



The Advertisements of Vodka Produced Outside Russia: Semiotics and Multimodality

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ABSTRACT

This research discusses the meanings of advertisements for vodka produced outside Russia. This research aims to find the meanings contained in five Russian vodka advertisements by analyzing the signs contained in the text and visuals of the advertisements. This research was conducted using a qualitative approach with a descriptive method. There are two theories used, namely: semantic theory by Peirce (Noth, 1990: 44-45) with its second trichotomy (Icon, Index, and symbol) as the unit of analysis: and Multimodal theory by Kress & Leeuwen (2006: 43) about three metafunctions (ideational: narrative and conceptual images; interpersonal: gaze, distance, perspective; and textual: new-given, ideal-real, center-margin, salience, frame). The results of the study found that text and visuals in advertisements become a unity of meaning and advertisements for vodka produced outside Russia display Russian characteristics.

Keywords: *Multimodality, Russia, Semiotics*

1. INTRODUCTION

1.1 Background

Vodka is a drink that is synonymous with Russia which is an alcoholic liquor made by distilling. Vodka is colorless or clear, does not have a definite taste or aroma, and usually vodka contains alcohol ranging from 40% to 55%. Vodka is made from vegetable ingredients rich in starch or sugar, for example, corn, wheat, potatoes and others. The name vodka comes from a Russian word 'voda' which means "water", however the origins of this liquor are still a matter of debate. Some claim that vodka appeared as early as the 8th or 9th century in Poland or Russia. Regardless of when or where it originated, the liquor called vodka was present in Russia during the 14th century. The drink was popular primarily in Russia, Poland, and the Balkan countries until after World War II, when vodka consumption began to increase rapidly in the United States and later in Europe. (https://p2k.unkris.ac.id/id3/130652962/Vodka_94464_dharmaandigha_p2k-unkris.html)¹. In this era, vodka productions and sales are not only in Russia, but also in countries such as South Africa, France, Germany and others. In advertising their products, these vodka producers include several Russian characteristics in their advertisements. The website

(<https://id.rbth.com/kuliner/82638-brand-asing-pura-pura-russia-gyx>)² is an article about several products that include Russian characteristics in their product advertisements, one of which is Vodka.

Multimodal discourse analysis can be used in various analyses, such as image analysis, advertising, music, films and music videos. Multimodal itself views discourse as a combination package. O'Halloran (2011:120)³ states that the analysis exploring language and other elements, such as images, scientific symbolism, gestures, actions, music and sound is multimodal analysis. This multimodal discourse analysis can help to understand a discourse from several points of view. Multimodal analysis does not only apply verbal studies, it can also use visual studies to form meaning (Kress & Leeuwen, 2006:42)⁴. Jewitt (2014 in Aswandi, 2022: 2)⁵ states that multimodal is an innovative approach to representation, communication and interaction that goes beyond language to study the various ways of human communications, namely through sounds, images and even gestures, body postures and uses of space. Thus, the use of this multidisciplinary understanding is appropriate for researching the combinations of modes used in modern communications and advertising is one of them.

1.2 Data source

Based on the data source obtained, there are three advertisements. These advertisements are advertisements produced outside Russia. Russian Bear Vodka comes from South Africa (<https://russianbear.co.za/>)⁶, Popov Vodka (<https://www.willhorn.com/popov-vodka/>)⁷ comes from the United States, and Poliakov Vodka comes from France (<https://www.vodka-poliakov.com/en/products/poliakov-original-premium-vodka/>)⁸. The reason for choosing the data source was because of the appearance of Russian characteristics in these advertisements for vodka produced outside Russia.

