**VIETNAM NATIONAL UNIVERSITY**

**UNIVERSITY OF LANGUAGES AND INTERNATIONAL STUDIES**

🙠🕮🙢

**INDIVIDUALISM AND COLLECTIVISM IN**

**AMERICAN AND VIETNAMESE ADVERTISEMENTS**

**(Tính cá nhân và tính tập thể trong quảng cáo của Mỹ và Việt Nam)**

**MAJOR: ENGLISH LINGUISTICS**
**CODE:** 9220201

**Supervisor:** **1. Asso. Pro.Dr. Nguyễn Văn Trào**

**2. Dr. Huỳnh Anh Tuấn**

**SUMMARY OF DOCTORAL THESIS**

**HANOI – 2022**

TABLE OF CONTENTS

[TABLE OF CONTENTS 1](#_Toc121397583)

[CHAPTER 1:](#_Toc121397584) [INTRODUCTION 3](#_Toc121397585)

[1.1. RATIONALE 3](#_Toc121397586)

[1.2. AIMS AND SCOPES OF THE STUDY 3](#_Toc121397587)

[1.3. RESEARCH METHODS 4](#_Toc121397588)

[1.4. SIGNIFICANCE OF THE STUDY 4](#_Toc121397590)

[1.5. STRUCTURE OF THE DISSERTATION 5](#_Toc121397591)

[CHAPTER 2:](#_Toc121397592) [LITERATURE REVIEW 6](#_Toc121397593)

[2.1. AN OVERVIEW OF SYSTEMIC FUNCTIONAL LINGUISTICS 6](#_Toc121397594)

[2.1.1. Introduction 6](#_Toc121397595)

[2.1.2. Theoretical background 6](#_Toc121397596)

[2.1.3. The conceptual framework in this research 7](#_Toc121397598)

[2.1.5. SUMMARY 8](#_Toc121397599)

[CHAPTER 3:](#_Toc121397600) [RESEARCH METHODOLOGY 8](#_Toc121397601)

[3.1. RESEARCH APPROACH 8](#_Toc121397602)

[3.2. RESEARCH DESIGN 9](#_Toc121397606)

[3.3. DATA COLLECTION 10](#_Toc121397607)

[3.4. DATA ANALYSIS 11](#_Toc121397609)

[3.5. ANALYTICAL FRAMEWORK 13](#_Toc121397610)

[3.6. SUMMARY 14](#_Toc121397611)

[CHAPTER 4:](#_Toc121397612) [INDIVIDUALIST AND COLLECTIVIST VALUES MANIFESTED IN AMERICAN AND VIETNAMESE ADVERTISEMENTS THROUGH THEMES 15](#_Toc121397613)

[4.1. The manifestation of the individualist and collectivist values in American advertisements and Vietnamese advertisements through themes 15](#_Toc121397614)

[4.1.1. Self-construal themes 15](#_Toc121397615)

[4.1.2. Social perception themes 16](#_Toc121397616)

[4.2. The frequencies in which individualist and collectivist values are manifested in American and Vietnamese advertisements 19](#_Toc121397619)

[4.3. SUMMARY 20](#_Toc121397621)

[CHAPTER 5: FINDINGS AND DISCUSSION: 21](#_Toc121397622)

[THE REPRESENTATION OF THE INDIVIDUALIST AND COLLECTIVIST VALUES IN AMERICAN AND VIETNAMESE ADVERTISEMENTS 21](#_Toc121397623)

[5.1. The representation of individualist and collectivist values in American and Vietnamese advertisements through creative tactics 21](#_Toc121397624)

[5.2. The representation of the individualist and collectivist values in American and Vietnamese advertisements through images 22](#_Toc121397625)

[5.3. The representation of the individualist and collectivist values in American and Vietnamese advertisements through linguistic devices at lexical level 24](#_Toc121397626)

[5.5. Summary of the chapter 5 24](#_Toc121397627)

[CHAPTER VI: CONCLUSION 25](#_Toc121397628)

[6.1. Summary of the new findings of the thesis: 25](#_Toc121397629)

[6.2. Practical applicability: 26](#_Toc121397630)

[6.3. Further research directions 27](#_Toc121397631)

[REFERENCES 28](#_Toc121397632)

CHAPTER 1

INTRODUCTION

## 1.1. RATIONALE

There are two main reasons urging me to carry out this research. The first one inspiring me to do this research is the importance of culture and cultural values in advertisements with many empirical studies in global context focusing on just the manifestation of individualist and collectivist values, but the representation of these values. The second reason prompting me to conduct the research is the limited number of studies and no systematic research on this topic in Vietnam in spite of its importance.

## 1.2. AIMS AND SCOPES OF THE STUDY

The overarching aim of the study is to explore the manifestation of individualist and collectivist values in American compared with Vietnamese advertisements. To achieve the overarching aim, the main objectives of this study include:

1. identifying individualist and collectivist values manifested in the American and Vietnamese advertisements
2. discovering and analysing the frequencies in which the individualist and collectivist values are manifested in the American and Vietnamese advetisements
3. exploring the ways those individualist and collectivist values represented through creative tactics and multimodal devices in the American and Vietnamese advertisements
4. comparing and contrasting the similarities and differences in the manifestation of the individualist and collectivist values and the ways those values are represented in the American and Vietnamese advertisements

For those objectives to be fullfiled the study is therefore conducted to answer the following questions:

1. What individualist and collectivist values are manifested in the American and Vietnamese advertisements?
2. How frequently are individualist and collectivist values manifested in the American and Vietnamese advertisements?
3. How are the individualist and collectivist values represented through creative tactics and multimodal devices in those American and Vietnamese advertisements?
4. What are the similarities and differences in the manifestation of the individualist and collectivist values between American and Vietnamese data?

## 1.3. RESEARCH METHODS

## In conducting this study, the researcher chose to stand on pragmatic worldview through using exploratory sequential mixed method, whose both qualitative and quantitative data were sequentially collected. In this exploratory sequential approach the researcher first began with a qualitative research phase by coding the data from the two sets of data in themes, creative tactics and multimodal devices representing individualist and collectivist values in two sets of data for answering a part of the first research question and the second research question. Then based on the results of the first qualitative research phase, the second quantitative research phase was conducted by counting the number of the themes, creative tactics and multimodal devices identified on the first phase to analyze how frequently the individualist and collectivist values are manifested and the similarities and differences in the manifestation of individualist and collectivist values under non- essentialist view of culture through themes, creative tactics and multimodal devices between the two datasets, American and Vietnamese advertisements.

