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Echahid Cheikh Larbi Tebessi University -Tébessa-
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Cultural Identity in Airline Safety Videos: A Cross-Cultural Semiotic Analysis of Asian, Western, and Middle Eastern Regions

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Candidates:

Amina HAMLA

Imene HAMLA

Supervisor:

Dr. Salah DAIRA

Board of Examiners:

President: Mrs. Basma BOUGOFFA (M.A.A, Echahid Cheikh Larbi Tebessi University -Tébessa)

Supervisor: Dr. Salah DAIRA (M.C.A, Echahid Cheikh Larbi Tebessi University -Tébessa)

Examiner: Dr. Aissa HAMZAOUI (M.C.A, Echahid Cheikh Larbi Tebessi University -Tébessa)

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Abstract

This study explores the extent to which airline safety videos reflect national cultural values through the lens of Hofstede's cultural dimensions. Using a qualitative, semiotic, cross-cultural analysis, 12 videos from Asian, Western, and Middle Eastern airlines were examined. The findings reveal that while cultural identity is embedded in all videos, its representation varies. Western airlines generally align with their national cultural profiles, primarily using linguistic and behavioral cues. Asian carriers emphasize visual and symbolic elements, each reflecting a dominant cultural dimension such as power distance or long-term orientation. Middle Eastern airlines, particularly Qatar Airways and Emirates, strategically deviate from their cultural scores, blending traditional and globalized imagery to project a cosmopolitan brand. These deviations appear to be deliberate branding choices rather than indicators of cultural change. The study highlights how airline safety videos function as tools of cultural communication and global positioning. While the limited sample size restricts broad generalizations, the research offers practical implications for Algerian airlines and contributes to ongoing discussions in cultural studies, semiotics, and international marketing. Future research could benefit from expanded sampling and the integration of alternative cultural frameworks for deeper analysis.

Keywords: cultural identity, semiotics, Hofstede's dimensions, airline branding

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إهداء

إلى الحامي المطلق والسند العظيم...

إلى الرحمن الرحيم، الذي غرس فينا روح السعي والطموح، وباركنا بأبٍ يشتعل نورًا في دروب المساندة حتى آخر رمق.

إلى أمي، من ألهمتنا حبّ الحرية، وعلمتنا أن المجد حقٌ لمن يسعى إليه.

إلى روح جدتي، المناضلة المقدامة، التي أورثتنا الصبر والعزيمة.

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حملة أمينة , حملة إيمان.

List of Abbreviations

ANA : All Nippon Airlines

C.S. Peirce: Charles Sanders Peirce.

FAA : Federal Aviation Administration (a governmental agency under the U.S)

De Saussure: Ferdinand de Saussure.

IBM : International Business Machines Corporation

PSAs : Japanese Public Service Announcements

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General Introduction

Beyond their often-overlooked familiarity, a closer look uncovers the surprising power of airline safety videos as evolving cultural barometers.

1. Background of the Study

Since the early 20th century, aviation has been one of humanity's most transformative achievements, shrinking distances, connecting civilizations, and weaving a complex web of global interdependence. Air travel has not only revolutionized commerce and tourism but also fostered unprecedented cultural exchange, shaping the very nature of globalization. Yet, as the world became more connected, the need for airlines to preserve and project their cultural uniqueness grew even stronger ,a dynamic particularly evident in the small yet symbolically powerful medium of airline safety videos.

Cultural identity, as a fundamental pillar of societal existence, shapes the way communities perceive themselves and are perceived by others. It encompasses the collective beliefs, traditions, values, and aesthetic expressions that distinguish one group from another. As societies interact within the global sphere, maintaining and promoting cultural identity becomes an essential act of self-definition and heritage preservation. Within the aviation industry, the expression of cultural identity manifests through a range of communicative mediums , notably through airline safety videos, which, although primarily functional, have evolved into rich platforms for showcasing national identity, social values, and cultural pride.