1.3 General Characteristics of Russia

There are several typical Russian characteristics, namely the double-headed eagle, St. Basil's Church, and bears. The following is the explanations:

a. The Symbol of the Russian Federation

The coat of arms of Russia has two main elements, namely an image of an eagle with two heads and an image of a person riding a horse who is killing a snake or dragon. The coat of arms predates the reign of Peter the Great. The figure on horseback was identified as Saint Gregory, this was established by imperial decree, the dragon-slaying equestrian hero was called "Победоносец" and thus became the coat of arms of Moscow. (<https://www.rbth.com/history/327634-why-is-double-headed-eagle-a-symbol-of-russia/>)⁹

b. The Church of St. Basil or Cathedral of St. Basil.

One of Moscow's most famous buildings is the Cathedral of St. Basil, a multi-roofed church that forms a cone shape on Red Square. This building is traditionally considered a unique symbol of Russia's position between Europe and Asia. It is also known as Pokrovsky Cathedral, was founded in the 16th century by order of the Grand Prince of Moscow and the first emperor of Russia, Ivan IV Vasilyevich. This building has unique architecture and is as colorful as a lollipop. It is different from European cathedrals which generally have the gothic architecture. This cathedral was built with great struggle and sacrifice, even literally. Some say that Ivan, who was known as a cruel leader, even blinded his architect so that he could not build more beautiful and magnificent buildings for other people. (<https://www.vortexmag.net/en/st-basils-cathedral-the-symbol-of-moscow/>)¹⁰

c. Bears

Since ancient times, bears have been animals living in Russia. In the 16th century, a diplomat named Sigmund Herberstein from Carniola (a historical region in Slovenia) came as an ambassador and met with the Great Emperor of Moscow Vasily III. At that time there was a famine and the bears even entered the city to look for food

for survival. In his article entitled "Rerum Moscoviticarum Commentarii" (Notes on the Kingdom of Moscow), Herberstein described the situation. (<https://id.rbth.com/wisata/84730-tiga-spesies-beruang-di-russia-ryx>)¹¹. It is said that at that time the bear entered the village due to hunger then left the forest, ran around the neighboring village and entered the house. When they saw the bear, the villagers left their houses. A lot of villagers died because of the cold. Herberstein's article on this subject was copied by many travelers from other European countries, such as Italy, Poland, England, Germany, and the Netherlands, over the next hundred years. Myths about bears roaming the streets of Russia became famous and were considered something normal in their eyes. In addition, the famous bear academy was founded in the city of Smorgon in the 17th century, which is now part of the Polish-Lithuanian Commonwealth. Despite some geographical errors in European views, Russia was often associated with bears, and this was reflected in British political cartoons and engravings of the 19th century. During the Cold War, the bear became a metaphor for the cruel and bloodthirsty policies of the Soviet Union (<https://www.rbth.com/history/330484-russian-bear-became-symbol>)

2. LITERATURE REVIEW

Multimodality refers to the collaboration of writing, speech, visualization, sound, and many others for communication purposes (Ventola, et.al in Kristina, 2018 in Aswandi 2022:4)⁴. This term looks at representation and communication as more than just language. Multimodality places more attention on other modes of communications, such as visual modes of images movements, gazes, postures, colors, typography, or composition. Multimodal discourse analysis sees that different modes can be combined together to build meaning in a multimodal text. This multimodal discourse analysis helps to understand a discourse from various points of view.

To analyze the data in this study, researchers use a combination of two theories to achieve a deeper understanding of the meaning. The first is semantic theory by Peirce (Noth, 1990: 44-45)¹³ related to the second trichotomy, namely Icons, Indexes and Symbols. The second is the Multimodal theory by Kress & Leeuwen (2006:43)⁴, namely ideational metafunction: narrative and conceptual images; interpersonal metafunctions: gaze, distance, perspective; and textual metafunction: new-given, ideal-real, center-margin, salience, frame.

Advertising consists of modes such as verbal (advertisement text) and visual (advertising images). To discuss the signs contained in the selected advertisements, simultaneously the modes present, both verbal and visual, are examined in this research as a single multimodal discourse. This research is based on Halliday's Systemic Functional Linguistic (SFL) theory

(1994:15)¹² which introduces the terminology of metafunction and divides it into three focuses, namely ideational, interpersonal and textual.

