

## International and Intercultural Communication Design: Case Study of Manipulative Advertising

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**Abstract :** The purpose of the following research paper is to discuss the differentiating meanings of culture and how popular culture has maintained a great impact on intercultural and international behavior. The following discussion leads to the notion of communicating cultural impact on behavior through advertising and sub-cultural theory in advertising. Although towards the end of the research, the complexities that develop through the above discussion, lead to the solution that 'advertising gives meaning to the otherwise meaningless and identical objects through linking them to our basic needs'. In today's fast paced digital world, it is difficult to define culture, literally, since its meaning tends to shift through series of different perceptions such as 'how' and 'why' it should be used. This notion can be taken towards another notion of popular culture. It is dependent on 'attitudes, ideas, images, perspectives and other phenomena within the mainstream of a given culture'. Since popular culture is influenced by mass media, it has a way of influencing an individual's attitude towards certain topics. For example, tattoos are a form of human decorations, that have historic significance, and a huge spectrum of meanings. Advertising is one aspect of marketing that has evolved from the time when it was 'production oriented', up till the time it started using different mediums to make its impact more effective. However, this impact has confused us between our needs and desires. The focus in this paper is 'we consume to acquire a sense of social identity and status, not just for the sake of consumption'. Every culture owns different expressions, which are then used by advertisers to create its impact on the behavior of people sub-culturally and globally, as culture grows through social interaction. Advertisers furthermore play a smart role in highlighting quality of life ranging from 'survival to well-being'. Hence, this research paper concludes by highlighting that culture is considered as a 'basic root' of any community that also provides solution to certain problems; however, advertisers play their part in manipulating society's literacy and beliefs by rationalizing how relevant certain products/brands are to their beliefs.

**Keywords :** mass media, popular culture, production oriented, sub-culture

**Conference Title :** ICCDM 2018 : International Conference on Communication Design and Management

**Conference Location :** Dublin, Ireland

**Conference Dates :** July 23-24, 2018