Indeed, airline safety videos have moved beyond their purely functional origin to become cultural artifacts that encapsulate, mirror, and promote the identity of the societies from which

they emerge. These audiovisual productions operate on both instructional and symbolic levels: they provide essential safety information while simultaneously acting as a cultural bridge between the airline's home country and the diverse global audience aboard its flights. In doing so, safety videos participate in the ongoing negotiation of national image and cultural branding, connecting the past, present, and aspirations for the future. According to recent studies (eg.,Nair, 2020), airlines leverage these videos not only to ensure compliance but also to construct a positive, distinctive, and culturally resonant brand image

Airline safety videos have transformed from simple, functional instructions into powerful cultural expressions. These videos do more than just communicate safety procedures; they serve as a unique opportunity for airlines to showcase their cultural identity. Through creative storytelling, visuals, and sound, they highlight national values, traditions, and social norms, giving passengers a glimpse into the culture of the airline's home country. What was once a standard, universal message is now a medium for cultural representation, tailored to resonate with both domestic and international audiences. These videos are no longer just about compliance they are tools for branding and a means of engaging with the cultural diversity of passengers from around the world

From a semiotic standpoint, the safety video can be perceived as a multimodal text where visuals, language, sound, costume, gestures, and setting converge to produce meaning. Each element becomes a signifier imbued with cultural significance, inviting interpretation within specific socio-cultural frameworks. The first-order meanings (denotations) ensure universal understanding of safety protocols, whereas second-order meanings (connotations) reflect the particular cultural norms, values, and ideologies of the airline's nation of origin.

Hofstede's Cultural Dimensions provide a robust framework for analyzing the ways in which culture is embedded in different aspects of society, including work environments and branding. The airline industry, with its global reach and cross-cultural interactions, is a prime example of how these dimensions can be applied to understand cultural identity representation. As airlines operate in diverse cultural contexts, their branding and communication strategies, particularly through safety videos, reflect national and organizational values. Hofstede's theory focusing on dimensions such as individualism versus collectivism, power distance, and uncertainty avoidance offers valuable insights into how different cultures approach communication, authority, and risk. By applying this framework to airline safety videos, we can better understand how these videos serve not just as safety instructions but as instruments of cultural expression. This theoretical lens allows us to dissect how the airline industry navigates cultural differences and uses safety videos to reinforce its cultural identity, fostering a connection with both local and global audiences.

The airline industry, aware of the power of cultural representation, increasingly invests in crafting safety videos that reflect national pride and diversity. Thus, these productions become strategic tools for nation branding and cultural diplomacy. Airlines from Asia, the Middle East, and the West, despite differences in cultural traditions and communicative styles, similarly seek to distinguish themselves globally through the strategic embedding of cultural identity within these safety performances.

Given the growing emphasis on tourism and economic development through cultural marketing, particularly for countries like Algeria, where national airlines play a critical role in projecting soft power, attention to cultural representation in airline branding becomes imperative. Enhancing the cultural quality and communicative richness of airline safety videos could contribute significantly to improving Algeria's global image, stimulating tourism, encouraging

foreign investment, and reinforcing national pride. In this way, the careful crafting of such cultural products extends beyond mere entertainment or instruction, it becomes an investment in the country's socio-economic future.

In light of the foregoing, this study aims to explore the representation of cultural identity in airline safety videos across three global regions, Asia, the West, and the Middle East, employing a cross-cultural semiotic analysis informed by Roland Barthes' orders of signification, and Hofstede's cultural dimensions model. By comparing safety videos from different socio-cultural contexts, this research seeks to uncover how airlines use multimodal semiotic resources to negotiate cultural identity, construct meaning, and engage their audiences on both cognitive and emotional levels.

2. **Statement of the problem**

The core issue of this study is to explore whether airline safety videos represent Hofstede's cultural dimensions for each country, or whether these dimensions are altered or omitted in the videos. The analysis will focus on whether these safety videos reflect the cultural values specific to each country, as determined by Hofstede's model, and how they contribute to the branding of the airline.

Despite a growing body of research on cultural identity and branding, there is a notable lack of academic attention to how airline safety videos, a ubiquitous yet underexplored medium, serve as platforms for cultural representation. Most existing studies have overlooked this audiovisual genre, focusing instead on advertisements or corporate branding in general. This study addresses this gap by investigating how airlines from different countries present their national cultures through safety videos.

In doing so, the research not only evaluates the degree of cultural alignment with Hofstede's dimensions but also examines how such representation (or the lack thereof) supports or undermines a carrier's branding strategy. Moreover, it will consider how Algeria, which has minimal representation in this area, can enhance its cultural visibility in airline safety communication by learning from international practices or proposing a unique, culturally resonant model.

3. Aims of the study

The primary aim of this study is to understand how airline safety videos serve as a medium for cultural expression, particularly through the lens of Hofstede's cultural dimensions. By analyzing the representation of culture in these safety videos, the study seeks to:

- Explore how airline safety videos reflect cultural values and dimensions for countries across Asia, the West, and the Middle East.
- Explore the differences in the representation of cultural identity in the airline industry.
- Offer insights into how airlines use their cultural identity to shape their global image, brand themselves effectively, and contribute to their country's image on the world stage. and whether Algeria can leverage similar strategies or offer something unique.