## 1.4. SIGNIFICANCE OF THE STUDY

* For social critics and policy makers concerned about the cultural effects of cultural values in advertisements, the findings of this study may help them justify whether further monitoring of the pros and cons of applying those values in ads are in need as the results of potential shift of value hierarchies in certain segments of the population who are more susceptible to foreign cultural influence, such as the youth.
* The findings of this study also suggest that advertisers in American and Vietnam may benefit from the insights of the advertisements in adapting advertising themes, creative tactics and multimodal devices to appeal to consumers in the individualist and collectivist cultures. On the other hand, both American and Vietnamese advertisers should rely more on consumer response research to confirm.
* The findings of this study help bring about the practical theoretical bases for application in providing the marketing students with better understanding about firstly the importance of cultural values in advertising in particular and in marketing in general, secondly the levels and ways cultural values are adopted in advertising and marketing, and finding out the ways to convey their ideas so persuasively in their advertising messages later on.

## 1.5. STRUCTURE OF THE DISSERTATION

The study is organized as follows:

**Chapter 1 – INTRODUCTION -** presents an overview of the research. In this part, rationale, aims & scopes, research methods and structure of the dissertation are provided.

**Chapter 2** **– LITERATURE REVIEW** – reviews the theoretical framework for the research.

**Chapter 3 – RESEARCH METHODOLOGY –** is concerned with methods of the research.

**Chapter 4 – FINDINGS AND DISCUSSIONS: INDIVIDUALISM AND COLLECTIVISM MANIFESTED IN AMERICAN AND VIETNAMESE ADVERTISEMENTS**– analyzes individualist and collectivist values in the American and Vietnamese advertisements regarding its themes and the frequencies in which these values are manifested. From the data, the individualist and collectivist values in American advertisements in comparison and contrast with Vietnamese ones are revealed and analyzed in each part of analysis with the demonstration.

**Chapter 5 –** **FINDINGS AND DISCUSSIONS:** **THE REPRESENTATION OF THE INDIVIDUALIST AND COLLECTIVIST VALUES-** analyzes the representation of the individualist and collectivist values through creative tactics and multimodal devices used in American advertisements and Vietnamese advertisements and then compare and contrast the similarities and differences in this representation.

**Chapter 6 – CONCLUSIONS** summarizes the significant findings and conclusions as well as proposes implications of the study. In addition, limitations of the study as well as suggestions for further research are put forward afterwards.

# CHAPTER 2

# LITERATURE REVIEW

## 2.1. AN OVERVIEW OF SYSTEMIC FUNCTIONAL LINGUISTICS

## 2.1.1. Introduction

The data were analyzed based on multidimensional frameworks derived from the individualism- collectivism cross-cultural theory and empirical evidence about their manifestation in cross-cultural psychology (Triandis, 1995) and advertising, framework for the manifestation of individualism and collectivism (Zhang, 2004), the representation of the individualist and collectivist values through creative tactics (Zhang, 2004) and 2 frameworks of multimodal devices representing these values the researcher of this study created from three sources, namely the theory of social semiotics, in particular images, theoretical communication style, and theoretical foundation of the high-context and low-context communication, politeness strategies and empirical evidence about the multimodal devices representing individualist and collectivist values in advertisements of the individualist and collectivist cultures.

### 2.1.2. Theoretical background

### Figure 2.1: Iceberg Analogy of culture, Weaver (1999) and explanation



**Figure 2.2: The linking among culture, cultural values and cultural dimensions of values**

****

### 2.1.3. The conceptual framework in this research

**Figure 2.3**: *The conceptual frameworks in this research (resulted from Zhang, 2004; Kress & van Leuween, 2006; Brown & Levinson, 1987; Triandis, 1995; Singh & Bartikowski, 2009; and Incelli, n.d)*

 I-C values- Themes

Creative tactics

Multimodal devices Multimodal features

Syntactic levels

Eye contact

Smile

Personal

Impersonal

Lexical levels

Images

Non-verbal

Verbal

## 2.1.5. SUMMARY

In conclusion, this section of the study provided very detailed information with analytical frameworks necessary for investigating individualist and collectivist values mainfested and the means more likely representing these values in advertisements in general and in American and Vietnamese advertisements in particular.

# CHAPTER 3

# RESEARCH METHODOLOGY

This chapter is to outline the overall design of the research methodology including research questions, research approach, research methods, and data collection procedure, methods of data analysis, theoretical and conceptual framework, and analytical framework as well as analytical units.

## 3.1. RESEARCH APPROACH

As aforementioned, in conducting this research**,** mixed method approach with sequential collection of both qualitative and quantitative data in the design – exploratory sequential mixed method design was adopted under pragmatic worldview based on what was proposed by Creswell, W. & Creswell, D. (2018).

**Figure 3.1**

*The framework of the interconnection of worldview, design and research method adapted from Creswell, W. & Creswell, D. (2018).*

**Design**

Exploratory sequential

**Philosophical worldview**

Pragmatic

**Research approach**

Mixed methods

**Research method**

Data collection

Data analysis

Interpretation

**3.2. RESEARCH DESIGN**

According to Creswell, W. & Creswell, D. (2018), the exploratory sequential method starts with a qualitative research phase where the researcher examines the perspectives of participants. Following data analysis, the information is used to create a second, quantitative phase. In applying this research design, the design for this research is presented as in the following figures:

**Figure3.2**

*The research design used in this research to answer the first, the second, and a part of the fourth research question*

Qualitative Analysis

Quantitative analysis

is

##

**Figure 3.3**

*The research design used in this research to answer the third and a part of the fourth research question*

Quantitative analysis

is

Qualitative Analysis

## 3.3. DATA COLLECTION

These steps are described in detail as followed. The researcher followed these procedures in the process of data collection:

- Finding out lists of American and Vietnamese magazine categories which are popular advertising vehicles with high circulation, similar target audiences for maintaining comparability in both countries.

- Deciding the time lines for the magazines chosen

 - Collecting all the advertisements in those issues selected.

## - Reading the advertisements, categorizing and describing the sample advertisements, omitting the ones in cases when more than one advertisement was found for the same brand, only one was randomly chosen so as to avoid inflating the sample size, thereby reducing the effect of brand-specific advertising expressions and advertisements which are foreign and translation ones.

## 3.4. DATA ANALYSIS

In the coding process, with the method of qualitative content analysis, the data were coded inductively with concept-driven categories or data-driven categories. For example, to point out the manifestation of individualist and collectivist values in American and Vietnamese advertisements, themes, creative tactics and multimodal devices are formulated. Each of these units is further categorized more into subcoding units like imitation, argument, hard sell, soft sell or comparative claims for creative tactics.

