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Laurel Nolen '94
Illinois Wesleyan University

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Advertisements: Mirrors of the Soul
The Reflection of Current Social Change in Russian Advertising

Laurel Nolen
1994 IWU Research Honors
Advisor: Dr. Marina Balina,
Department of Foreign Languages
May 9, 1994

INTRODUCTION

The function of an advertisement is to make the advertised product (or service) appealing to an audience; the larger the audience, the less specific the ad must be in its appeal. An advertisement can be a very clear indicator of the societal values and norms of its country of origin - a sort of "mirror of the soul" of the nation that produced it. There are many cultural references that are made, consciously or unconsciously, through which others may gain insight into the workings of a particular society or culture.

For example, one can see that Americans value youth, because not only are a great many commercials directed at young people, but the majority of "neutral" commercials (those that are not aimed at a particular group) contain young, good-looking people. In a culture that prized experience and wisdom, one would be likely to see a greater number of older people.

Another example of societal influence can be seen in Japanese advertising. In order to show proper respect to people of all social standings, the Japanese avoid using straightforward "buy this product" advertisements, and instead rely on humor or plain silliness to sell products. This way, people of high standing do not feel that they are being ordered to do something by a person of lower standing.

Societal change also is determinable in commercials. New social phenomena may arise in a given country, but if they are not integrated into the previous culture, they won't be in commercials. Conversely, if a social phenomenon is in a commercial, then it has affected enough members of a culture to become a true part of that culture.

In the case of Russia, the mere existence of advertisements for goods and services is an indication of the change to a capitalist, market economy which the country has been undergoing. During the Soviet regime, agriculture, manufacturing, and services were under the control of the state, which was the sole economic entity. Hence, competitive advertisements were unnecessary. Under the Communists, advertising consisted of announcing what items were

going to be in a given store on a given day; slogans were saved for politics.

The change has been taking place over several years now, so the number of advertisements has had time to grow. However, the subject matter is actually limited. It is interesting to note that the most frequently seen commercials are for financial companies and investment firms, while the most common print advertisements are for computer and office electronics distributors. This shows two things: that there is a lot of interest in new opportunities in business and finance (privatization, investment, etc.) and that these companies are successful enough to be able to create the actual advertisements as well as to buy air time and ad space.

There is certainly a lot of Western influence in Russian television advertising, which is understandable, considering that Russia has had to learn how to make commercials from the West. Often, American and European commercials are simply dubbed into Russian, and on occasion, "mixed" commercials, a hybrid of Russian and Western footage, are seen. Generally, though, commercials are Russian-made. The basis in Western advertising is certainly evident, but the Russians, having no precedent or traditions to follow, enjoy a significant amount of freedom. They may choose from Western advertising those images and styles which are useful to them, and replace what does not work with their own cultural references. The result is a new, specifically Russian style of advertising.

Though Western-influenced, Russian commercials have some features that differ from the West. One of the most obvious is the association of business with sex and rock music, subjects usually kept apart in American business advertising. There is a reason for this. Many of the new businessmen in Russia are young people, to whom business is exciting, as well as being almost fashionable. To run a business is the ultimate change from the old way of life in the Soviet Union. Conservatism, the main American attitude in business, is viewed unfavorably. This difference in attitude marks the main difference in advertising styles.

Print advertisements, on the other hand, are straightforward to the extent of defying cultural influence. They are simply rectangles

with printed text in them: lists of items available, descriptions of items, assurances of quality, directions to the firm's location. On occasion there are pictures, too, but the layout is usually dull or ineffective. The visual image has yet to become the dominant aspect of print advertising.

In studying this topic, I had no background sources to assist me in my research. Nobody in America has studied Russian advertising, nor has it been pursued in Russia. With nothing to rely on, I had to create my own methodology. I concentrated on two aspects of advertising: the language and the visual images used. For this, I studied advertisements from television, journals, and newspapers. I selected ten advertisements each from TV and print media. The commercials were taped from satellite broadcasts of Channel 1 News (based in Moscow and shown all across Russia). The print ads are from Nezavisimaya Gazeta¹, a popular newspaper, and Ogonëk, the most popular journal in Russia.

Each advertisement was individually analyzed, according to the same criteria: 1) the structure of the advertisement; 2) the presence of unusual or irregular language, which would indicate a cultural import; 3) the extra-linguistic content, including visual images, clothing and demeanor of actors and/or models, use of music, etc; 4) the representation of social change; and 5) similarity (or dissimilarity) to American advertisements for similar goods or services.

I have also analyzed the advertisements collectively, looking for trends in style, subject matter, technique, presence of Western influence, and the influence of social change on the content of the advertisements.

¹«Независимая Газета» - "Independent Newspaper"

ADVERTISEMENT A

This television advertisement is for «Русский Продовольственный Банк»¹. It is completely animated, with a voice-over that runs through the duration of the commercial. The commercial opens with a shot of a brick wall with an arched wooden gate, on which is a shield-shaped device with the letters «РПБ» drawn on it - the logo of this bank. The gates open onto a courtyard of medieval Russian buildings: churches are visible in the background, and a cathedral and font are in the foreground. The camera moves in towards the central building (a small palace) and more buildings appear in the background. Everything is brightly colored. In a window below the palace cupola stands a man in old Russian costume: a long coat with a high collar and a pointed cap. Next to him is a treasure chest, which appears empty at first, but as the camera zooms in, several coins and a certificate from «РПБ» appear in the lid. The camera continues to zoom in on the certificate until the screen is completely white; the number "1000%" (signifying the 1000% annual return offered by «РПБ») writes itself out on the screen. The camera cuts to a shot of a parchment scroll on which is written the Moscow address of the bank. The writing disappears and is replaced by the words «1000% годовых. Выгодно и надежно»² The design imprinted on a wax seal at the bottom of the parchment floats up to the top of the page, and the viewer sees that it is the «РПБ» logo.

Considering that the commercial is about a "financial-industrial" (финансово-промышленная) company, the language used is remarkably Russian. «Компания»³ seems to be the only borrowed word, and it is not particularly new to the language. No grammatical mistakes are made.

The "Old Russia" style of the drawings in this commercial, as well as the triumphant style of the music (complete with trumpets), conjures up a feeling of the majesty of Tsarist Russia. There is a very

¹*Russkiy Prodovol'stvenniy Bank* (Russian Produce Bank)

²*1000% godovykh. Vygodno i nadëzhno* (1000% annual return. Profitable and reliable)

³*kompania* (company)

fairy tale-like air to the commercial; one almost expects a firebird to appear.

Several changes in contemporary Russian society are evident in this commercial. First, there is the fact that it is for a capitalist, free-market enterprise, which uses the earning of interest on invested money as its main selling point. Making money without laboring for it was once considered to be bad; now, it's the latest thing. Second, this commercial's mere existence shows that Russia is going from a worker-oriented economy to a customer-oriented economy.

Businesses know that they have to recruit customers and make them happy, or else that business will fail. Third, there is the very obviously Russian theme. Though the Russians have always been proud of their heritage, they especially embrace it now, when there is no Soviet government to limit the formation of or identification with national identity.

