

## **ABSTRACT OF THE GRADUATION QUALIFICATION PAPER**

### **Subject of the graduation qualification paper:**

PR strategies in cross-cultural communication

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### **Relevance of the research topic.**

In the modern world, where any borders between countries and peoples have been erased, the problems of adaptation in an intercultural environment are one of the most important, to solve which it is necessary to know the basics of intercultural communication.

Cross-cultural communication affects almost all spheres of people's life. Each nation, each culture has its own specific values, norms of behavior, traditions and customs, rules, which are combined in a psychological organization called "mentality".

The study of cross-cultural communication is important for the development of a number of practical recommendations that can help you see the special sides of each people, understand their thoughts and learn about their preferences. All this is necessary to conduct a successful business at the international level. The methods identified in the study of intercultural communication are aimed at the desire of scientists to identify common universals that are suitable for all cultures. These characteristics can be used as a basis for interaction between representatives of different cultures to build successful business relationships.

As you know, one of the most effective levers of influence on people is advertising. It is thanks to it that large firms enter the world market, distributing their products to the whole world.

Advertising is a reflection of the culture it is aimed at. Based on this, the relevance of the work is associated with a significant complication of creating strategies and tactics of PR management at the international level. Over the past twenty years, the number of unsuccessful advertising campaigns that did not take into account the peculiarities of national culture has increased by 11.5%.

When creating or standardizing advertising, it is always necessary to take into account the cultural characteristics of each nation. Unsuccessful advertising campaigns can lead to inappropriate perception of information and conflicts. This paper will examine the peculiarities of the mentality of four countries (USA, Germany, France, Spain) by means of diagnostics of concepts specific to these cultures.

### **The degree of scientific development of the problem.**

Having analyzed the works of domestic and foreign authors who are engaged in research of the international market on the basis of intercultural communication, we can conclude that this problem has a wide range of effects on the culture of each country.

Fundamental in this area can be considered the research of such domestic authors as N. V. Baryshnikov, T. S O'guinn., K. T. Alain R. J. Semenek.

The concept of "PR strategies in cross-cultural communication" has a high level of development, but if the cross-cultural aspects are not observed, PR strategies will lose their significance in the world market.

**The object of research** of the current work is a system of advertising features of four countries, which is a direct reflection of the cultures themselves.

**The subject of the research** is the problem of analyzing cross-cultural communication and adaptation of advertising campaigns in relation to the problem of national identity.

**The aim of the work** is to show by the example of unsuccessful PR strategies that the methods of introducing advertising to the international market are not limited to just one translation of texts. This method is not relevant in modern advertising, because due to great competition, this type of strategy risks being unnoticed and doomed to failure in another culture. Despite the

active influence of globalization on the way of life around the world, each culture honors its own ingrained norms and values, so every advertising campaign should be based on the peculiarities of the mentality of the country it is aimed at.

The research sets the following **objectives**:

- analyze the emergence of cross-cultural communication
- definition and disclosure of the essence of the concept of intercultural communication
- consider the importance of PR strategies in the context of cross-cultural communication
- identification of national cultural characteristics of four countries (USA, Germany, Spain, France)
- diagnostics of unsuccessful advertising campaigns in which aspects of cross-cultural communication were not observed

Empirical basis of the research:

- observation;
- survey;
- comparative analysis;

Research methods were determined by the goal. At different stages of the research, the following techniques and methods were used: critical analysis of scientific literature, description, contextual analysis and comparison.

**The theoretical significance** of this work lies in the review of PR strategies in cross-cultural communication.

**The practical significance** of the work is determined by the possibility to use the materials of this study as an auxiliary material when creating advertising campaigns in four cultures.

**The structure of the work** consists of a set goal and tasks. The work consists of an introduction, two chapters, conclusion, bibliography, and Appendix. The introduction formulates the relevance of the research, goals and objectives. The first Chapter is devoted to the theoretical consideration of the phenomenon of intercultural communication. The second Chapter contains comparative characteristics of PR strategies in four cultures and examines the mistakes of unsuccessful advertising campaigns. In conclusion, General conclusions on the research topic are made.