After the coding, the categories of (1) themes, creative tactics and (2) multimodal devices used to represent individualist and collectivist values in advertisements were built. The procedure of reporting or interpreting the findings was carried out based on the recurrent patterns detected from the real data to provide an in-depth picture of the phenomena of individualist and collectivist values and the representation of the individualist and collectivist values through a comparison and contrast approach.

To aid this procedure, statistical data analysis was used or the results were presented quantitatively (Weber, 1990). The occurring frequency of each individualist and collectivist theme, creative tactic, and multimodal devices was identified using statistical analysis of the data, making the comparison procedure feasible and achievable.

**Figure 3.4**

*The phases of content analysis in this study*

 Choice for analysis units

 Preparation phase

Multimodal units

Non-verbal

Verbal

Findings and discussion: a set of comparison and contrast between individualist and collectivist values

Correspondence comparing to earlier study

Data coding according to categories

Resulting phase

Multimodal devices: images and linguistic devices

5 creative tactics: argument, imitation,

20 themes: pride, independence,…

Multimodal devices

Creative tactics

Themes

Developing structure analysis matrice

Data coding

Organizing phase

Sentences

Phrases

Words

Smile

Images

Eye contact

## 3.6. ANALYTICAL FRAMEWORK

Advertisements

Collectivist values

devices

tisements

Individualist values

Multimodal devices

Linguistic devices

More collective personal markers

More linguistic devices resulted from Off-record PS and positive PS

Argument

Hard sell

Comparative claims

Impersonal images

Personal images without interactions

More comparative & superlative structures

More individualist personal markers

More scientific & objective markers

Fewer showing off words

More linguistic devices resulted from bald-on record and negative PS

Collectivist values

Multimodal devices

Represented through

Represented through

Creative tactics

Multimodal devices

Creative tactics

Multimodal devices

Soft sell

Imitation

Linguistic devices

Images

Linguistic devices devices

Personal images with interactions

Images

Similarities and differences between American and Vietnamese ads

More showing off words

More emotional & subjective markers

## 3.6. SUMMARY

This chapter has presented the methodology employed in the present study which describes research questions, research methods, data collection and data analysis. Firstly, the research questions have been stated to function as a guide of the whole study. Then, the research methods have been presented with the remarks on the exploratory sequential mixed method. In addition, data collection has been described with the focus on the review of data collection methods. Finally, the phases of data analysis have been illustrated with the concentration on the coding process.

# CHAPTER 4

**INDIVIDUALIST AND COLLECTIVIST VALUES MANIFESTED IN AMERICAN AND VIETNAMESE ADVERTISEMENTS THROUGH THEMES**

**4.1. The manifestation of the individualist and collectivist values in American advertisements and Vietnamese advertisements through themes**

Themes in this study are understood as subvalues of the individualist and collectivist values used to express the central messages. 20 items were selected as indicators of individualist or collectivist themes in the study. These items used in previous analyses were measured on phrase and sentence level of the advertisements. These items were presented under 5 categories according to the individualist and collectivist values proposed by Triandis (1995) including self-construal, social perception, attribution, emotion and motivation. Most of these themes were discovered in the two sets of data but at different levels. These results are analyzed and discussed below.

**4.1.1. Self-construal themes**

Self –construal themes are divided into individualist self- construal themes including pride and independence and collectivist self-construal consisting of courtesy and interdependence (Triandis, 1995). As seen in Figure 4.1 below, all of the self –construal themes are available in two sets of data; however, the distribution of the four self-construal themes in American and Vietnamese ads is of great difference. While pride and independence are more dominant in American ads (17% and 5.2 %), courtesy and interdependence (3 % and 8.7%) are manifested more frequently in Vietnamese ads. These figures are in line with the ideas of other authors in previous studies. The detailed analysis of each theme is evaluated as followed.

**Figure 4.1**

*Individualist and collectivist values in American ads compared with Vietnamese ads through self-construal themes*

###

**4.1.2. Social perception themes**

Social perception themes are divided into individualist and collectivist ones. Individualist social perception themes contain competition, non-conformity and uniqueness, whereas collectivist ones comprise loyalty, nurturance, harmony, conformity, popularity, veneration for the elderly, and status. The results of the study showed that one theme- veneration for the elderly is not available in both sets of data and one theme- loyalty is not available in American ads. The rest of social perception listed above are present in both sets of data at different levels. These are analyzed and discussed in detail below.

**4.1.2.1. Individualist social perception themes**

As grasped in figure 4.2 below, it is evident that these individualist social perception themes are used more often in American ads than in Vietnamese ads with the difference of 1.6 % for uniqueness, 3.1 % for competition and 11.1% for non-conformity. Of the three themes non-conformity one demonstrates the biggest difference while uniqueness is of the smallest gap between the two sets of data. In general, these three individualist social perception themes are more prevail in American ads than Vietnamese ads.

**Figure 4.2**

*Individualist and collectivist values manifested in American compared with Vietnamese ads through individualist social perception themes*

**4.1.2.2. Collectivist social perception themes**

**Figure 4.3**

*Collectivist values manifested in American ads compared with Vietnamese ads through collectivist social perception themes*

As illustrated in Figure 4.3, the differences range from little to very big. The least frequently used theme in the two sets of data is loyalty when 0.00 % of the theme found in the American ads and 5.2 % of this theme found in Vietnamese ads, whereas the most frequently used theme here is conformity with 9.2 % for American ads and 29.2 % for Vietnamese ads. The chart also indicates that all of the themes here are more prevail at different levels in Vietnamese ads than in American ads. The biggest difference lies in status theme at 21.6 %, and the smallest difference is 0.8 % lying at nurturance.

**4.1.3**. **Themes of attribution, emotion and motivation**

As can be seen in the table 4.5 below, only internal attributes are not present in both sets of data, while the others are present at different levels. The self-oriented motivation theme is the leading one in American ads with 27.4 % while the group-oriented motivation theme is the leading one in Vietnamese data. Those differences are at different levels when comparing them of the two datasets. The differences are quite big in ego-focused emotions, other-focused emotions, self-oriented motivations and group-oriented motivations while the difference in external factors is very small.

**Table 4.5**

*Individualist and collectivist values manifested in American and Vietnamese ads through themes of attribution, emotion and motivation*

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Themes** | **American ads**  | **Vietnamese ads** |
| Individualist Attribution | Internal attributes | 0.00 % | 0.00% |
| Collectivist Attribution | External factors | 2.4 % | 1.7 % |
| Individualist Emotion | Ego-focused emotions | 11.8 % | 0.8 % |
| Collectivist Emotion | Other-focused emotions | 1.1 % | 15.3 % |
| Individualist Motivation | Self-oriented motivations | 27.4 % | 11.3 % |
| Collectivist Motivation | Group-oriented motivations | 16.7 % | 39.5 % |

**4.2. The frequencies in which individualist and collectivist values are manifested in American and Vietnamese advertisements**

In this part of the finding and discussion, the frequencies in which individualist and collectivist values are manifested are presented and discussed for answering the first research question. 20 themes are divided into three groups in each set of data. The first group is considered the most popular group in each set of data which includes the themes with ten or more than ten percent. The second group is less popular than the first one with themes ranging from 5 % to less than 10 %. The last group contains themes less than 5 %.