This commercial, while not particularly conservative-looking, treats the subject with more seriousness than is often used in Russian business-related advertising. Nostalgia, rather than sex or rock & roll, is used to engage the viewer's attention. One also gets a sense that this firm has been in existence for a while (though this most likely is not the case) simply because of the historical reference. It is this association that is important in instilling the confidence of the viewer. It may perhaps work even better for the people of Russia than a Western-looking piece of advertising.

ADVERTISEMENT B

This advertisement is a live action and animation television commercial for the financial association «Нефть-Алмаз-Инвест.»¹ The camera "moves" upward, showing live-action business offices in a cross-section view of a computer-animated building. Numbers indicating percent financial returns partially block the view of the third and fourth floors shown (300% and 750%, respectively.) The scene then cuts to an outside view of the building, which is a very modern, mirrored skyscraper.

The language used is almost all standard Russian, except for two adopted economic terms: «инвест»² and «маркетинг»³ (used with the verb «проводить»⁴). No unorthodox grammar is used- not surprising from a company that wants to portray respectability.

The background music in the commercial is a light jazz instrumental piece, which could have been recorded anywhere, though the particular style originated in America. The actors all have a businesslike attitude, though it is apparent that they appreciate and respect the "customers", who are greeted with a warm handshake and a smile. The actors, most of whom are men, are all tastefully dressed in business suits; in general the clothes are nicer than most Russians have, and the style indicates that they may be imported. The offices are brightly lit, attractively furnished (the furniture may also be imported) and several computers are on desks throughout each room.

The camera action is important in the first part of the advertisement. It starts near the bottom of the building and rises, implying rising stocks, increased wealth, or, simply, progress. Starting from the top and moving down the building would do just the opposite, decreasing the viewer's trust in the company.

In the final shot of the animated building, the "camera" circles around the very modern, mirrored skyscraper. Though it stands

¹*Neft' - Almaz - Invest* (Petroleum - Diamond - Invest)

²*invest*

³*marketing*

⁴*provodit'* (to conduct)

alone on the evening horizon, the mirrors on the building show reflections of other, equally modern skyscrapers and office buildings. This is another image suggestive of progress, implying that «Нефть-Алмаз-Инвест» is a leader which is living the future today.

This commercial shows societal change very well. Business is shown in a favorable light; one of the selling points used in the commercial is how much money a person could make by investing with this company - most definitely a capitalist concept. The atmosphere in the "offices" was much more friendly than what the average Soviet citizen would have expected, since theirs was a world where servicepeople got paid regardless of behavior. Now, the customer is beginning to be treated better, because it is necessary to do so to survive in a competitive market. It is not just the material gains «Нефть-Алмаз-Инвест» offers, but also the individual respect that is promised by the actors in the commercial, which is attractive to the viewer.

ADVERTISEMENT C

This is a live-action television commercial for the investment fund «Московская Недвижимость»¹. A man walks into a post office, approaches a young lady sitting behind a counter, gets a sort of application, and walks off, presumably to fill it out. A younger man hands in his application and receives in return a stock certificate for «Московская Недвижимость». As he picks up the certificate, the camera pans up to show several apartment buildings, visible through the post office window. The final image is a still graphic of the «М.Н.» logo and the slogan, «Недвижимость - всегда в цене.»²

There is a voice over which tells the viewer how to get an «М.Н.» certificate and quotes the slogan. This lasts through the duration of this brief ad. There are also subtitles which run across the bottom of the screen, announcing an «М.Н.» sponsored lottery, offering Moscow apartments as prizes.

The language used is grammatically correct, straightforward Russian, with no borrowed words other than business expressions. There is a conversational expression, «в цене»³, but it is not unusual-sounding in a company slogan.

The background music, plus the speed and tone of the speaker's voice make this sound like an urgent and important matter. The first man shown is middle aged, but wearing sunglasses: a clue that this man is more Western- or contemporary-minded than most. He is merely beginning the process of getting his certificate, whereas the younger man is more "with it" and has already done what is necessary, so he can get his certificate right away. All the actors are well dressed, but nothing is out of the ordinary: no imported-looking suits.

The post office in which the action takes place is a typical Soviet-constructed post office - except for one important detail. The young postal clerk is not sitting behind a glass window, which are usually found in every post office and which serve as effective sonic and

¹*Moskovskaya Nedvizhimost'* (Moscow Real Estate)

²Real estate is always valuable.

³ *v tsenye* (literally, in a price)

psychological barriers. Without one, she is very approachable, friendly, and the customers don't have to go into contortions to speak to her.

This ad deals with the new process of privatization and capitalist business structure. It emphasizes the new, the young, instead of tradition and conservatism. The prize as attention-getting device is common in the West. Certainly the hope of getting something for nothing is not unique to any particular culture. In the West though, contests and prizes are usually in commercials for a less serious commodity. This difference is probably due to the newness of business as we know it, as well as different attitudes toward business in Russia.

ADVERTISEMENT D

This TV commercial is for the investment firm «MMM Инвест»¹. It is completely animated, using various techniques throughout the commercial.

The opening shot of a Russian landscape fades into a map of Russia. Various shapes and symbols (representing the resources of Russia) sprout from the map and form a large mass, from which a triangle flies to the upper-left corner, where it turns into the words «1 трл. 600 млрд. руб.»² The map then is covered by people, who group together, and a similar triangle flies up to the upper right corner becoming the words «160 млн чел.»³ The "solution" to this "math problem" appears at the bottom of the now blank screen: 10 000. A privatization check, or voucher, worth 10,000 rubles, fades on screen. A man reaches out, takes it, and contemplates what to do with it, as do a young woman, a teenage girl, an older woman, and an older man; each holds several vouchers.

The «MMM» logo flashes on screen, followed by a series of images meant to demonstrate the firm's success: a graph draws itself, and the number 87,2 appears at the highest point; this is followed by the «MMM Инвест» logo with «102 миллиарда рублей»⁴ superimposed on it. (Whether these figures are profits or income is unclear.) The next scene shows a number of vouchers lining themselves up and changing into gold bricks, which pave the ground in front of the «MMM Инвест» brick-wall logo.

The language of this commercial is mainly regular Russian, but it is peppered with borrowed words such as «ваучер»⁵, «лидер»⁶, and «бизнес»⁷, all part of the new business-world vocabulary. There are some grammatical irregularities as well. In the commercial voice-

¹*MMM Invest*

²1 tril. 600 bil. rubles

³160 mil. people

⁴102 billion rubles

⁵*vaucher* (voucher): the informal term for privatization check

⁶*lider* (leader)

⁷*biznes* (business)

over, the speaker at first addresses the viewer in the informal <<ТЫ>>⁸, but then changes to the formal <<ВЫ>>⁹. There is also a sentence in which the present tense form of "to be" (<<ЕСТЬ>>) is used; while this form is not used in everyday Russian, it is necessary (or at least less awkward) in context: <<МЫ БЫЛИ ВЧЕРА. МЫ ЕСТЬ СЕГОДНЯ. МЫ БУДЕМ ЗАВТРА.>>¹⁰

The voice over is spoken very quickly, and the background music has a fast paced, almost rock-based, rhythm; both of these imply urgency and importance. That much of the animation was done by computer shows that <<МММ ИНВЕСТ>> has money and technology at its disposal. Since this is not the case with much of the rest of the country, <<МММ ИНВЕСТ>> must be a very strong, well-to-do company.

