

**Latun V.
A. Bardas, research supervisor
S. Kostrytska, language adviser
National Mining University**

THE SPECIFICS OF ADVERTISING AROUND THE WORLD

Each country has its own distinctive advertising ‘handwriting’ because of the features of national identity, historical traditions of advertising, economic and social realities. The cultural values of the country and features of the character of its inhabitants are certainly reflected in commercials. Undoubtedly, for foreigners those features seem to be very unusual.

If you are aware of all of those features and observe them for some time, in nine cases out of ten, it is easy to figure out in what country a roller or a print is invented.

Geography, different perception and thinking leave their mark on almost any advertising campaign. Thais have crazy jokes, Brazilians have carnivals, and the Germans are doing amazing logical ambient media.

The most striking characteristics and features of creativity for different countries are discussed in the presentation. One of the most straight-line advertising is American one. It is perceived with some obsession. Direct persuasion in advertising is not too confusing for Americans.

Germans tend to the accurate and functional advertising. For them, emotion is inferior to logic. They emphasize the technical advantages of the product, and prove them by facts and figures. German advertising can be called extremely credible.

Japanese advertising creates a mixed impression. On the one hand, it attracts moderation, restraint, functionality and pleasing colour combinations. On the other hand, the image in the Japanese advertising takes the highest place, and it is not always clear to the Western mind.

Thailand is, perhaps, the leader in the area of "crazy" advertising. It is notable for its bright, simple and funny movies with an incredibly high degree of absurdity.

The emphasis is made on the mentality of the nation and the conditions in which people live as the factory cause the environment for advertising. Naturally, not all local advertising are described here. It is impossible to standardize all creative efforts to a whole nation.