Figure 4.4.below shows the themes manifested in Vietnamese advertisements.

**Figure 4.4**

*Themes manifested in Vietnamese advertisements*

##

**Figure 4.5**

*The themes manifested in American advertisements*

## 4.3. SUMMARY

In conclusion, individualist and collectivist values are manifested in both sets of data through most of advertising themes at different levels, however, there are some themes which are not available in both data sets, and some are not present in this set of data but the other. The findings of this study with the themes in each set of data appear reasonable with what were identified previously.

**CHAPTER 5: FINDINGS AND DISCUSSION:**

**THE REPRESENTATION OF THE INDIVIDUALIST AND COLLECTIVIST VALUES** **IN AMERICAN AND VIETNAMESE ADVERTISEMENTS**

This part of the study aims at pointing out the answers for the third research question, how are individualist and collectivist values represented through creative tactics, images and linguistic devices in American and Vietnamese ads and a part of the fourth research question, what are the similarities and differences in the manifestation of individualist and collectivist values in American and Vietnamese advertisements.

The findings of this chapter are revealed and discussed in conjuction with the findings of the previous studies and the theoretical framework for a more comprehensive picture of the individualist and collectivist values in advertising in general and in American ads compared with Vietnamese ads in particular.

**5.1. The representation of individualist and collectivist values in American and Vietnamese advertisements through creative tactics**

Creative tactics in this study are understood as the way to present the central message of advertising originally and unusually to attract consumers in different cultures to manifest the individualist and collectivist values. Individualist and collectivist values are firstly represented through the use of these following creative tactics namely argument, imitation, hard sell, soft sell and comparative claims. The findings of the study show that all of the five creative tactics appeared in the two sets of data. This is also the first similarity in the representation of individualist and collectivist values in the two datasets in term of creative tactics. The second similarity lies at the correspondence in the use of these creative tactics representing individualist and collectivist values in this study compared with the previous ones. Specifically, Argument, hard sell and comparative claims are found to be more prevailing in individualist culture while imitation and soft sell are considered more dominating in collectivist culture (Zandpour et al., 1994; Wells, 1988; Mueller, 1987, 1992; Cho et al., 1999; Lin, 1993; and Han and Shavitt, 1994). However, the two datasets differ in the level of manifestation of these tactics in the two datasets. American ads contain more argument, hard sell, and comparative claims, whereas Vietnamese ads comprise more imitation and soft sell. They are illustrated in the figure 5.1 as followed.

**Figure 5.1**

*Individualist and collectivist values manifested in American ads and Vietnamese ads through creative tactics*

Creative tactics are good indicators for representation of individualist and collectivist values. All of the five creative tactics representing individualist and collectivist values were found in both datasets. The findings about these tactics corresponded with what were identified previously and fit with the two cultures. However these tactics were exploited in the two datasets at different levels.

**5.2. The representation of the individualist and collectivist values in American and Vietnamese advertisements through images**

There are 131 American ads and 123 Vietnamese ads analyzed in this study. Of 131 American ads, there are 70 impersonal images, taking 53.4% of the total images, 26 personal images involving interaction between addressers and addressees or among the addressers together, taking 19.8% and 35 personal images without interaction between addressers and addressees or among the addressers together, taking 26.8%. Of 123 Vietnamese ads, impersonal images consist of 46 ads accounting for 37.4%, while personal images with interaction between addressers and addressees or among the addressers together are 62 accounting for 50.4% and without interaction between addressers and addressees or among the addressers together are 15 taking 12.2 %. These results are illustrated in the chart as followed:

**Figure 5.2**

*Images representing individualist and collectivist values in American compared with Vietnamese ads*

As can be seen in figure 5.2, individualist and collectivist values are manifested in the two sets of data with different degrees, however, individualist values are found to be more prominent in American ads than in Vietnamese ads, whereas collectivist values are considered more dominant in Vietnamese ads than in American ads. As inferred in literature review, the images of the ads tend to be more impersonal in individualist culture. Instead of illustrating the images by using animation or people like celebrities, ads in individualist culture usually denote more information by using more words (Jin, 2010). The inference made in this study seems to be consolidated. The number of impersonal images takes 53.4 % in American ads, however, only 37.4% in Vietnamese ads.

In conclusion, more images denoting individualist values are found in American ads and more images demonstrating collectivist values are found in Vietnamese ads. These results prove appropriate with what Argyle & Dean (1965), Zhang (2004), Kress & van Leeuwen (2006) and Jin (2010) identified.

**5.3. The representation of the individualist and collectivist values in American and Vietnamese advertisements through linguistic devices at lexical level**

At lexical level, under the theory of Triandis (1995), Incelli (n.d), Brown and Levinson (1987), and Singh and Bartikowski (2009), individualist and collectivist values are represented by personal markers; lexical linguistic features resulted from framework of politeness strategies involving impersonalization, nominalization; flowery languages with showing off words; and attitude markers which consist of scientific and objective markers and emotional, affective and subjective makers. All of these lexical linguistic devices are analyzed in this part of the study.

**5.5. Summary of the chapter 5**

This chapter answered the third research questions: “How are the individualist and collectivist values represented in American and Vietnamese advertisements?” and a part of the fourth research question: “What are similarities and differences in manifestation of individualist and collectivist values in American and Vietnamese advertisements?” These questions were answered by analyzing creative tactics, images, and linguistic devices at lexical levels and syntactic levels.

Regarding creative tactics, both sets of data contain the majority of individualist and collectivist creative ones. Because advertisers always try to draw customers to their advertisements first and foremost by the physical characteristics and factual information, strategies like arguments and hard sell are more prevalent in both sets of data than tactics highlighting the intangible benefits of the advertised products. American advertisements use these factual strategies more frequently than Vietnamese ads. Comparatively, factual creative tactics like argument, and hard sell are utilized more frequently in both data than imitation and soft sell. Vietnamese commercials tend to use these collectivist creative tactics more frequently than American ads. In both sets of data, comparative claims are employed less frequently than the others.

With images, personal and impersonal images are present in both datasets. Impersonal images are more frequently present in American data whose purpose is for addressees to pay more attention on products and their information. Images with no interaction (among addressers or between addressers and addresses) are less popular in Vietnamese ads than American ads while images with interaction (among the addressers or between the addressers and addressees) are more popular in Vietnamese ads. These findings are really appropriate with the fact that Vietnamese people like working and doing things in group, are thirsty for interacting with others, but American just want to be on their own.