This commercial represents societal changes very well. First, the subject matter (privatization) is new to Russia. Second, at various points in the commercial, business competition is implied. This denotes a change from the state-controlled, monopolistic economy that used to exist. Third, <<МММ ИНВЕСТ>> measures its success in terms of profit - a concept that was considered to be almost evil in Communist Russia. This commercial embodies the Western, capitalist ideas of making as much money as you can. The style of the ad is less conservative than one would find in America, but this is due, once again, to the different places in society occupied by business in Russia and business in the West.

⁸ты: informal "you"

⁹вы: formal "you", used with strangers and those "higher up"

¹⁰ "We were here yesterday. We're here today. We'll be here tomorrow."

ADVERTISEMENT E

This short commercial is an advertisement for a type of lock for house and apartment doors. It begins with a flashing light and the sound of a siren. A girl, apparently frightened, runs into her apartment, shutting the door behind her. A close-up shot of the key she uses to lock the door follows. The camera cuts to a shot of the girl's face (much calmer now), then moves to show the lock (in full packaging) which she is holding.

During the action, the voice-over speaker says, «Защитите себя и своих детей от непрошеного вторжения. Полицейский замок 428,»¹ and reads the telephone number of the unnamed Moscow distributor.

The language is in no way unusual - grammatically or etymologically. The voice-over is read distinctly, in a matter-of-fact manner. There is no sense of rushing that is evident in many commercials, especially the finance-related ones.

The girl in the commercial is dressed normally. There is nothing especially Western about her. She appears to be of Central Asian extraction; perhaps the locks are produced in a Central Asian republic, or perhaps the director wanted the girl to be memorable, and therefore chose a non-European looking child. The door she locks is mostly glass - unusual for a front door, but it might be a balcony door.

The societal changes revealed in this commercial have little to do with the rise of the market economy, or with Westernization *per se*. This advertisement deals more with the glasnost type of change in former Soviet society. Only a few years ago, crime officially did not exist in the Soviet Union. Now it is possible to admit that crime does exist, and in these days of economic and governmental turmoil, there is an increased feeling of unease. This commercial responds to the feeling that the crime rate has reached a point at which people must take extra steps to protect themselves.

Western commercials for security devices have the same basic form, which this commercial has also. There is a moment of anxiety,

¹ "Defend yourself and your children from uninvited intrusion. Police lock 428."

the threat of a break-in, but the danger is thwarted when the key is turned, the alarm sounds, or the would-be thief sees the security device. Naturally, the owner of the device is shown as happy or relieved that they are safe, all due to the quality of the device.

ADVERTISEMENT F

This commercial is for "Snickers" brand candy bars. The spokesman in the commercial is the soccer player Dobrovolskiy. The commercial begins with some footage of him scoring a goal, then switches to him coming home after a game, still in his uniform. Dobrovolskiy's voice comes on, saying that after a game, he gets really hungry. He sits down, reaches into his sports bag, and, pulling out a Snickers bar, says (live, this time), "I solved that problem for myself. Snickers." The film cuts to footage (from the American Snickers commercials) of caramel being poured over peanuts, melted chocolate, and so on. A different voice describes the product: «Батончик из молочного шоколада, жаренный арахис, и мягкий карамел. Сникерс - это лучший способ утомить голод.»¹ The camera comes back to Dobrovolskiy who, having taken a bite of his Snickers, says, «Ну вот. Совсем другое дело.»² The music, which for the whole commercial has been in the background, comes to the foreground, a still picture of a Snickers bar is put on the screen, and two pieces of written text also appear. The first says «Генеральный спонсор сборной России по футболу»³; the second is the closest possible translation of the American slogan "Packed with peanuts, Snickers really satisfies": «СНИКЕРС - полон орехов. Съел - и порядок!»

The language in the commercial is regular Russian, but the catch phrases which are translated from the English seem a bit awkward. There is also the phrase «утомить голод»⁴ - «утомить» seems to be used idiomatically, as defeat, rather than exhaust.

The background music for this commercial is the song "Satisfaction" by the British rock group The Rolling Stones. The music is used in the original American commercials because it goes with the advertising slogan. It is still effective in the Russian commercial, though in a

¹ "Bar made of milk chocolate, roasted peanuts, and soft caramel. Snickers - the best way to beat hunger."

² Now that's something completely different."

³ General sponsor of Russian Soccer teams

⁴ *utomit' golod* : literally, "to tire out (or weaken) hunger"

different way. The Stones are very popular in Russia, so the music helps sell the candy bar by association.

This ad shows the increase of Western products available in the former Soviet Union. That this commercial is mostly Russian made, though of a Western format, shows how popular this product actually is. Many commercials for Western food products are simply dubbed versions of the originals, but this shows an effort to sell to a specifically Russian audience.

This commercial is reminiscent of many Western commercials that feature sports figures. This is an advertising tradition in America, but is relatively new in Russia. It is interesting that in the American Snickers commercials, the people are anonymous actors, whereas the Russian commercial features a famous sports figure. The American commercials are trying to promote the idea of "everybody else eats Snickers, so you should, too", but the Russian commercial ascribes a certain amount of status. The status approach is necessary, because of the high price of Snickers bars in Russia. The bandwagon approach is impossible, though shades of it are evident.

ADVERTISEMENT H

This television commercial is for «Ваша Газета»¹ a new newspaper that contains financial information. It consists of several different at-home scenes of an extended family. First, the camera shows an elderly couple sitting in their living room, then it pans to one end of the room, where their granddaughter sits looking at family photographs. Her mother comes up and hugs her. In the next scene, a man looks at a photograph of the family, which dissolves into a shot of the family sitting at a table. The younger man turns to look down at the newspaper tucked into his jacket pocket - a copy of «Ваша Газета» The final scene shows the two men sitting in the living room, each reading his own copy of «Ваша Газета». The actors never speak, but a voice-over runs throughout the commercial. The main selling point is (financial) security for the family, as evidenced in questions like «Что может дать уверенность в завтрашние дни?»², «Как же распорядился фонд вашим ваучером?»³, and «Как работают акции?»⁴

The language used in the commercial is grammatically correct, and most of the vocabulary is normal Russian. There are a few business terms that are borrowed: «ваучер»⁵, «акция»⁶, and «акционер»⁷. The Russian meaning is somewhat different from the English version of these words, but the origin, nevertheless, is common.

The apartment in which this family lives looks more Western, both in layout and furnishings, than the majority of Russian apartments. The people themselves look Russian, and the extended family in one house is also a Russian cultural reference, but they were dressed in very American (rather than Russian or European) clothing. The

¹*Vasha Gazyeta* (Your Newspaper)

²"What can give you certainty in the coming days?"