Visual grammar theory is an idea from Kress & Leeuwen (2006:43)⁴ which is explained in their book entitled "Reading Images: Grammar of Visual Design". In this book it is explained that like the linguistic structures, visual structures refer to certain interpretations of experiences and forms of social interaction, which to a certain extent can also be expressed linguistically. This theory was adopted and further developed from the metafunctional semiotic theory which is part of Michael Halliday's systemic functional linguistics (SFL) (1994:15)¹². Kress & Leeuwen (2006:43)⁴ borrow the terminology used by Halliday (1994:15)¹² in systemic functional linguistics, namely metafunctions, and argue that every social semiotic simultaneously fulfills three functions: ideational function, interpersonal function, and textual function into communicative events or texts that embody certain social practices where all message (text) entities also try to present a coherent 'text world'. SFL theory explains how words are combined in sentences, texts and clauses, while visual grammar theory explains how elements are depicted, such as people, places, objects combined in a visual statement of greater or lesser complexity and extension. (Kress & Leeuwen, 2006:43)⁴

Based on the explanations related to the theory above, this research uses multidisciplinary science in a multimodal discourse analysis approach to answer the research problems to be achieved. This research collaborates two theories, namely semantic theory by Peirce (Noth, 1990: 44-45)¹³ related to the second trichotomy which is categorized into icons, indexes and symbols to analyze the units of analysis in advertising in more detail and then developed through Multimodal theory by Kress & Leeuwen (2006:43)⁴, namely a combination of visual and verbal modes to interpret what is contained in advertising texts and advertising visuals. Each mode displayed in advertisements is categorized into three types of metafunctions which are named based on Halliday's terminology, namely ideational, interpersonal and textual metafunctions, as well as descriptions of aspects to reveal meaning in advertisements as a multimodal discourse unit.

Explanations of the three metafunctions will be given in details. First, it is ideational meaning. In terms of ideational meaning, images can be analyzed into two categories, namely narrative or conceptual images. (Kress & Leeuwen, 2006:42)⁴. Narrative images are representations of events that usually show participants involved in a process that stretches out in time (including action, verbal and mental processes). Even though the image only contains a moment in time (such as a news photo), it is considered a narrative if it is basically useful for recording an event or summarizing the story that is part of that event. Conceptual Images are representations

of some general social reality that is being analyzed or symbolized visually. Participants are not actors as bearers of symbolic attributes, but simply sit or stand there, for no other reason than to show themselves to the audiences. Second, it is interpersonal metafunction. Interpersonal meaning is a representation to study social relationships between the creator, audience and the objects in the image. This metafunction explains the social relationship between the producer or maker, the audience and the object or image. In this metafunction section, it is explained how the object is positioned with the viewer, namely, the object in the image makes eye contact with the viewer, explaining that the object has a message for the viewer, but if the object does not make direct contact with the viewer then the object does not give any message but wants the viewer to see the activity being carried out. objects in an image or visual. (Kress & Leeuwen, 2006:42)⁴. There are three major parts in this metafunctions which are the image act and gaze, size frame and social distance, and perspectives. Image Act and Gaze are depictions of an object in an image through gaze and body posture which are categorized into two types of gaze; direct gaze and indirect gaze. If his eyes are not looking at the camera, or his gaze is indirect (indirect gaze), the meaning conveyed is a statement containing information that does not concern him personally. Then, if the eyes of the image object look at the camera, it can be interpreted as a request for the viewer to see the image and establish communication with the object in the image in detail. (Kress & Leeuwen, 2006:118)⁴. According to Kress & Leeuwen (2006:124)⁴ Size of Frame is how to see interactions in images that can provide meaning. Size of Frame generally consists of three types. Close-up shot shows the head and shoulders, then medium shot which is divided into two, namely medium close shot and medium long shot. In the medium close shot, the image is taken more or less above the feet, such as head to waist and the medium long shot shows the image from toe to head. Furthermore, the long shot gives an image appearance with the entire body visible and the background shown. Social distancing has a five-sided approach; close personal distance, far personal distance, close social distance, far social distance, and public distance. Perspective and the subjective image contain the point of view of an image. Perspective consists of Subjective Image and Objective Image. In subjective images, viewers can see what is visible based on certain parts. Meanwhile, the objective image shows everything or explains behind it all in very detail. (Kress and Leeuwen, 2006:129)⁴ Perspective and the subjective image contain the point of view of an image. Perspective consists of Subjective Image and Objective Image. In subjective images, viewers can see what is visible based on certain parts. Meanwhile, the objective image shows everything or explains behind it all in very detail. (Kress and Leeuwen, 2006:129)⁴. Third, it is the Textual metafunction. Textual meaning is the placement of elements in different parts of a visual field (left or right,