At lexical level, the majority of the linguistic devices representing individualist and collectivist values presented in the framework are identified in both sets of data with varying degrees. The results in this section support earlier findings that individualist linguistic devices, such as singular self-mention personal markers, exclusive plural self-mention personal markers, reader pronouns, and scientific and objective markers, are more prevalent in American ads than in Vietnamese ads. Conversely, collectivist linguistic devices, such as common nouns and indefinites pronouns, showing off words and emotional, subjective and affective markers are more prevalent in Vietnamese ads.

At syntactic level, linguistic devices representing individualist and collectivist values are explored separately. In term of syntactic linguistic features within the framework representing individualist values in American and Vietnamese ads, suggestions; warning and alerting; disagreement; imperatives; hedges; and comparative and superlative structures have been found to reinforce what were previously recognized, however there remain exceptions of making requests which are not present in both sets of data and impersonal forms that have been found more prevailing in Vietnamese ads than in American ads. Regarding syntactic linguistic devices within the framework representing collectivist values in American and Vietnamese ads, when comparing two sets of data, ellipsis is the only element demonstrating a significant difference; so few similes are present in both sets of data whereas the others including puns, promises, and metaphors have modest differences.

In general, at any level, lexical or syntactic one, linguistic devices considered revealing individualist values and collectivist values are all present at various levels of differences and of popularity in both American and Vietnamese data.

**CHAPTER VI: CONCLUSION**

**6.1. Summary of the *new findings* of the thesis:**

The study investigated the manifestation and the representation of the individualist and collectivist values in American and Vietnamese advertisements under a non- essentialist view of culture through analyzing themes, creative tactics and multimodal devices by using exploratory sequential mixed method. The remarks of the study are:

* The study identified the individualist and collectivist values in the American and Vietnamese advertisements. Both individualist and collectivist values are manifested in both American and Vietnamese advertisements. This study confirmed the multidimensionality postulate of the I-C theory, one of the most important psychological dimensions from an advertising perspective on magazine advertisements proposed by Zhang (2004).
* The study discovered and analysed the frequencies in which the individualist and collectivist values are manifested in the American and Vietnamese advetisements.
* The study explored the ways those individualist and collectivist values represented through creative tactics and multimodal devices in the American and Vietnamese advertisements. It therefore proposed the first frameworks built to figure out the multimodal devices representing individualist and collectivist values in advertisements. These frameworks may be useful in future research in other cultural and message contexts.
* The study compared and contrasted the similarities and differences in the manifestation of the individualist and collectivist values and the representation of those values in the American and Vietnamese advertisements. The findings of this study have also shed light on the complexities and dynamics of the cultural tendencies of westernization and localization when there are individualist values present in Vietnamese ads at a high level.

**6.2. Practical applicability:**

* For social critics and policy makers concerned about the cultural effects of cultural values in advertisements, the findings of this study may help them justify whether further monitoring of the pros and cons of applying those values in ads are in need as the results of potential shift of value hierarchies in certain segments of the population who are more susceptible to foreign cultural influence, such as the youth.
* The findings of this study also suggest that advertisers in American and Vietnam may benefit from the insights of the advertisements in adapting advertising themes, creative tactics and multimodal devices to appeal to consumers in the individualist and collectivist cultures. On the other hand, both American and Vietnamese advertisers should rely more on consumer response research to confirm.
* The findings of this study help bring about the practical theoretical bases for application in providing the marketing students with better understanding about firstly the importance of cultural values in advertising in particular and in marketing in general, secondly the levels and ways cultural values are adopted in advertising and marketing, and finding out the ways to convey their ideas so persuasively in their advertising messages later on.

**6.3. Further research directions**

- The persistent, pervasive, and selective emphasis of certain cultural values in advertisements can, over time, reconfigure value hierarchies in individuals, societies, and cultures; however, this is yet to be confirmed by audience response studies. If the next studies can be accompanied by an audience response studies, there should be a more complete one.

- More studies using the instruments need to be conducted to establish the validity and reliability of the new analytical frameworks for the representation of the individualist and collectivist values in other cultural messages and contexts.

 - There should be many other non- verbal cues that can be deeply dug into in future research like color, the frame, the approximity, and the letter styles which also attribute to pointing out the cultural values as well in further study.

**REFERENCES**

Aker, J. L., & Maheswaran, D. (1997). The effect of cultural orientation on persuasion. *Journal of Consumer Research*, 24 (4), 315-328.

Albers-Miller, N. D., & Gelb, B. D. (1996). Business advertising appeals as mirror of cultural dimensions: A study of eleven countries. *Journal of Advertising*, 25(4), 57–70.

Al-Olayan, F. S., & Karande, K. (2000). A content analysis of magazine advertisements from the United States and the Arab world. *Journal of Advertising,* 29 (3), 69-82.

Alden, D. L., Hoyer, W. D., & Lee, C. (1993). Identifying global and culture-specific dimensions of humor in advertising: A multinational analysis. *Journal of Marketing*, 57 (2), 64-75.

Ahmed, N. (2000). Cross–Cultural Content Analysis of Advertising from the United States and India. *Ph.D. diss. University of Southern Mississippi*.

Ang, S.-H., and Low S. Y. M. (2000). Exploring the dimensions of ad creativity.*Psychology and Marketing,* 17 (10): 835–54. https://doi:10.1002/1520-6793(200010)17:10<835::AIDMAR1>3.0.CO;2-#.

Argyle, M., & Dean, J. (1965). Eye-contact, Distance and Affliation. Soins. *La Revue de Référence Infirmière*, 28, 289–304. https://doi.org/10.2307/2786027

Barthes, R. (1977). *Image Music Text*. New York: Hill and Wang.

Belova, N., & Eilks, I. (2014). Promoting societal- oriented communication and decision-making skills by learning about advertising in science education. *Centre of Educational Policy Studies Journal*, 4, 31–49.

Bellman et.all,. (2019). Best Measures of Attention to Creative Tactics in TV Advertising. *JAR*. http://dx.doi.org/10.2501/JAR-2019-002

Benson-Eluwa, V. (2004). *Advertising: Principles and Practice*. Enugu: Magnet Business Enterprises.

Black, M. (1979). More about metaphor. In A. Ortony (Ed.), *Metaphor and thought* (pp. 19–43). New York: Cambridge University Press.

Blum-Kulka, S., & Olshtain, E. (1984). Requests and apologies: A cross cultural study of speech act realization patterns (CCSARP). *Applied Linguistics,* 5, 196-213.