³ "How did the fund use your voucher?"

⁴"How does a stock share work?"

⁵*vaucher*: the informal word for privatization check

⁶*aktsia*: (a stock share)

⁷*aktsioner* (holder of a stock certificate)

overall impression is of a materially Western but spiritually Russian family.

The commercial reflects the hope of financial security through investment that exists now in Russia. Though always a matter of concern, financial stability is of very great importance in the present day. The family atmosphere makes the new phenomena of privatization and capitalism seem available to everyone, not just the younger generation. The calm attitude of the actors, as opposed to the sex and rock&roll theme in many "new capitalism" commercials, lends to the theme of security and stability, while the "fast lane" ads give a feeling of risk and excitement- not the desired emotion for this commercial.

This commercial is much closer to American ads dealing with investment information and financial security. In America, these are considered serious subjects, as are most other aspects of business. Often Russian commercials use sex or high technology to promote business related services, which one can associate with success, but the element of respectability and trustworthiness is lacking. This commercial matches the verbal and non-verbal messages very well.

ADVERTISEMENT I

This commercial is for «Новый Дом»¹, a furniture distributor in Moscow. The commercial opens with a still graphic of the «Новый Дом» logo and company phone number on a multicolored, moving background. The background stays the same while a succession of "photographs" of various sets of furniture appears. A voice-over repeats the phone number and describes what «Новый Дом» has available: «Мебель для спальни, гостинных; кухонные орудия, современная сан-техника. Комплекты со склада в Москве.»²

This is a very simple ad, obviously aimed at the average consumer. No unusual words or phrases are used; everything is very straightforward. The distributor doesn't promote the company to the viewer, only the furniture.

The commercial seems only to show the changes in consumer-producer relations that have come about. «Новый Дом» knows that it cannot succeed as a business without customers. Therefore people need to know that the company exists, and what the company has to offer.

This commercial resembles the advertisements of local, small businesses in America. They aren't able to make fancy, complex commercials, either, and so they opt for the simple approach. This is a much more effective commercial than many which try to be so Western and so fashionable that it is difficult, if not impossible, to figure out what is being advertised.

¹*Noviy Dom* ("New House")

² "Furniture for the bedroom and living room, kitchen equipment, contemporary sanitary technology. Sets from a Moscow warehouse."

ADVERTISEMENT J

This commercial is for <<ФИНТРАСТ>>¹, an investment company. In the commercial, a woman in a black suit sits at a desk, busily doing paperwork. The time is 5:55, as shown by a clock on the wall. The camera shows the rest of the office: one large room, with several women (all in red jackets and short skirts) seated at a row of computers. Behind the computer table stand two other women, exchanging business papers. In the far corner of the office are two women in normal business attire (that is, non-uniform.) Again, the woman in black (apparently, the head of the office) is shown, adjusting her glasses. A little girl comes into the office, walking slowly past the line of office workers, who turn and watch her. She is carrying a 1,000-ruble bill in her hand, and she takes it to the woman in black, saying in a sad voice, <<Маме на подарок не хватает.>>² The woman takes it, turns to the workers and says, <<Поможем.>>³ The small army of women in red immediately start working at their computers, making phone calls, and doing other things to help the little girl. The camera cuts to several different scenes, returning finally to the girl and the office head. The girl has her arm around the woman and both say, <<А теперь хватит,>>⁴ smiling happily. The woman hands the little girl a 10,000-ruble bill, and the office women cheer. A still graphic of the following voice-over appears on screen: <<ФИНТРАСТ: ВСЕГДА ХВАТИТ НА ПОДАРОК. 50% ГОДОВЫХ НА ВАЛЮТНЫЙ И 500% ГОДОВЫХ НА РУБЛЁВЫЙ ВКЛАД.⁵ 235-74-00 235-60-35.>>

The commercial is mostly visual, and all the words are Russian, even the finance-related ones.

The commercial is eye-catching, from the modern office furnishings, to the beautiful women working, to the endearing little

¹FINTRUST

² "This isn't enough to buy Mama a present"

³ "We'll help."

⁴"Now it's enough."

⁵ " FINTRUST: ALWAYS ENOUGH FOR A PRESENT. 50% annual return on hard-currency and 500% on ruble investments."

girl. The position of the women in the office is interesting; on one hand there is a noticeable "sex sells" aspect, on the other, there is the portrayal of a group of businesswomen working hard and using their acumen to help out a client, even though it is minutes until the day is over and the girl doesn't have any social clout. The office head comes across as being both a serious businesswoman and a mother figure to the girl. She is as attractive as her subordinates, but the black clothes and the glasses are used to give her an air of intelligence and authority. The office scene itself is somewhat reminiscent of the uniformed civil servants of the 18th and 19th centuries. These women are like modern «чиновники»⁶, working under the eye of their boss.

This commercial shows the growing number of financial/investment firms that exist in Russia. It is interesting in that it shows women as competent businesspeople, though it is done more for the sake of effect than as a reflection of women's roles in the business place. The firm, by presenting its employees as being willing to do everything possible for the clients, regardless of social standing, regardless of how late in the day it is, is saying that the client comes first. This idea has not been practiced in Russia for some time, and its rediscovery is often used as an advertising gimmick. In the West, too, the friendliness and efficiency of personnel are often used to attract customers. The "always enough for a present" slogan makes the viewer feel that this is an investment company for regular people, one which recognizes people's needs; sometimes they just want a little extra money, rather than getting involved in major financial operations.

⁶ *chinovniki* (civil servants)

ADVERTISEMENT K

This full-color print ad in the magazine Огонёк is for «MMM», a firm dealing in computers and other electronic business equipment. There are three photographs of a woman with various items sold by «MMM» - a calculator, a copy machine, and an electronic address book- and one large photograph of the woman's shoulder, on which are drawn flowers and the «MMM» corporate logo. In the spaces surrounding the photographs is text describing the firm's business; what is available for purchase (and the prices); the firm's address, phone numbers, and directions for how to get there; and several slogans: "Give us a chance to save your time and money!" (Дайте нам шанс сэкономить ваши время и деньги), "At MMM- no problem!" (У «MMM» нет проблем!), and the pan-cultural business promise "Have you seen lower prices anywhere? We'll sell for even less!" (Вы видели где-нибудь более низкие цены? Мы продадим ещё дешевле!)

The general rules of Russian grammar are followed; however, there are many Russified English words which have been adopted into the Russian business vocabulary. The examples in the ad are as follows «компьютер»¹, «дигитайзер»², «калькулятор»³ «лазерные принтеры»⁴ «ксероксы»⁵ and «плоттеры»⁶. Another new word, «оргтехника»⁷ (organizational technology) is of Russian origin (though the components are of foreign derivation), using the combination/ abbreviation method popularized in the Soviet period. In the advertisement, MMM is described as being an «объединение»⁸ (association), a true Russian word, rather than using the newly adopted word «фирма»⁹.

