

# Cross Cultural Vision-Through Advertisements

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**Context:** As a component of the course entitled "Multicultural Organizations Management and Intercultural Communication," and taught within the framework of events organized by universities and funded by the INAEM for 2009-2010, some classes are designed to make students learn more about cultural background of different markets, from the angle of advertisements.

**Objectives:** The purpose of the course is to help future managers of business and management, from various levels, understand comprehensively multicultural environments through theory studies and practices, positioning themselves well in the future business and employment markets.

**Methodology:** Some representative advertisements mainly focusing on the China market are selected to have a comparison. Meanwhile, some selective Spanish advertisements and Chinese advertisements are also compared.

**Results:** The evaluation of the class shows that this way interests students more than dull lectures may do to show same cultural theories or phenomena.

**Conclusions:** As an exploration in the innovation of teaching method, advertisements may be used as one of the culture resources to discuss phenomena, behaviors, plans and decisions in aspects of business, management and economy etc. of a multicultural situation.

