

PRINT: ISSN 0976-6634 ONLINE: ISSN 2456-6764

JOURNAL OF SOCIOLOGY AND SOCIAL ANTHROPOLOGY



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J Sociology Soc Anth, 10(1-3): 127-136 (2019)

PRINT: ISSN 0976-6634 ONLINE: ISSN 2456-6764

DOI: 10.31901/24566764.2019/10-1-3.334

Advertising, Symbols, and Culture: A Perspective of Business Anthropology

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KEYWORDS Advertising Symbol. Functional Structure. Expressive Characteristics. Cultural Interpretations. Business Ethnography

ABSTRACT The communication effect of advertising can be precisely measured by advertising symbols, and promotional activities emphasize messages in symbolic ways. Prevailing perspectives regarding such activities tend to be based on the communication disciplines and in consumer research that blends psychological and social scientific perspectives. It probes the relationship between advertising symbols and cultures from a business anthropological perspective. Business anthropology has a significant contribution to make within this context by using semantic perspectives to develop functional models tailored to unique cultural contexts.