¹*komp'yuter* (computer)

²*digitaizer* (digitizer)

³*kalkulyator* (calculator)

⁴*lazernye printery* (laser printers)

⁵*kseroksy* (photocopiers)

⁶*plottery* (plotters)

⁷*orgtekhnika*

⁸*ob'edinenie*

⁹*firma* (firm)

The extra-linguistic aspects of this ad use the Western idea of "sex sells". The equipment, that is, the reason for the ad's existence, is not clearly pictured, but the young, pretty model is very clearly pictured. The calculator is set next to a stiletto-heeled shoe; the model holds the electronic address book above her bare thighs; wearing a low-cut mini-dress, she kneels next to a copier; and the main photo of her shows a faux tattoo of the MMM logo - a blatant use of sex to interest the public (presumably male only) in the goods offered. The message conveyed is that business success is sexy, that women find machines and power irresistible, and that this woman, along with this equipment, can be yours if you shop at MMM.

This advertisement certainly reflects the growing changes in Russian society. MMM is trying to show its liberalness by using sex in its advertisement - once impossible in the conservative Soviet period. The company is also showing its market orientation by offering special prices to wholesale customers, as well as challenging its competitors by offering generally lower prices. Such tactics are new in a once state controlled economy.

The use of sexy female models is, of course, found in America and other Western countries, so it is not surprising that the Russians have joined the ranks. However, in the West, this tactic is usually connected with ads for beer and automobiles (or other items with entertainment value) rather than business-related advertisements. It is necessary to understand, though, that Russia and the West have different views of business. In the West, a business-equipment supplier would be more likely to depict men or women wearing suits in their ads, in order to convey a serious, responsible attitude. In Russia, however, where the market economy is new and where Western products and ideas are very attractive, business has an air of excitement, even fashionableness, that does not exist in the West. This, and a real or perceived lack of women in the business field would lead to the use of a pretty, scantily dressed young woman as the main selling point.

ADVERTISEMENT L

This full-color print ad is from the magazine Огонёк (*Ogonyok*). It is for "Columb", a business that distributes office-related and other electronic equipment. It shows a jumble of Western electronic goods (plus a car) bursting forth from the screen of a big-screen TV, This is done with a collage made of photographs of these items. Some items are clearly visible; others only show their brand-name labels, leaving the reader to wonder exactly what the product is. A young man is standing by the top of the cascade of goods (size and scale have been thrown out the window), smiling and holding one hand to his head in disbelief. On the other arm rests a cut-out of the company logo.

Below the jumble of goods, there is text telling what kind of business the firm does, a list of items available for rubles, a list of what's available for hard currency («СКВ» in Russian¹), and the firm's address and phone number. The sales pitch tells the reader to buy before the ruble drops any lower, so that he won't "lose the battle with inflation" (проиграть борьбу с инфляцией.) The firm also offers warehouse storage as well as shipping and loading; payable in either rubles or «СКВ». They promise responsible storage and handling of your inventory.

As far as the language of this advertisement goes, it is grammatically correct, though there are some constructions more complex than Russians usually use. (E.g., about an answering machine: «Никогда не ошибающиеся и хранящие для вас всю информацию...»²) The use of participles instead of relative clauses lends an air of formality to the advertisement. There are some subtle changes in the usage of a couple of words: марк (used here as "brand") usually means "postage stamp"; interestingly, there is nothing qualifying this word - the reader must understand it in context. Another change is in the word офис (office). This used to be used as a synonym for "bureau" or "department", but in this ad it has the American meaning; that is, the actual room in which business is

¹Свободно Конвертируемая Валюта : freely converted currency

²"Never-erring and saving all your information..."

conducted.

The large mass of electronic goods of all shapes and sizes gives the impression that Columb has so much stuff, they can't even contain it all (adding to the feeling of urgency expressed in the text.) The young man pictured in the upper-left corner is dressed in fashionable European clothing. This is meant to attract the up and coming, Westward-looking new businessmen. It also gives the impression that even foreigners would be impressed by the amount and quality of the things Columb sells.

The placement of the Range Rover in the forefront of the flood is interesting. It certainly catches the eye, as it is meant to do; the only problem is that Columb doesn't sell cars, just office technology.

This ad, by listing goods both for rubles and for «CKB», shows the "dual economy" that has arisen in the former Soviet Union. Many cooperative and joint venture stores sell goods for both rubles and hard currency, and Russians themselves frequently carry dollars and deutschmarks in their billfolds.

The ad also shows the Russians' growing familiarity with brand-name goods. Under the state-controlled economy, there were no brand names. Anything with a brand name is therefore imported. These brands are so well-known, though, that it is unnecessary (and the advertiser *knows* it's unnecessary) to say from which country they came.

Though composed of all-Western parts (except for the one little, red, Russian TV in the lower right corner) this isn't quite a Western advertisement. When brand-name products are advertised in the West, the items are generally shown clearly in the ads, though there may be other things to focus on. This one simply shows the corner of the item on which the brand appears. (One way to interpret this is that Columb may not have a consistent enough inventory to say exactly which items will be in stock at any given time. Thus, by having only the brand visible, it can cover a number of items.) Also, the car would not be placed in the midst of the other items, as if it were actually for sale, in a Western ad; truth in advertising laws prevent misrepresentations of that sort. Such laws may not exist yet in Russia, or they may not be enforced.

ADVERTISEMENT M

This is a black and white print ad, from Ogonëk magazine, for «ДАР», a «государственное малое предприятие» (state small business) which sells computers and video equipment. It is a small ad, taking up one quarter of the page, and consists solely of white text on a black background, with a black-on-white company logo in the upper left corner. The text lists what items the business sells (personal computers, diskettes, and video equipment) and states that the firm uses the services of middlemen to buy and sell the equipment and also to lease office space. The business phone number is given, as in all Russian ads.

The language used is correct Russian, with the exception of the technical vocabulary used; words such as «персональные компьютеры» and «дискеты»¹. It is interesting that «персональный» (created from the English) is the adjective chosen, instead of the already existing Russian word for personal, «личный». «Офис» has gained a new meaning: it can now mean a place of business, instead of just "department". There is one phrase that is either erroneous or simply new. According to the Oxford English Russian Dictionary, «малое предприятие» should be «мелкое предприятие»².

This business is at least moderately successful, but is not a big company like the omnipresent MMM. This is seen in the small size and relative lack of complexity of the ad. «ДАР» most likely can't afford to make a complicated ad and/or buy a full page's worth of space. «ДАР» is part of the new culture of business in Russia, which has risen up around office equipment suppliers, etc.

Because of the simplicity of this ad, there are no hints about influence from any culture besides that of Russia. The definition of «ДАР» as a "government small business" is important, because it reflects the (occasionally) skeptical attitude of the general populace

¹*personal'nye komp'yutery ; diskyety*

²Maloe and melkoe both mean "small," but there is a difference between the two. Maloe refers to size, whereas melkoe refers to the scope on which the business operates.

towards business and capitalism. The "government" label adds a certain amount of legitimacy to the business's image; if they're associated with the state, then they can't be swindlers, right?