Boddewyn, J., R. Soehl, and J. Picard (1986), “Standardization in International Marketing: Is Ted Levitt in Fact Right?” *Business Horizons*, 29, 69-75.

Bond, M. H. (1986). *The psychology of the Chinese people*. Hong Kong: Oxford University Press.

Boyatzis, R. E. (1998). *Transforming qualitative information: Thematic analysis and code development.* Thousand Oaks, CA: Sage.

Bowles, D.A. (2000). *Creative editing*. Wadsworth Pub. Co.

Bradley, J. (1993). Methodological issues and practices in qualitative research.
*Library Quarterly*, 63(4), 431-449.

Brown, P., & Levinson, S. (1978). Universals in language usage: Politeness phenomena. In E. Goody (Ed.), *Questions and Politeness: Strategies in Social Interaction* (pp. 56–289). Cambridge: Cambridge University Press.

Brown, P., & Levinson, S. (1987). *Politeness: Some universals in language usage*. Cambridge: Cambridge University Press.

Carr, S., Munro, D., and Schumaker, J., (Eds.), (1997). *Motivation and Culture*. Routledge.

Cavanagh, S. (1997). Content analysis: Concepts, methods and applications. *Nurse
Researcher*, 4(3), 5-16.

Chang, C.T., & Yen C.T. (2013). Missing Ingredients in Metaphor Advertising: The Right Formula of Metaphor Type, Product Type, and Need for Cognition, *Journal of Advertising*, 42(1), 80-94. http://dx.doi.org/ 10.1080/00913367.2012.749090.

Cheng, H. (1994). Reflections of Cultural Values: A Content Analysis of Chinese Magazine Advertisements from 1982 and 1992, *International Journal of Advertising*, 13, 167-83.

Cheng, H. (1997). Toward an Understanding of Cultural Values Manifest in Advertising: A Content Analysis of Chinese Television Commercials in 1990 and 1995. *Journalism & Mass Communication Quarterly*, 74, 773-96.

Cutler, B. D, Erden, A. S. and Javalgi, R. G. (1997). Advertiser’s relative reliance on collectivism-individualism appeals: A cross-cultural study. *Journal of International Consumer Marketing*, 9 (3), 43-55.

Danesi, M. (2015). Advertising discourse. In K. Tracy, C. Ilie, & T. Sandel (Eds.), *The International Encyclopedia of Language and Social Interaction* (pp. 1-10). http://dx.doi.org/10.1002/9781118611463/wbielsi137

De Mooij, M.K., (1998). *Global Marketing and Advertising: Understanding Cultural Paradoxes*. CA, USA: Sage.

de Mooij, M., and Hofstede, G. (2010). The Hofstede model Applications to global branding and advertising strategy and research. *Intemational Journal of Advertising*, 29(1), 85-110.

Donnelly, W. J. (1996). *Planning media: Strategy and imagination*. NJ: Prentice Hall.

Elo, S., & Kyngäs, H. (2008). The qualitative content analysis process. *Journal of
Advanced Nursing*, 62, 107-115.

El-Sakran, T. M., & Maklai, K. (2019). Consider This: The Use of Imperatives in Magazine Advertisements. *English for Specific Purposes World*, 21(58), 1–16. Retrieved from <https://www.researchgate.net/profile/Tharwat-El>

English, E. & Hach, C. (Eds). (1984). *Scholastic Journalism Paperback*. Iowa State University Press.

Eriksson, K., & Gelfan, M., (2021). Measuring Cultural Dimensions: External Validity and Internal Consistency of Hofstede's VSM 2013 Scales. *Cultural Psychology*. <https://doi.org/10.3389/fpsyg.2021.662604>

Fabien, L,. (1997). Making promises: the power of engagement. *Journal of Services Marketing*. 11 (3), 206 -214.

Glucksberg, S., & Keysar, B. (1993). How metaphors work. In A. Ortony (Ed.), *Metaphor and thought* (pp.401–424). New York: Cambridge University Press.

Goddard, A. (1998). *The language of advertising: Written texts*. London, UK: Routledge.

Gram, M. (2007). Children as co-decision makers in the family? The case of family holidays. *Young Consumers*, 8(1), 19–28. <https://doi.org/10.1108/17473610710733749>

Grice, P,. (1975). *Logic and conservation. Reprinted in Studies in the Way of Words*. Harvard University Press. Retrieved from <http://grammar.about.com/od/c/g/coopeartiveprincipleterm.htm>

Gudykunst, W. B. (1993). *Communication in Japan and the United States*. Albany, NY: State University of New York Press.

Hardin, K. J. (2001). *Pragmatics in persuasive discourse of Spanish television advertising. Dallas*. TX: International Academic Bookstore.

Harmon, R. R., Razzouk, N. R., and Stem, B.L. (1983). The Information Content of Comparative Magazine Advertisements.  *Journal of Advertising*, 12, 10-19.

Han, S.-P. & Shavitt, S. (1994). Persuasion and culture: advertising appeals in individualistic and collectivistic society. *Journal of Experimental Social Psychology*, 30, 326-350.

House, J., & Kasper, G. (1987). Interlanguage pragmatics: Requesting in a foreign language. In: Lörsche, W. Schulze, R. (Eds.), *Perspectives on Language in Performance* (Vol. 2,). Tübingen, Germany: Narr, pp. 1250–1288.

Hsieh, H. F., & Shannon, S. E. (2005). Three approaches to qualitative content analysis. *Qualitative Health Research*, 15(9), 1277-1288.

Hyland, K. (1998a). *Hedging in Scientific Research Articles*. Amsterdam: John Benjamins

Hyland K. (2005b). Stance and Engagement: A Model of Interaction in Academic Discourse. *Discourse Studies*, 7(2), 172-193.

Hyland K. & Tse, P. (2004). Metadiscourse in Academic Writing: A Reappraisal. *Applied Linguistics*, 25(2), 156-77.

Hui, C. H. (1988). Measurement of individualism-collectivism. *Journal of Research in Personality*, 22, 17-36.

Hui, C. H., & Triandis, H. C. (1986). Individualism-collectivism: A study of cross-cultural researchers. *Journal of Cross-Cultural Psychology, 17*(2), 225- 248.

[https://doi.org/10.1177/0022002186017002006](https://psycnet.apa.org/doi/10.1177/0022002186017002006)

Incelli, E. (n.d). *A cross-cultural contrastive analysis of interpersonal markers independence promotional discourse in travel agency websites*. Retrieved from https://doi.org/ 10.13137/978-88-8303-913-3/1848.

Inglehart, R. (1997). *Modernization and postmodernization: Cultural, economic and political change in 43 societies*. Princeton, NJ: Princeton University Press.