top or bottom, center or margin) providing certain information value. The position of an object in the image affects the message conveyed. The following elements are contained in the textual metafunction. (Kress and Leeuwen, 2006:43)⁴: New is information that can be stated as new information while Given is the position mentioned on the left side of the object in an image; Ideal is information that is very general and positioned at the top while Real is the information provided, namely in the form of detailed information and positioned at the bottom; The center is the part of the object in the form of information which is positioned in the middle position, namely as the essence of the information while Margin is the part of the position outside the Center circle that provides additional information.

3. DISCUSSIONS

Researchers reviewed five advertisements for vodka produced outside Russia. These images represent the visual mode, and the verbal mode. The text in the ad represents the mode. The discussion uses two theories, namely: semantic theory by Peirce (Noth, 1990:44-45)¹³ with the trichotomy of both (Icons, Indexes, and symbols) as the unit of analysis: and Multimodal theory by Kress & Leeuwen (2006:43)⁴ about three metafunction (ideational: narrative and conceptual images, interpersonal: gaze, distance, perspective, and textual: new-given, ideal-real, center-margin, salience, frame).

a. Russia Bear Vodka (produced in South Africa)



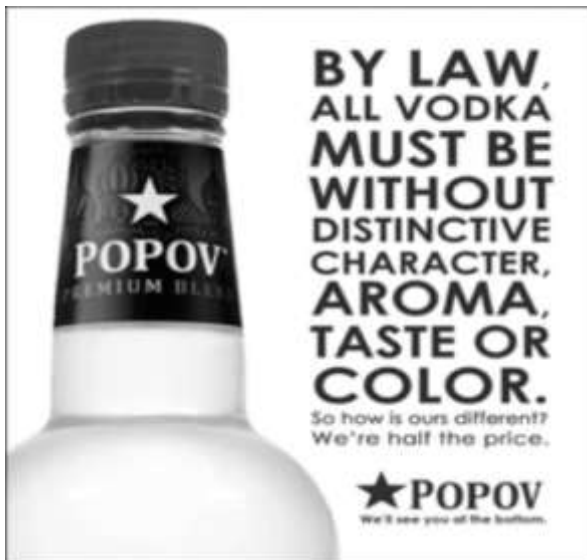
The vodka advertising image shows a vodka bottle icon covered by a flash of lightning index against a backdrop of urban buildings and is equipped with the text symbol "WE HAVE THE REAL ENERGY INCLUDED" then "NO NEED FOR THIS PLAY-PLAY STUFF" and the text "#DontPlayhere". Alignment with the image in the advertisement shows that there is harmony with the advertisement text.

Based on the ideational meaning, the image is analyzed as a narrative image. In this case, the image is a vodka bottle icon containing a bear icon, as well as a table arrangement icon. The vodka bottle icon is covered with a flash index and the background of the vodka bottle icon is an urban building.

Based on interpersonal meaning, the image is an offer (providing information) because the appearance of the vodka bottle looks like it is on display. The vodka bottle icon as an object is seen standing upright like an item in a display case. The Impersonality is reinforced by the use of distance in this scene. The shooting was done using a medium close shoot, namely the vodka bottle icon is shown in its entirety from the lid to the bottom of the bottle and also displays the background of the urban building icon. Based on the image above, the perspective contained in the image is an objective image. This image has an implied meaning as seen in the lightning index covering the vodka bottle icon which indicates a radiance of energy, then in the background there is an icon of an urban building which depicts urban life which drains a lot of energy.

