



CROSS CULTURAL PROBLEMS OF ADVERTISING
(AN ANALYSIS CONDUCTED IN 2012 BASED ON THE HIV AIDS
PRINT ADVERTISEMENTS OF SELECTED COUNTRIES (SRI LANKA,
INDIA AND AMERICA))

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Advertising is a Very powerful Communication tool in the Commercial World today. So many advertisements adapted to new behaviors in Consumers. All the advertisements are Cultural values reconstruction to Consumers in other hand. Cross cultural Communication solutions are also critical to effective Cross Cultural advertising. Focusing areas of This Research are Cross Cultural differences in advertising Colors, Numbers, Images, Language, Communication Style, and Cultural Values in Cross Cultural Advertising. There fore we draw our attention towards the Cross Cultural Problems of advertising. And also here we study what are the Cross-cultural advertising, What are the cultural values of advertising.

We used the method of content analysis in this study. We based on 8 selected print advertisements from HIV aids in our analysis used in three Countries such as Sri Lanka, India and America Year of 2012. The main Method of Data analysis of Content analysis. The analysis was based on quantitative and qualitative methods.

Keywords: *Advertising, HIV Aids, Cross Culture, Communication, Problems*