4. Research questions

1.To what extent do airline safety videos from Asian, western ,and Middle eastern carriers reflect the cultural dimensions model?

2.How do these representations shift or deviate from the countries' established cultural profiles in the context of airline branding?

5. Research methodology

This research employs a qualitative approach, focusing on a semiotic analysis of the visual, auditory, and linguistic signs in airline safety videos. The following methodology will be used:

Semiotic Analysis: The study will analyze the safety videos from the selected countries for the visual, auditory, and linguistic elements that signify cultural identity. Each element (such as gestures, settings, clothing, language) will be interpreted as a cultural signifier.

Application of Hofstede's Cultural Dimensions: After identifying the semiotic signs, the Analysis is conducted in the context of Hofstede's dimensions (individualism vs. collectivism, power distance, uncertainty avoidance, etc.) to see which dimension each video represents.

Comparative Analysis: The safety videos from different regions (Asia, West, Middle East) are compared to assess how different cultures represent themselves through this medium.

Data Collection: Data will be collected through visual and auditory analysis of the videos, and qualitative coding will be used to categorize the findings according to Hofstede's dimensions.

6.Structure of the dissertation:

This dissertation is organized into three main chapters, moving from theoretical foundations to practical application and comparative analysis. It begins with a general introduction that outlines the background, problem statement, research aims, questions, and methodological approach.The first chapter provides the theoretical grounding necessary for the study. It is divided into three sections. The first section explores Hofstede's Cultural Dimensions Theory,

including its methodology, validation, and the integration of his framework with semiotic analysis. The second section introduces major semiotic theories, focusing in particular on Roland Barthes's model of the *Orders of Signification*, along with key definitions and models of signs. The third section contextualizes airline safety videos as a medium of cultural expression, with an emphasis on the role of cultural identity in media, especially under the effects of globalization. This section also defines core concepts such as cultural identity and offers a synthesis of existing literature, highlighting gaps this study seeks to address. The second chapter outlines the research methodology and presents a detailed analysis of the collected data. Section One introduces the qualitative and semiotic methodology used in the study, along with the unit of analysis, the selection and justification of case studies, coding criteria based on Hofstede's dimensions, and descriptions of the selected airline safety videos categorized by region (Western, Asian, and Middle Eastern). Section Two is dedicated to the semiotic analysis of each video, using Barthes's model of denotation, connotation, and Myth, in integration with relevant Hofstede cultural dimensions. Each regional analysis is conducted at both denotative and connotative levels in addition to Myth and Ideology to identify how cultural values are visually and symbolically communicated. The third chapter presents the comparative results of the regional case studies. It systematically outlines the findings from each airline's safety video within their respective regions. The discussion section interprets the patterns observed, addresses deviations and alignments with cultural profiles, and reflects on how cultural identity is strategically constructed or transformed in airline branding. The chapter concludes with key insights derived from the cross-cultural comparison, limitations encountered, and recommendations for future research. The dissertation ends with a general conclusion that synthesizes the key findings, reiterates the study's contributions to cultural studies, semiotics, and international marketing, and offers practical implications for Algerian airlines and media producers.

Chapter One: Literature Review

Introduction:

Aviation plays a vital role in connecting the world, not just physically but culturally. While it symbolizes innovation and global interconnectedness, it also brings cultural diversity into focus. Airlines, acting as cultural ambassadors, use various forms of media particularly airline safety videos, to express their national identity and values. These videos have transitioned from being solely instructional to becoming meaningful narratives that combine branding with cultural storytelling. This literature review explores how such videos reflect regional identities through a cross-cultural semiotic analysis of airlines from Asia, the West, and the Middle East.

The study integrates semiotic theory and Hofstede's Cultural Dimensions to investigate how airlines subtly communicate or neglect cultural identity in their safety videos, thus turning these functional tools into rich texts for cultural representation in an increasingly globalized worldThe first part of the review discusses foundational semiotic theories by Saussure and Peirce, who defined signs as the basis of meaning-making. Barthes later expanded this field with concepts like denotation, connotation, and myth, offering tools to analyze how cultural ideologies are embedded in media texts. These ideas allow scholars to decode the deeper messages conveyed through imagery, language, and symbols in airline videos.

The second section introduces Hofstede's six cultural dimensions, such as power distance, individualism versus collectivism, and uncertainty avoidance which offer insight into how societal values shape communication practices. When paired with semiotic analysis, these frameworks illuminate how different cultures approach visual storytelling. The final section highlights real-world examples from airlines like Qatar Airways, Singapore Airlines, and Air New Zealand, which infuse their safety videos with local aesthetics,symbols, and narratives to reinforce their brand identity and establish cultural resonance with international viewers.