Based on the textual meaning, the entire image of the advertisement above is identified as being in the new category because the information is in the form of the text symbol "WE HAVE THE REAL ENERGY INCLUDED" and then "NO NEED FOR THIS PLAY - PLAY STUFF" (NO NEED TO PLAY) also the text "#DontPlayhere" (#Don't PlayHere) is positioned to the right of the vodka bottle icon, meaning the text symbol is new information. The salience that can be seen in the text symbols "PLAY-PLAY" and "#DontPlayHere" confirms that the quality of the Russian Bear Vodka product is not playing around when it comes to its quality. The text symbol in the vodka bottle icon falls into the given category. It can be seen from the placement of the bottle icon in the left position that it can be interpreted as the information text symbol "Russian Bear" trademark text "Pure grain", "Triple distilled" and "Energy Fusion" texts ((Pure grain), (Triple distillation) and (Energy Pool)) are previously known information. The salience related to the text symbol on the vodka bottle icon lies in the size difference between the text symbol "Russian Bear" and the text symbols "Pure grain", "Triple distilled" and the Text "Energy Fusion" ((Pure grain), (Triple distilled) and (Energy Collection)) where, the text symbol "Russian Bear" is made in a larger size because the text symbol is a trademark. The Russian bear Vodka advertisement is also included in the Ideal-Real category as seen in the signs that appear on the vodka bottle icon, namely the text symbol "Russian bear" and the text "Pure grain", "Triple distilled" and the text "Energy Fusion" ((Grains pure), (Triple distillation) and (Energy Collection), the table layout icon, and the bear icon with salience which can be seen in the difference in text size between the text symbol "Russian Bear" and the text symbol "Text "Pure grain", "Triple distilled" and the text "Energy Fusion" ((Pure grain), (Triple distillation)

and (Energy Collection) where the text symbol "Russian Bear" is larger because this symbol is a trademark of the vodka product itself. Advertisement This has a Center-Margin Information type, this is because the information angles related to the Russian Bear are around the product in question, for example the lightning flash index which can be interpreted as the energy beam depicted in the text symbol "WE HAVE THE REAL ENERGY INCLUDED" then "NO NEED FOR THIS PLAY-PLAY STUFF" also the text "#DontPlayhere". The salience of the entire advertising image can be seen in the display. The text symbol on the right is more prominent than the text symbol on the bottle icon, indicating that what the advertiser wants to emphasize more is the information text about the vodka product. The text symbol is written in capital letters and has more emphasis. in the words "PLAY-PLAY" & "#DontPlayhere" which shows seriousness in guaranteeing the quality of its products.



b. Popov Vodka (produced in the United States)

The vodka advertisement image above does not have an index and displays a vodka bottle icon which is visible only from the lid to the middle of the bottle. On the vodka bottle icon you can see the St. Basil icon, a star symbol and the trademark text symbol, namely Popov, and next to the vodka bottle icon is equipped with a symbol. text "BY LAW, ALL VODKA MUST BE WITHOUT DISTINCTIVE CHARACTER, AROMA, TASTE OR COLOR" then "So how are ours different? We're half the price" as well as the text "POPOV" and "We'll see you from the bottom". Alignment with the image in the advertisement shows that there is harmony with the advertisement text.

Based on the ideational meaning, the image is analyzed as a conceptual image. In this case, the image shows a vodka bottle icon which contains the icon of St. Basil's Church and a star symbol, accompanied by a text symbol next to the bottle icon as if it is only there to show itself and for no other reasons. .