ADVERTISEMENT N

This black and white ad from <<Независимая Газета>> is for <<MT-Вид Интернейшнл>> an importer/distributor of Hudson brand poultry products. It is a small ad, approximately 3"x4", with the "Hudson" logo at the top, and text reading, "The association "MT-VID International" is the general distributor for Hudson (USA) in the countries of the CIS. We offer direct wholesale delivery of production, all made of poultry. Our low prices always pleasantly surprise customers. Products of only the highest American quality." The address and business phone are given, as is standard.

The grammar is correct, and the language is standard Russian, except for the word <<интернейшнл>>. There is a word similar to the English - <<интернациональный>>. It is unclear why the advertiser chose phonetics over meaning when translating the business name; it may be that the more foreign sounding the words, the better.

This ad shows the increase of imported goods, even foodstuffs, on the Russian market. It is product-specific, which only happens in the case of imported goods. The "Hudson" logo at the top of the ad acts not only as the focus of the ad, but the English letters are attention-getting.

There is not much that can be compared between American and Russian advertising style in this ad - its simplicity makes that difficult. It is simply a straightforward advertisement, which makes sense, given the small ad space.

ADVERTISEMENT O

This advertisement is a full-page, full-color print ad for «КОМПАН»¹, a joint venture company that sells "КОМПАН EP/LP" computers. It consists of a picture of a КОМПАН computer sitting on a desk with a carnation laying across the keyboard. On the computer screen, the following is visible: "COMPUters Academy scieNce. «КОМПАН» Joint Venture" This picture of the computer is "framed" by a solid blue area, on which is written the main text of the advertisement. In red type above the picture, it says, «Уникальный, Специально Спроектированный для России «КОМПАН EP, LP» Предельно Русифицированный Персональный Компьютер.»² Below the photo, the text reads, «Производительность, полная совместимость и большая емкость памяти. Надёжный КОМПАН продаётся как за рубли, так и за валюту.»³ In the lower right corner, there is more text, as follows: «Скорость «КОМПАН» не уступает серии 386 США. «КОМПАН» прошёл тестирование в США и признан полностью совместимым.»⁴ In the lower left corner is the company's address, business phone, telex, and fax numbers.

The language is, for the most part, standard Russian, but there are two imported words: «персональный» and «тестирование».⁵ Both of these words have replaced other perfectly useful Russian words, in the interest of sounding more "technical" or in order to sound more American.

The computer itself is black, which always looks "high-tech", and the desk on which it is sitting has a white formica top, and is in the corner of a room with white walls and white venetian blinds. The effect presented is very modern. This is accentuated by the flower,

¹КОМПАН

² Unique, specially planned for Russia "КОМПАН EP, LP" the most Russified personal computer.

³ Productivity, full compatibility and large memory capacity. The reliable КОМПАН is sold for both rubles and hard currency.

⁴КОМПАН's speed is no less than that of Series 386 SX. КОМПАН underwent testing in the USA and was declared fully compatible.

⁵*personal'niy* and *testirovaniye*, meaning "personal" and "testing", respectively. The standard words used are «личный» (*lichniy*) and «испытание» (*ispitaniye*)

whose romantic touch makes the environment seem all the more modern.

This ad shows the growing importance of computers to Russian society. For decades, Russia has been behind the rest of the world in computer production and use. Now, as a result both of glasnost and the growing market economy, people are not only allowed to have computers, they need them. Business is certainly the driving force behind the "electronification" of Russia.

The statement in the ad's text which says that these computers are available for both rubles and hard currency shows another aspect of current societal change: the dual economy that has arisen in Russia.

Another new societal phenomenon shown is the joint venture movement in Russia. These are businesses created in Russia with the help of a business from another country. They can be anything from grocery stores to ice cream parlors to computer distributors. This can be tied in to the rise of the dual economy, since other countries are willing to lose only so much due to the instability of the ruble.

This ad is a bit more similar to American ads than some other ads for electronic equipment and computers. Unlike many Russian ads, this one doesn't just say «Вышего американского качества»⁶, but lists specific qualities of the computer. Admittedly, they are vague by American standards, where we like everything measured and quantified. It may simply be that the general public's lack of computer knowledge makes technical information a poor selling point, but the general respect for foreign goods can sell when megabytes can't.

⁶"Of the highest American quality"

ADVERTISEMENT P

This black and white ad is from the newspaper, «Независимая Газета.»

It is an advertisement for the political party «Партия Родничийского Единства и Соглашения», one of the many political parties that arose after the collapse of the Soviet government. It is a fairly large ad, taking up about a sixth of the page. The ad is crowned by three slogans: «Согласие Людей», «Единство Народа», and «Величие России»¹ In the lower right area of the ad, there are a number of statements of what this party promises and what its members believe in. In the lower left corner is the party logo, a stylized star and beneath it, the party motto - «Единство в Соглашении».²

The first two words of each paragraph of the text are in bold print, so what instantly leaps to the eye are such phrases as «**МЫ** делаем», «**МЫ** готовы», and «**МЫ** верим»; all very active, inspiring phrases.

The language is all very proper, which one would expect of those running for government office (this particular ad ran during the parliamentary election campaign). There are also no recent additions to the Russian language used in the ad. «Профессионал» is the only imported word, but it has been around for a while. This is in keeping with the patriotic, borderline nationalistic sentiment in the promises/beliefs segment of the ad.

The campaign promises are fairly universal in theme: keeping Russia great, using the people's potential to get out of the current crisis in the country, using experienced people who can make the necessary choices for the good of the country and of the people, and so on.

This ad is a classic example of the changes that have taken place in Russian society. There are no subtle cultural nuances to glean; the mere existence of an advertisement for a non-communist political party (previously illegal in the Soviet Union) is in itself a major change. But it is not only that; advertising of political parties means

¹"Agreement of the people", "Unity of the people", and "The Grandeur of Russia"

²"Unity in Agreement"

that Russia has joined the current trend of media politics, which is practiced so well in America. The parties have learned that promises and platforms aren't enough. One must also sell one's party to others to gain political support. Visibility can mean everything.

ADVERTISEMENT Q

This ad is from the joint-venture newspaper We / Мы. It is a full-color, full-page ad for Estee Lauder's "Beautiful" perfume. The format of the ad is the same used in America. It is a picture of a woman in a wedding dress in a beautifully decorated room - the walls are white with gold trim. In addition to the main picture, there is a smaller, inset picture of a bottle of the perfume. Below the inset photograph is written "BEAUTIFUL - Estee Lauder" in large letters, using the Roman alphabet, not the Russian. Next to the inset photo is a description, in Russian, of the perfume (with Beautiful once again written in the Roman alphabet.)¹ At the bottom of the text section is an invitation to come to the world of «Бьютифул»² and other cosmetics and beauty products, available at the new Estee Lauder «салон»³ in GUM, the famous department store on Red Square.

The language is Russian, though the flowery description of the perfume is an obvious translation; one doesn't hear much about citrus groves in Russian. This ad was probably all done in translation; there is a misprint in the last line of text that leads one to believe a non-Russian did the layout. In the last line, the preposition «за» is misprinted as «эа». This may be attributed to the fact that We / Мы is a joint-venture newspaper published by Izvestia and the Hearst Corporation. Since Hearst takes care of much of the layout and printing, they might not be quite as good at finding misprints.

