**VIETNAM NATIONAL UNIVERSITY**

**UNIVERSITY OF LANGUAGES AND INTERNATIONAL STUDIES**

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**INDIVIDUALISM AND COLLECTIVISM IN**

**AMERICAN AND VIETNAMESE ADVERTISEMENTS**

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

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**SUMMARY OF DOCTORAL THESIS**

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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

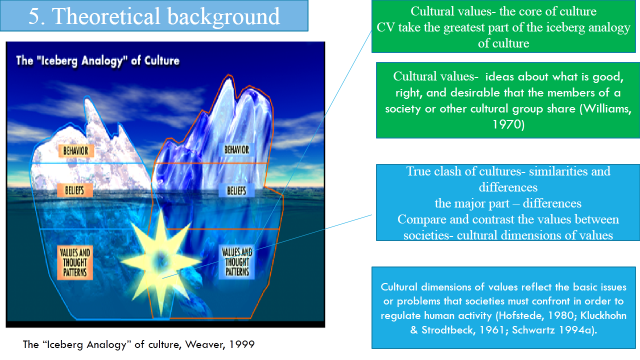
## 2.1. AN OVERVIEW OF SYSTEMIC FUNCTIONAL LINGUISTICS

## 2.1.1. Introduction

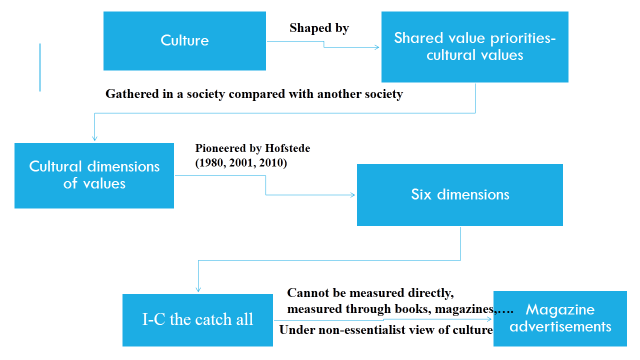
The data were analyzed based on multidimensional frameworks derived from the individualism- collectivism cross-cultural theory and empirical evidence about their manifestation in cross-cultural psychology (Triandis, 1995) and advertising, framework for the manifestation of individualism and collectivism (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.

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