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**PROMINENT THEORETICAL APPROACHES TO CROSS-CULTURAL COMMUNICATIONS**

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***Summary.** Cross-cultural communication, as a field of study, has evolved significantly over the past few decades. The need to effectively convey messages to audiences from different cultural backgrounds has led to the development of numerous theoretical frameworks that address the intricacies of cultural differences.*

The purpose of the article is making brief overview of the most prominent theoretical approaches used to understand cross-cultural communications in advertising.

One of the most widely recognized frameworks is Geert Hofstede's Cultural Dimensions Theory. It identifies six cultural dimensions that differentiate societies [1, p. 13]. Each of these dimensions provides insight into how individuals within a given culture perceive authority, interpersonal relationships, and societal norms.

In the context of advertising, Hofstede's model helps marketers tailor their campaigns to resonate with the target culture's values. For example, in high power distance cultures, advertising might emphasize status, hierarchy, and authority figures, whereas in low power distance cultures, advertisements might focus on equality and personal empowerment. Similarly, understanding whether a culture leans more towards collectivism or individualism can dictate whether a message should appeal to family values or personal achievement.

Also, Trompenaars expanded on Hofstede's work, emphasizing the dynamics of relationships and values within different cultures. That eventually developed into the theory of Seven Dimensions of Culture.

For advertisers, Trompenaars' dimensions provide a nuanced understanding of how cultural norms influence communication. For example, the Achievement versus Ascription dimension explores whether a society values personal accomplishments or assigns status based on factors such as age, family, or connections. In cultures that value ascription, using testimonials from respected community figures or celebrities can lend credibility to a product. Conversely, in achievement-oriented cultures, advertisements that highlight the practical benefits and personal accomplishments of using a product are more effective [2, p. 7].

Another influential theoretical approach is the concept of high-context and low-context communication. High-context cultures, such as those in East Asia, rely heavily on non-verbal cues, shared experiences, and implicit understanding. In contrast, low-context cultures, such as those found in the United States and Germany, depend on explicit verbal messages to convey meaning [3, p. 36].

In high-context cultures, advertisements often rely on symbolism, imagery, and subtle messaging, assuming that the audience will interpret the intended

meaning. On the other hand, advertisements targeting low-context cultures are typically more direct, using clear language and explicit calls to action. Understanding these differences helps advertisers avoid misunderstandings and develop content that aligns with the communication styles preferred by the audience.

Schwartz's Theory of Basic Human Values also provides a useful perspective for cross-cultural advertising. Shalom Schwartz identified ten universal values that motivate human behavior. These values exist across all cultures, but their importance varies from one culture to another [4, p. 19].

In advertising, understanding these values allows marketers to craft messages that align with the dominant values of the target audience. For instance, advertisements aimed at cultures that prioritize security and conformity might emphasize the reliability and safety of a product, whereas ads for cultures that value stimulation and self-direction could focus on novelty and personal freedom.

While these theoretical frameworks provide valuable insights, they are not without limitations. Critics argue that models like Hofstede's and Trompenaars' can be overly simplistic, failing to account for the complexity and fluidity of cultural identities. Cultures are not static; they evolve over time, influenced by globalization, migration, and technological advances. Moreover, individual differences within a culture mean that not all members will conform to the cultural norms described by these models.

In addition, the majority of cross-cultural theories were developed using data from specific regions, which may limit their applicability in other contexts. For instance, Hofstede's initial research focused heavily on Western and Asian countries, potentially overlooking nuances in African, Middle Eastern, and Latin American cultures. As such, advertisers must use these theories as general guidelines rather than definitive rules, supplementing them with localized research and insights.

In conclusion, it is an indispensable step in the marketing process of understanding the theoretical approaches of cross-cultural communications, especially for transnational business. Effective cross-cultural communication is conducive to breaking through cultural barriers, as a result of which is more satisfied target audience. The marketing will understand the needs of customers accurately, while avoiding misunderstandings on account of cultural differences.

### References

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