This American-Russian partnership also means that the type of advertising sponsor is different from those that advertise in regular Russian newspapers. The target audience of their advertisements is the newly rich class in Russia; people who would rather go to a «салон» than a «лавка» or a «магазин.»⁴

¹«Духи BEAUTIFUL. Романтический букет э аромат рос и жацмина с оттенок цитрусовых рощ и тонких пряностей. Исцключительно от фирмы Эсте Лаудер.» ("Beautiful" perfume. A romantic bouquet- the scent of rose and jasmine with hints of citrus groves and subtle spice. Exclusively from Estee Lauder.)

²"Beautiful", as written in Russian - at last!

³salon

⁴lavka and magazin are the usual words for a shop; the French "salon" is more stylish-sounding.

The extra-linguistic aspect of this ad uses Westernness, beauty, and sentimentality to sell the product. The perfume could sell solely on its "import" status (of which the reader is reminded, as if it were necessary, by the use of the Roman alphabet), but the addition of a lovely young model in a wedding dress plays on people's love for beauty and their sense that weddings are so special that only the best will do on that day. For a bride to pick "Beautiful" to wear on her wedding day must mean it is indeed beautiful perfume.

This ad reflects the increase of imported goods available in Russia, as well as reflecting the interest in well-to-do people as a target audience. Most Russian people couldn't afford to spend money on imported perfume, but then, the ad is not addressed to most people. The fancy language, and the use of words such as "salon" and "exclusively" appeal to a select section of society.

ADVERTISEMENT R

This ad is taken from Ogonëk magazine. It is a full-color, full-page advertisement for a computer dealership/distributor called «Компьютрейд Интернэшнл США.» The ad consists of a drawing of four alligators in a row, each one of a different age and strength. They are dressed in military uniform, and their medals are computer-shaped. The oldest, feeblest, and shortest alligator has only one "computer" hanging around his neck. The next one in line is a bit taller, a bit younger (though still old,) and has two "computers" on his chest. The third alligator has three "computers", is even taller, younger, and has a better uniform, including a hat, which he has taken off in deference to the fourth alligator. This alligator is twice as tall as the third alligator, is wearing his hat, has golden epaulets on his uniform, and wears a total of twelve computers on a chest as broad as he is high.

The text of the ad is written in the space above the alligators' heads. It reads «Компьютрейд Интернэшнл США. Успех ждёт всех, связанных с нами одной сетью! Сетевое оборудование за рубли; компьютеры и оргтехника только в СКВ.»¹The phone numbers for representatives in Moscow are at the bottom of the drawing. Outside of the drawing, in the white border area is written, "Only we guarantee you full compensation for import taxes!"

The language is regular Russian, and the only imported word is «компьютер». The word «оргтехника», the only other new one, is a Soviet-style abbreviation.

The message here, obviously, is that those companies without many computers or whose computers aren't networked are weak, outdated, and will never amount to much. The big alligator has lots of computers, though, and they're all arranged on a gridlike structure - that is, they're part of a network.

There are several current social phenomena reflected in this ad. First, there is the rise of the business sphere, where computers and

¹Computrade International USA. Success awaits all connects with us by one network! Network equipment for rubles; computers and "org-technika" (organizational technology) only for hard currency.

computer networks are in great demand. The ability of computer dealers to advertise shows that they are at least reasonably successful, and sometimes more than reasonably so. Second, the dual economy shows up again in this advertisement. As is usually the case, the more interesting items are the ones that are only for hard currency. This suggests that ruble goods aren't as good as SKV items, an attitude that has the Russian government concerned. The third societal change is not quite as recent as the collapse of communism and the establishment of a free-market economy, but it is very crucial. Without the glasnost reform movement, the purchase of computers and, more importantly, computer networks would have been impossible - so important was the Soviet government's need to control the flow of information. Nowadays, though, if you, as a businessman, don't have the latest bit of informational technology, you might as well be in a cave.

This ad, though a bit untraditional, has a certain element of humor that is often found in American ads. The important thing is that the humor makes a point, and is not there for frivolity's sake. An American ad of this type, however, would be much more specific about what sorts of computer systems are available and what sorts of networks the firm can set up.

ADVERTISEMENT S

This advertisement for the firm ORTEX («ОРТЕКС») is a full-color, full-page ad from ОГОНЁК. It mainly consists of text in either blue or red letters on a yellow background. The large, red ORTEX logo dominates the top of the page and there are pictures of various appliances, which ORTEX sells, in the lower right corner. The specific brands of these appliances aren't visible, but the items themselves are fairly clearly depicted - sometimes a problem in Russian advertising. The text includes descriptions of what the firm does, as well as a slogan, but the majority of the text is the list of items that ORTEX sells. The items fall into six main categories: TV and video equipment, household electronics and appliances, "orgtechnika" and telecommunications items, automobiles, minivans, and jeeps.

The language used in this ad varies from "pure" Russian to Russified English, mostly due to the names of the items up for sale. The slogan and description parts are very Russian - the word «предприятие» is used instead of «фирма»¹, which is usually popular. Among the items for sale, however, there are some that use borrowed names, and some that have actual Russian names. The range goes from «телефакс»² to «автоответчик»³ to «фотокопировальная машина», sometimes informally known as a «ксерокс»⁴

The ORTEX logo, which is the main attention getter, is set apart from the rest of the ad not only by its size, but also by its being written in Roman letters, not the Cyrillic letters of the Russian alphabet. The advertiser wants to call attention to the fact that the goods in question are foreign-made, by the "leading firms of Japan, USA, Western Europe and South Korea."⁵ The bright yellow background is also an attention-getting device, but it unfortunately

¹*Predpriyatie* is the Russian word for a business, but *firma* is gaining popularity, perhaps because it's simply easier to say.

²*telefaks*

³*avto-otvetchik* (auto-answerer): answering machine

⁴*fotokopiroval'naya mashina* is the hard way to say *kseroks* (xerox)

⁵ «<Produkcii veduwih firm Iponii, SXA, Zapadnoy Evrop[,]jnoy Korei»

backfires because it clashes with the blue print. What at first caught the reader's eye drives it away.

This ad is much more sparse than those from the average American - store-which-sells-everything. American ads, in general, have more pictures; also, the items depicted are placed close to where their names are printed. However, given the frequency with which technological firms advertise, the graphic artists of Russia will soon hone their craft to Western levels.

This advertisement reflects the competitive nature of the technical firms. The slogan used by ORTEX is « «ОРТЕКС» не ждёт рынка - он его формирует, делая ваши рубли свободно конвертируемыми сегодня.»⁶ The business atmosphere in Russia today is one of excitement and progress, one in which risk and leadership is valued. Customers now want firms that are at the forefront, not the ones that are lagging behind. The old conservatism of the Soviet regime is of little use in the rising capitalist market.

