

potential tourists have similar motivations and service requirements. The tourist industry “sells the unseen”, sells the “dream” - the stronger is the consumer’s desire to find some guaranteed parameters for what he will get: the hotel’s star rating, a restaurant class or a fixed set of services. The unified service for the mass tourist is comfortable in its own way, since it excludes not only unexpected pleasant impressions but also unexpected unpleasant surprises.

In response to this tendency new resorts were equipped according to a service pattern: hotels and restaurants of several classes, cafes, shops, a golf course, a casino, swimming pools, tennis courts, playgrounds, dance halls and the architecture of resort towns. Without leaving the hotel travelers may not even understand where they are: in Egypt or India, France or Spain. The same service of hotel chains, a standard set of furniture, dishes, services, design leaves little room for imagination. The desire to reduce prices generated facelessness. The package principle of tourism development began to show its negative sides. The search for their own resorts and tour operators led to the verification of traditional tourist products and the emergence of fundamentally new individualized offers. By the end of 20th century tourist product has been significantly verified and offered new types of tours.

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CULTURE-BOUND ADVERTISING COMMUNICATION IN MODERN JAPAN

КУЛЬТУРНЫЕ ОСОБЕННОСТИ РЕКЛАМНОЙ КОММУНИКАЦИИ В СОВРЕМЕННОЙ ЯПОНИИ

The cultural peculiarities of a particular country have an enormous influence on a business cycle, which is not always taken into account by companies while launching their advertising campaigns abroad.

Given the above, my research focuses on the Japanese advertising, which for the western mindset is considered to be one of the most complicated and unusual fields of doing business.

The subject of our research is an advertising campaign of “White family” mobile plan made by SoftBank, which is one of the most successful and cost-effective campaigns in Japan over the recent years.

The “White family” campaign is a chain of commercials with subtle product integrations in it representing the day-to-day life of an uncommon family which

consists of a Japanese mother and daughter, an Afro-American son, and a dog called Otosan (a father).

The goal of my research is to analyze the advertising campaign of “White family” mobile plan and to identify the impact of the Japanese cultural peculiarities on it.

Having analyzed more than 100 cases of the campaign, there were found cultural peculiarities of Japan within the following dimensions and patterns established by Geert Hofstede and Edward Hall:

1. *A collectivist culture*: A company intends to motivate certain social groups offering new free and unlimited communication for families, students or friends (e.g. “White family”, “Free friends campaign”, “White students discount”).

2. *A high-context culture*. While western commercials tend to explain the capability and functionality of the product, the Japanese commercials stick in people’s minds. Moreover, the presence of the product is implicit (e.g. *a talking dog, who is the father in a Japanese family, sits at a table alongside Tommy Lee Jones in the role of alien-housemaid with a monobrow advertising a new mobile plan; an intensive promotion of such phrases as “boys be ambitious”, “it’s unexpected”, “bari-bam-bam” etc.; the commercials are brief and oversaturated with information: 20 verbal cues, 22 switches between cameras per a 30-second advertisement.*)

3. *A high uncertainty avoidance culture*. An experience of someone famous who is familiar with a product makes it more credible than a detailed explanation of how effective it is. Therefore, the power of celebrities is in a great demand among advertising agencies in Japan (e.g. *Aya Ueto, a young actress and singer, played the role of a daughter; Kanako Higuchi, a popular actress played the role of a mother, and “Otosan” was voiced by Kinya Kitaouji, one of the most famous actors in Japan. Moreover, plenty of well-known foreign actors were also engaged in the campaign*)

4. *A high power distance culture*. There were shown strong hierarchical relations both between parents and children within the family and between teachers and students at the university (e.g. *“How dare you speaking with your teacher in that manner?!”; “What’s funny?!” – “I’m sorry, father!”*)

To conclude, Japan is a country with its particular culture, mindset and world vision, which are historically different from the rest of the world. There are always a particular concept of self, a style of communication, an attitude toward uncertainty, an importance of context and other features which influence over the business cycle. Thus, if one wants its advertising communication to be successful in this or that country the above peculiarities should be taken into consideration.