Based on interpersonal meaning, the image is an offer (providing information) because the appearance of the vodka bottle looks like it is on display. The vodka bottle icon as an object is seen standing upright like an item in a display case. The Impersonality is reinforced by the use of distance in this scene. The image was taken as a short shot which shows the vodka bottle icon from the lid to half the bottle. Based on the image above, the perspective contained in the image is an objective image. This image has an implied meaning which is seen on the St. Basil icon and also the star symbol on the vodka bottle icon which indicates that this advertisement displays Russian characteristics in the advertisement.

Based on the textual meaning, the entire image of the advertisement above is identified as being in the new category because the information in the form of text symbols is positioned to the right of the vodka bottle icon, namely "BY LAW, ALL VODKA MUST BE WITHOUT DISTINCTIVE CHARACTER, AROMA, TASTE OR COLOR" then "So how are ours different? We're half the price" also the text "POPOV" and "We'll see you from the bottom". The salience of this symbol can be seen from the difference in the size of the writing and the thickness of the writing used where the words "BY LAW" "MUST BE WITHOUT" "AROMA, TASTE, OR COLOR" can be interpreted as this product emphasizes that even though it is not made in Russia, in terms of aroma, taste, color and so on, it still conforms to the Russian taste. Then on the vodka bottle icon there is the text symbol "Popov" as well as the St. Basil's Church icon then the star symbol. These three signs are included in the given category in the advertisement because they are in the left position which indicates that the information was already known beforehand. The sign in the vodka bottle icon is located in the text symbol "POPOV" which is written in capital letters and in the largest size because the text symbol "POPOV" is a trademark of the advertisement itself. This advertisement has a Center-Margin Information type, this is because the information angles related to Popov Vodka are around the product in question, for example the St. Basil's Church icon and the star symbol, not forgetting the text symbol "BY LAW, ALL VODKA MUST BE WITHOUT DISTINCTIVE CHARACTER , AROMA, TASTE OR COLOR" then "So how are ours different? We're half the price" as well as the text "POPOV" and "We'll see you from the bottom" located around the bottle icon. The salience in the overall image of this advertisement can be seen in the appearance of the bottle icon which is more prominent than the text symbol and in the text symbol there is also a difference in the size of the text which indicates that this advertisement wants people who see the advertisement to focus on the information text symbol in the advertisement which explains even though the price is low, consumers will still get vodka as a high quality product.

c. Poliakov Vodka (produced in France)

The image of the vodka advertisement above shows the vodka bottle icon showing the trademark text symbol "poliakov" as well as the text on the packaging «*водка поляков производится по традиционные поному методу из лучшего зерна*» (vodka polyakov proizvoditsya po tradniye ponnomu metodu iz luchshego zerna) "Vodka Poliakov produced with traditional methods from the best grains" and "IN RESPECT OF ANCESTRAL RUSSIAN TRADITION, POLIAKOV VODKA IS PRODUCED FROM THE BEST GRAINS" then the text symbol "TRADE" "MARK" "PREMIUM VODKA" "Pure Grain" "TRIPLE DISTILLED" "100CL" and "37.5%vol" with a background of a double-headed eagle symbol and a light reflection index and there is also a "Born Ice Dimension" symbol, and also "L'ABUS D'ALCOOL EST DANGEREUX POUR LA SANTE, A CONSOMMER AVEC MODERATION"(ALCOHOL ABUSE IS DANGEROUS FOR HEALTH, SIMPLE CONSUMPTION). Alignment with the image in the advertisement shows that there is harmony with the advertisement text.



Based on the ideational meaning, the overall image of the advertisement is analyzed as a narrative image. In this case, the image is of vodka with a background symbol of a double-headed eagle and a light reflection index and there is also a text symbol "Born In Ice Dimension".