Ivanič, R. (1998). *Writing and Identity: The discoursal construction of identity in academic writing.* Amsterdam/Philadelphia, John Benjamins.

Jefkins, F. (Eds). (1992). Public Relations. Potman Publisher, London.

Jewett, G.W. (2005). *Pasadena Herald Tribune*. Pasadena, California

Ji, M. F., & McNeal, J. U. (2001). How Chinese children’s commercials differ from those of the United States: A content analysis. *Journal of Advertising*, 30 (3), 78-92.

Jiang, X. (2006). Suggestions: What should ESL students know? *System*, 34, 36–54.

Kalliny, M., & Gentry, L. (2007). Cultural Values Reflected in Arab and American Television Advertising. *Journal of Current Issues and Research in Advertising*. <https://doi.org/10.1080/10641734.2007.10505205>.

Kagitçibasi, Ç. (1994). A critical appraisal of individualism and collectivism: Toward a new formulation. In U. Kim, H. C. Triandis, Ç. Kagitçibasi, S. C. Choi & G. Yoon (Eds). *Individualism and collectivism: Theory, method, and applications* (pp. 52-66). London: Sage.

Khairullah, D. H. z., & Khairullah, Z. Y. (2009). Cross-cultural analysis of gender roles: Indian and US advertisements. *Asia Pacific Journal of Marketing and Logistics*, 21(1), 58–75. <https://doi.org/10.1108/13555850910926245>.

Kim, U. et al. (1994). *Individualism and collectivism: Theory, method, and applications. Thousand Oaks*. CA: Sage Publications, Inc.

Kluckhohn, F. R & F. Z. Strodtbeck (1961). *Variations in Value Orientations*. West Port, CT: Greenwood Press.

Kondracki, N. L., & Wellman, N. S. (2002). Content analysis: Review of methods and their applications in nutrition education. *Journal of Nutrition Education and Behavior*, 34, 224-230.

Kress, G., & van Leeuwen, T. (Eds). (2006). *Reading images: The grammar of visual design*. New York, NY: Routledge.

Krippendorff, K,. (Eds). (2013). *Content analysis: An introduction to its methodology*. Thousand Oaks, CA: Sage.

Kroeber, A.L. & Kluckhohn, C. (1952). Culture: A critical review of concepts and definitions. *Peabody Museum of Archaeology & Ethnology, Harvard University*, 47, 223.

Kuckartz, U. (2014). *Qualitative text analysis: A guide to methods, practice and using software*. Thousand Oaks, CA: Sage.

Kyngas, H., & Vanhanen, L. (1999). Content analysis as a research method.
*Hoitotiede*, 11, 3-12.

Labrador, B., Ramon, N., Alaiz-Moreton, H., & Sanjurjo-Gonzalez, H. (2014). Rhetorical structure and persuasive language in the subgenre of online advertisements. *English for Specific Purposes*, 34(1), 38-47.

 https://doi.org/ 10.1016/j.esp.2013.10.002

La Ferle, C., Edwards, S.M,. & Mizuno, Y,. (2002). Internet diffusion in Japan: Culture Consideration. *Journal of advertising research*, 30, 65-79.

Lin, H.H. (2005). Contextualizing linguistic politeness in Chinese –A socio-pragmatic approach with examples from persuasive sales talk in Taiwan Mandarin. *Unpublished doctoral dissertation, Ohio State University- Ohio.*

Loudon, D. L., & Della Bitta, A. J. (Eds). (1993). *Consumer Behaviour: Concepts and Applications*. New York: McGraw-Hill.

Mafael, A., Raithel, S., Taylor, C. R., & Stewart, D. W. (2021). Measuring the Role of Uniqueness and Consistency to Develop Effective Advertising*.* *Journal of Advertising,* 50(4), 494–504. <https://doi.org/10.1080/00913367.2021.1883488>.

Maheswaran, D., & Chaiken, S. (1991). Promoting systematic processing in low-motivation settings: Effect of incongruent information on processing and judgment*.* *Journal of Personality and Social Psychology*, 61 (July), 13-25.

Markus. H.R. & Kitayama, S. (1991). Culture and the self: implications for cognition. Emotion and motivation. *Psychological Revim*, 98(6), 224-253.

Martinez-Flor, A. (2005). *A theoretical review of the speech act of suggesting: Towards a taxonomy for its use in FLT*. Revista Alicantina de Estudios Ingleses, 18, 167-187.

Matsumoto, D. (1989). Cultural differences in the perception of emotion. *Journal of Crosscultural Psycholog,* 20, 92-105.

Martinez-Flor, A. (2005). *A theoretical review of the speech act of suggesting: Towards a taxonomy for its use in FLT*. Revista Alicantina de Estudios Ingleses, 18, 167-187.

Mayring, P. (Eds). (2015). *Qualitative Inhaltsanalyse*. Weinheim: Beltz.

processing of persuasive advertisements: an integrative framework of persuasion theories. *Journal of Marketing,* 63, 45–60.

Messaris, P. (1997). *Visual persuasion: The role of images in advertising*. Thousand Oaks, CA: SAGE.

Miller, J. G. (1984). Culture and the development of everyday social explanation. *Journal of Personality and Social Psychology,* 46, 961-978.

[Moon, S.Y.](https://www.emerald.com/insight/search?q=Young%20Sook%20Moon) & [Chan, K.](https://www.emerald.com/insight/search?q=Kara%20Chan) (2005). Advertising appeals and cultural values in television commercials. A comparison of Hong Kong and Korea. [*International Marketing Review*](https://www.emerald.com/insight/publication/issn/0265-1335), 22 (1), 48-66. <https://doi.org/10.1108/02651330510581172>

Morgan, J. L. (1979). Observations on the pragmatics of metaphor. In A. Ortony (ed.), *Metaphor and thought* (pp. 136–147). New York: Cambridge University Press.

Morgan, S.E,. & Tom, R. (1999). The message is in the metaphor: Assessing the comprehension of metaphors. *Journal of Advertising*, 28 (4), 16-20.

Morling, B., Kitayama, S., & Miyamoto, Y. (2002). Cultural practices emphasize influence in the United States and adjustment in Japan. *Personality and Social Psychology Bulletin*, 28, 311–323.

*of English Education*, 3(2), 1–8.

Okazaki, S. (2004). How do Japanese consumers perceive wireless ads? A multivariate analysis. *International Journal of Advertising*, 23(4), 429–454.

<https://doi.org/10.1080/02650487.2004.11072894>.

Oyserman, D., Coon, H. M., & Markus K., (2002). Rethinking Individualism and Collectivism: Evaluation of Theoretical Assumptions and Meta-Analyses. *Psyclzological Bulletin*, 128 (5), 3-4.

