparative analysis makes it possible to better understand the universal and idioethnic features of NOA as a type of commercial ethno advertising, which determines the relevance of such a study for advertology and marketing linguistics.

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