Based on interpersonal meaning, the advertising image is an offer (providing information) because the appearance of the vodka bottle looks like it is being displayed in a window. The vodka bottle icon as an object is seen standing upright like an item in a display case. The Impersonality is reinforced by the use of distance in this scene. The image was taken using a medium close shoot, namely the vodka bottle icon is displayed in its entirety from the lid to the bottom end of the bottle and also displays a background symbol of a double-headed eagle made of ice and in the middle there is a light reflection index. Based on the image above, the perspective contained in the image is the

objective image. This image has an implied meaning as seen in the light reflection index in the middle of the double-headed eagle symbol made of ice, implying that Poliakov vodka as the advertised product is a glimmer of warming light amidst the cold, in line with the text symbol "Born In Ice Dimension".

Based on the textual meaning, the entire advertising image above is identified as being in the new category because the information in the form of text symbols is positioned to the right of the vodka bottle icon. The salience seen in the text symbol is that the word "Ice" in the text symbol "Born In Ice Dimension" is written thicker and in the largest size. Then on the bottle icon there is a text symbol for the trademark "poliakov" as well as the text on the packaging «*водка поляков производится по традиционные поному методу из лучшего зерна*» (vodka polyakov proizvoditsya po tradniye ponnomu metodu iz luchshego zerna) "Polyakov vodka is produced by traditional methods from seeds -best grain" and "IN RESPECT OF ANCESTRAL RUSSIAN TRADITION, POLIAKOV VODKA IS PRODUCED FROM THE BEST GRAINS" then the text symbols "TRADE" "MARK" "PREMIUM VODKA" "Pure Grain" "TRIPLE DISTILLED" "100CL" and "37.5 %vol" is included in the new category because it is located on the right, which means new information. The salience of the signs on the vodka bottle icon is that the text symbol "Poliakov" is written in a larger size than the text symbol «*водка поляков производится по традиционные поному методу из лучшего зерна*» (vodka polyakov proizvoditsya po tradniye ponnomu metodu iz luchshego zerna) "Poliakov Vodka is produced by traditional methods from the best grains" and "IN RESPECT OF ANCESTRAL RUSSIAN TRADITION, POLIAKOV VODKA IS PRODUCED FROM THE BEST GRAINS" then the text symbols "TRADE" "MARK" "PREMIUM VODKA" "Pure Grain" "TRIPLE DISTILLED" "100CL" and "37.5%vol" because the text symbol "Poliakov" is a trademark of the vodka product itself. This advertisement has a Center-Margin Information type, this is because the information corners related to Poliakov vodka are around the product in question. The salience for this advertising image can be seen in the appearance of the double-headed eagle symbol in the background which looks more prominent and also in the writing of the text symbol "Born In Ice Dimension" the word "Ice" is written in the largest size, this indicates that it is the focus of this advertisement. This also can be seen from the sign of Russia which is the symbol of a double-headed eagle made of ice as the background for the advertisement and also the word "ICE" which is written in the largest font size in the text symbol "Born in Ice Dimension".

4. CONCLUSION

- a. Based on the use of a combination of the Semantic and Multimodal theories, there are verbal (advertising text) and visual (advertising images). The verbals present in the advertisement use

English, Russian and French written using the Latin and Cyrillic alphabets with different sizes and colors. Visuals include images of bottles, flashes of lightning, buildings, churches, stars, animals, and reflected light. The verbal and visuals form a unified meaning.

- b. All of these ads feature Russian characteristics. Characteristics of Russia found are the double-headed eagle, the Church of St. Basil, bear, star, and Russian naming methods such as Vodka, Russian bear, Popov, and Poliakov. The Russian characteristics found indicate the fact that although all vodka is produced outside Russia, it still displays Russian characteristics. This fact also means that all advertisements displayed emphasize that vodka produced outside Russia has the quality (aroma, taste, color and raw materials) like vodka produced in Russia.
- c. Two salient things were found related to the three advertisements discussed. First, the Poliakov Vodka Advertisement (3rd Advertisement) is the advertisement with the most prominent Russian characteristics. The reason is because there are more signs of Russian characteristics that appear in the advertisement, namely three signs. The three signs include animals (double-headed eagle), Russian names (Poliakov), cyril writing (Russian alphabet). Second, the word vodka is a word that is always present in every advertisement.

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