



DIGITAL STORYTELLING (DST): SPECIALIZED ASSIGNMENT 19

INTERCULTURAL LITERACY 5: CULTURE IN VISUAL AND VERBAL COMMUNICATION OF ADVERTS

Phase 1) Do research on culture in advertising

- Read three texts [The Importance of Culture in Advertising](#), [Culture in Advertising](#) and [Advertising Message](#), and take notes.
- Discuss the following questions with others:
 1. How does culture impact the world of advertising?
 2. How can language positively or negatively impact an advertisement?
 3. Why is communication style important?
 4. Do colours, numbers, symbols and images matter in advertising? How?
 5. Why is it important to work with cultural values in advertising?
- Summarise jointly your key takeaways on Padlet.

Phase 2) Think about your experience with culture in advertising

- Think of your favourite advertisement and relate it to your learning about culture in advertising. Consider such aspects as a target audience, values, language, communication style, colours, images, symbols, and numbers.
- Share your ideas with others. Discuss your key findings.
- Summarise your takeaways from this assignment.

