Trademark Culture in Multinational Companies: Assimilation and Alienation

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Abstract:
The trademark is an unrivaled pillar in the field of visual communication. Hence, it has become a symbol of the product features and characteristics due to its longevity and its ability to transmit knowledge, information, and ideas throughout history. Multinational companies "are the companies or branches established or controlled by one or more countries and operated by the parent companies in a single economic entity for cross-border commercial activities". Since 1860, because of the industrial revolution, these companies have spread and achieved unprecedented development in the last century. With the policy of economic openness, an increasing number of products have entered the Arab markets, but all these products might face a common problem of how to translate their brand in a correct visual and linguistic manner. Translating a trademark is not as easy as ordinary people think. A trademark has its own culture, and it is a byproduct of language, politics, culture, customs, and consumer psychology, which should be in line with local laws and cultures. Practices have shown that the translation of trademarks is vital to survival and to flourish in Arab markets as in the past. The social and cultural characteristics of these countries must be understood, including the consumer mindset, knowledge levels, regulations, and laws. The process of cognition is a constructive process that begins from the perspective of the recipient to the elements that are perceived with a comprehensive view. The reorganization begins with a significant image linked to several factors, and since the trademark is a simple and meaningful form it affects the mental perception of the recipient through an innovative technique, problems of Arabization, which affect the recipient's perception of the identity of the institutions. The researcher noted the state of chaos and alienation in some of the cases of Arabization of trademarks of multinational companies, whether Arabizing verbally or visually, and its impact on cognitive awareness, which results in distorting the connotations of interdependence, which makes it necessary for the recipient to adopt a visual effort based on his/her information and cultural resources. Problem: Arabization of trademarks of multinational companies (verbal and visual) and how to recognize them through the questions: Does the Arabization of brand affect company visual perception? Do the visual signs of trademarks change after they are localized? Objective: The aim of the research is to find out how Arabizing trademarks of multinational companies may affect their visual perception. Methodology: The research depends on the analytical descriptive approach for selected models of trademarks through which the creativity in the idea, the art form, the treatment, the method and the tools of influence reach the persuasion and the recognition of its advantages and disadvantages. Results: 1) The translation of the trademark is lost by a lot of interdependence and unity. 2) Choosing the appropriate Arabic calligraphy or copying it from the English line requires great care and awareness from the designer. 3) Many trademarks of multinational companies lose their visual identity when translation. 4) The lack of many translate trademarks to the basic components of the communication process. 5) Absence of psychological values when localizing the brand of multinational companies. Keywords: Trademark, Trademark Culture, Multinational Companies