⁶"ORTEX doesn't wait for the market, it creates it, making your rubles freely convertible today"

ADVERTISEMENT T

This print advertisement is from Ogonëk; it is for «Сервоимпорт», an import car dealership. The left half of the page has pictures of the front ends of two cars; the right side is taken up by text.

«Сервоимпорт» sells cars from "the most popular and prestigious European producers" - Volvo, Opel and Citroen. Only hard currency is accepted for the cars, but for the «Европейские цены», the customer gets «Европейский сервис» and «Европейское качество».¹ The reader is urged to contact «Сервоимпорт» because «наши машины ждут вас!»² For those who don't have hard currency, «Сервоимпорт» does have telephones, telefaxes, adding machines, televisions and dual cassette tape players.

The language in the ad is standard Russian with no imported words, but there are grammatical errors. In one, the advertiser uses «это», a singular pronoun, where he should use «эти», the plural form. The other one also involves a misused pronoun. In the sentence, «Те, кто не обладает... валютой...»,³ the writer used an interrogative instead of a relative pronoun, which messed up the subject-verb agreement. Though it is not stated anywhere, «Сервоимпорт» may be a joint venture; that would explain the grammatical errors (if not, then one has to wonder about the Soviet educational system.)

The ad is very simply laid out, though it is a bit off-balance visually. It could quite easily have been smaller, but the advertiser apparently wanted a full-page ad. By this, one can guess that «Сервоимпорт» is a successful business.

An interesting phenomenon has come about with the advent of the market economy. Cooperatives and shops and kiosks all over Russia, (especially in the larger cities) all have a little bit of everything. A person can buy candy, fruit juice and pantyhose all at one little stand. This principle apparently works with car dealerships, too. Entrepreneurs are so eager for business that they try to have

¹ "European prices", "European service", "European quality"

² "Our cars are waiting for you!"

³ Those who do not have hard currency..."

something for everyone. In time, this frenzy of capitalism will probably change and businesses will become appropriately specialized.

This advertisement does have its similarities to American car dealership advertisements. It emphasizes the quality of the product and the service the dealership offers, and guarantees customer satisfaction. The new advertisers are very concerned with establishing a good relationship with the customer-to-be through advertising.

CONCLUSION

The goal of my research was to discover the form Russian advertising has taken, and to examine how social changes have influenced that form. With the right to freedom of speech, freedom of economic competition, and the elimination of market prohibitions, would advertising in Russia serve its intended purpose, as it does in the West? To what extent does foreign influence exist in advertising? What kind of influences are there? What aspects of Russian life are included in advertisements? Are advertisements original? If not, what was adapted, and to what degree?

To begin with, the mere existence of competitive advertisements shows that the Russian economic structure has changed from being state-controlled to embracing a free-market economy. The use of phrases such as "We'll sell for less," and "We guarantee the best," plus the shows of helpfulness in commercials demonstrate that Russian entrepreneurs understand the importance of competitiveness to their success in a market economy.

Before determining if these advertisements serve their purpose, the general trends and characteristics of these advertisements must be examined.

Foreign Influence. This is manifested most in television commercials. Someone wanting to make a print advertisement could conceivably look to Soviet propaganda posters for layout tips, but a person wanting to make a TV commercial has nowhere to look but west. Foreign influence is evident in the "borrowed" commercials, the European suits of investment ad actors, the modern offices in numerous business-related advertisements (offices like these simply don't exist in Russia), and the calorie-counting Sucrazit commercial. While the Western look is considered to be attractive, and many people want their lives to more closely resemble life in the West, it is so far removed from the average Russian's life that it is something to which he simply can't relate.

Domestic Influence. This is usually seen in the choice of visual images, and exists both in print and television advertising. Several images have appeared that recall Russian culture: the *chinovnik*, or

civil-service worker of the 18th and 19th centuries; the medal as the symbol of success - a penchant for medals has existed for centuries, and was kept alive during the Soviet period; and the fairy-tale grandeur of medieval Russian architecture. Nothing from real, present-day Russian life is included. Though not all sunshine and roses, it would help establish a better connection between advertisers and the Russian people.

Originality. There is very little structural originality in Russian advertising. The style of presentation in commercials is very Western (the spare, text-dominated print ad is Russian, but writing words in a box hardly constitutes originality.) Originality comes through in attitude towards the subject. For example, Russians have a very different, original view on the whole concept of business. Whereas Americans would be inclined to stress conservatism and tradition in business - related advertisements, Russians do not. The newness of the capitalist economy gives business an exciting, almost fashionable aura. It is this view of business that results in mini-skirted models and rock & roll background music in business and investment advertisements. In Russia, a middle-aged man in a conservative suit (the image big business calls to mind in the West) would most likely be associated with Communism. This is not the image an up and coming entrepreneur wants to project.

Subject Matter. The most common type of print advertisements are for sellers and distributors of computers and office electronics. The most common type of television advertisements are ones for financial service firms. There is an interesting relationship between the subject of a commercial and the origin of the commercial, which accurately reflects the present state of the Russian economy.

"Borrowed" commercials, that is, commercials of foreign origin that have been dubbed into Russian, always advertise imported goods (never services), which are usually food - related products, such as candy, ketchup, or pet food. These are essentially the only item - specific advertisements in the country. These products, as imports, can sell on their status value alone, since imported goods have long been in demand in Russia. To connect culturally with the Russian

people is unnecessary - unlike in America, where the ad fails if people don't relate to it.

"Mixed" commercials, with both foreign and Russian components, are for imported items that have become so popular in Russia that the original status approach (that of "borrowed" commercials) is not as effective. Commercials for Snickers bars are the prime example. The candy bars are no longer a novelty, so the commercials now associate them with popular sports stars (a technique learned from America) instead of associating them with Americanness. The approach and technique is American, but there is a more Russian connection than in strictly "borrowed" advertisements.

Russian-made commercials are generally for services, whether they be banks, investment firms, or office equipment dealers. These entities are part of the new economic system, which operates on a different level than the old Soviet system. The lack of commercial representation of Russian consumer goods is due to the fact that the manufacturing and agricultural industries are still operated under the centralized system of the Soviets. It is very hard to set up an independent manufacturing company (which would advertise its products) because of the rigidity of the rest of the country's industry; finding suppliers of raw materials, etc. is next to impossible. Therefore, would-be businessmen go into the financial field, which is not as dependent on equipment, and is also less regulated.

Unfortunately, the new economy that exists is inaccessible to the vast majority of Russians. Advertisements aim at a very specific audience: the newly wealthy. Most of these people became rich by being a part of this new economy, so there is almost the sense of advertisers advertising to themselves. Many Russians have a hard enough time affording food and clothing. Where are they going to get the extra money to buy computers or imported food for the cat (who won't know it from table scraps)? Advertisements are not only failing to serve their ultimate purpose, i.e. to convince consumers to buy products via images and messages to which they can relate, they are annoying to the average Russian, because they exclude him. Only when common consumer goods are advertised, in a manner that

includes the cultural values of the broadest possible audience, will advertising in Russia fulfill its purpose.