Parasuraman, A., Berry, L. & Zeithaml, V.A. (1991). Understanding customer expectations of service. *Sloan Management Review*, Spring, 39-48.

Schwartz, S. H. (1992). Universal in the content and structure of values: Theoretical advances and empirical tests in 20 countries. In M. Zanna (Ed.), *Advances in experimental social psychology* (Vol. 25). Orlando, FL: Academic Press.

Schwartz, S.H, (1994). Beyond individualism-collectivism: New cultural dimensions of values. In U. Kim, H. C. Triandis, C. Kagitcibasi, S.-C. Choi, & G. Yoon (Eds.), *Individualism and collectivism: Theory, method, and application* (pp. 81-119). Newbury Park, CA: Sage.

 Schwartz, S. H. (1999). A theory of cultural values and some implications forwork.

*Applied Psychology: An International Review*,*48*, 23–47.

Schwartz, S.H., & Bilsky, W. (1987). Toward a universal psychological structure of human values. *Journal of Personality and Social Psychology*, 53, 550‑562.

Sengupta, S., & Frith, K. T. (1997). Multinational corporation advertising and cultural imperialism: A content analysis of Indian television commercials. *Asian Journal of Communication* 7 (1), 1-18.

Searle, J. R. (1969). *Speech Acts: An Essay in the Philosophy of Language*. Cambridge: Cambridge University Press.

Smith, P. B., & Bond, M. H. (1994). *Social psychology across cultures*. Boston: Allyn and Bacon.

Srikandath, S. (1991). Cultural values depicted in Indian television advertising.

*Gazette,* 48(3), 165–176. <https://doi.org/10.1177/001654929104800302>

Tanaka, K. (1994). *Advertising Language: A Pragmatic Approach to Advertisements in Britain and Japan*. Routledge, London.

Toncar, M. & Munch, J., (2001). Consumer responses to tropes in print advertising. *Journal of Advertising,* 30, 55–65.

Triandis, H.C. (1995). *Individualism and Collectivism*. Boulder, CO: Westview Press.

Triandis, H. (1996). The Psychological Measurement of Cultural Syndromes. *American Psychologist*, 51, 407-415.

 <https://doi.org/10.1037/0003-066X.51.4.407>.

Triandis, H. C., Bontempo, R., Villareal, M. J., Asai, M., & Lucca, N. (1988). Individualism and collectivism: Cross-cultural perspectives on self-ingroup relationships. *Journal of Personality and Social Psychology*, 54, 323-338.

Triandis, H. C., Bontempo, R., Villareal, M. J., Asai, M., & Lucca, N. (1988). Individualism and collectivism: Cross-cultural perspectives on self-ingroup relationships. *Journal of Personality and Social Psychology*, 54, 323-338.

Trosborg, A. (1995). *Interlanguage Pragmatics: Requests, Complaints and Apologies*. Berlin: Mouton de Gruyter.

Tse, D. K., Belk, R. W., & Zhou, N. (1989). Becoming a Consumer Society: A Longitudinal and Cross-Cultural Content Analysis of Print Ads from Hong

Kong, the People’s Republic of China, and Taiwan. *Journal of Consumer Research,* 15(4), 457. https://doi.org/10.1086/209185

Vavra, T.G. (1992). After Marketing: How to Keep Customers for Life through Relationship Marketing, Irwin Business One, Homewood, IL, Chapter 8.

Valdes, I. M., & Seoane, M. H. (1995). *Hispanic market handbook*. Detroit, MI: Gale Research.

Weber, R. P. (1990). *Basic content analysis*. Beverly Hills, CA: Sage.

Vi Thị Thu Hằng (2017). Individualism and collectivism in English and Vietnamese letters. *Unpublished master thesis. Hanoi: VNU Library and Information Center*.

Webster, C. (1991). Influences upon consumer expectations of services. *Journal of Services Marketing*, 5 (1), 5-17.

Weisz, J. R., Rothbaum, F. M., & Blackburn, T. C. (1984). Standing out and standing in: The psychology of control in America and Japan. *American Psychologist,* 39, 974-975. https://doi.org/10.1037/0003-066X.39.9.974

Wells, W. D. (1988). Lectures and dramas. In P. Cafferata and A. Tybout (Eds.), *Cognitive and affective responses to advertising*. Lexington, MA: D. C. Heath.

Wiles, C. R., Wile, J. A., & Tjemlund, A. (1996). The ideology of advertising: The United States and Sweden. *Journal o f Advertising Research*, May/June, 57-66.

Zandpour, F., Chang, C., & Catalano, J. (1992). Stories, symbols, and straight talk: A comparative analysis of French, Taiwanese, and U.S. TV commercials. *Journal of Advertising Research*, 32 (1), 25-38.

Zandpour, et al. (1994). Global reach and local touch: Achieving cultural fitness in TV advertising. *Journal of Advertising Research*, (September/October), 35-63.

[Zhang, Y.](https://www.emerald.com/insight/search?q=Yong%20Zhang) & [Neelankavil, J.P.](https://www.emerald.com/insight/search?q=James%20P.%20Neelankavil) (1997). The influence of culture on advertising effectiveness in China and the USA: A cross‐cultural study. [*European Journal of Marketing*](https://www.emerald.com/insight/publication/issn/0309-0566), 3 (2), 134-149. <https://doi.org/10.1108/03090569710157106>

Zhang, J., & Shavitt, S. (2003). Cultural values in advertisements to the Chinese x-generation. *Journal of Advertising*, 32(1), 23-33.

Zhang, Y. (2004). Good for Me or for Us? A Comparative Content Analysis of Individualist and Collectivist Values and Orientations in Global and Local Television Advertising in China. *Unpublished doctoral dissertation. Chapel Hill: University of North Carolina.*

Zhang, Y. & Gelb, B. (1996). Matching advertising appeals to culture: The influence of product use conditions. *Journal o f Advertising*, 25 (3), 29-46.

Zhang, Y. B., & Harwood, J. (2004). Modernization and tradition in an age of globalization: Cultural values in Chinese television commercials. *Journal of Communication*, 54 (1), 156-172.

Zhang, Y. (2009). Individualism or collectivism? Cultural orientations in Chinese commercials and analysis of some moderating factors. *J&MC Quarterly*, 86 (3), 630-653.

Zimmer, L. (2006). Qualitative Meta-Synthesis: A Question of Dialoguing with Texts. *Journal of Advanced Nursing*, 53, 11-18.
https://doi.org/10.1111/j.1365-2648.2006.03721

Weaver, G.R., (1999). American Cultural Values. Kokusai Bunka Kenshu. *Intercultural Training*, Special Edition, 9-15.