Together, these tools show how safety videos have become powerful, culturally embedded forms of media that reflect and influence how national identities are perceived on the global stage.

Section one: Hofstede's Dimension Theory

Hofstede's model emerged from IBM cross-cultural studies (1980), later expanded to six dimensions. The theory originated from factor analysis of IBM employee surveys across 50+ countries, revealing consistent national cultural patterns (Hofstede, 2001)

1. Methodology and Validation

Hofstede's research methodology was rigorous and systematic, ensuring the reliability of his cultural dimensions. He used ecological factor analysis, which differs from individual-level factor analysis as it aggregates data at the country level (Hofstede, 1980). This approach allowed him to identify patterns of cultural variation that were not apparent at the individual level.

One of the strengths of Hofstede's research was his use of matched samples IBM employees represented a nearly perfect sample across countries, as they were similar in all respects except nationality. This made national cultural differences stand out more clearly (Hofstede, 2001). Furthermore, Hofstede validated his findings by correlating his dimensions with external data, including political systems, economic indicators, and mental health statistics. This extensive cross-validation process reinforced the stability and universality of the identified cultural dimensions (Hofstede, 2010).

Hofstede's research was groundbreaking in its shift from individual-level analysis to societal-level patterns. By using ecological factor analysis and validating his dimensions with external

data, he successfully developed a model that remains foundational in cross-cultural psychology, international business, and organizational behavior. His six cultural dimensions continue to be widely applied in cross-cultural management, global communication, and social research, providing a systematic framework for understanding cultural differences worldwide (Hofstede, 2001).

2. Overview of Hofstede's Cultural Dimensions

2.1 High vs. Low Power Distance

Power Distance reflects how much inequality in power is accepted by society (Hofstede, 2001). In low Power Distance cultures, power must be justified and is distributed equally in families, schools, and workplaces. These societies are democratic, with low corruption and more equal income (Hofstede et al., 2010). High Power Distance cultures accept hierarchy and unequal power as normal. They tend to have autocratic systems, more corruption, and greater inequality (Hofstede, 2001).

2.2 High vs. Low Uncertainty Avoidance

Uncertainty Avoidance shows how comfortable societies are with ambiguity (Hofstede et al., 2010). Low Uncertainty Avoidance cultures are flexible, open-minded, and tolerant of change and diversity, with low stress levels (Hofstede, 2011). High Uncertainty Avoidance cultures see uncertainty as threatening, enforcing strict rules and preferring structure and stability (Hofstede et al., 2010).

2.3 Individualism vs. Collectivism

This dimension measures how integrated individuals are into groups. Individualist cultures

value personal freedom, independence, and direct communication, with people responsible for themselves (Hofstede et al., 2010). Collectivist cultures emphasize group loyalty, harmony, and shared responsibility, where identity is tied to the group and decisions are made collectively (Hofstede et al., 2010).

2.4 Masculinity vs. Femininity

Masculine cultures value competition, achievement, and traditional gender roles, with men as main decision-makers (Hofstede et al., 1998; Hofstede et al., 2010). Feminine cultures focus on care, equality, and work-life balance, with shared gender roles and emotional openness (Hofstede et al., 2010).

2.5 Long-Term vs. Short-Term Orientation

This dimension reflects whether a culture values long-term planning or immediate results (Chinese Culture Connection, 1987; Hofstede & Bond, 1988). Short-term cultures focus on tradition, stability, and instant gratification, like the U.S. and Australia (Hofstede et al., 2010). Long-term cultures prioritize future rewards, saving, and adaptability, seen in many East Asian and Eastern European countries (Hofstede et al., 2010).

2.6 Indulgence vs. Restraint

Indulgent cultures encourage fun, freedom, and emotional expression, common in the Americas and Western Europe (Hofstede et al., 2010). Restrained cultures limit personal enjoyment through strict norms, focusing on order and control, common in Asia, Eastern Europe, and many Muslim-majority societies (Hofstede et al., 2010).

Table 01

Table summarizing abbreviations and definitions of Hofstede's six cultural dimensions as used for coding in this study.

Dimension	Abbreviation	Explanation
Power Distance Index	**PDI**	Degree of acceptance of unequal power distribution.
Individualism vs. Collectivism	**IDV**	Preference for individual vs. group-oriented behavior.
Masculinity vs. Femininity	**MAS**	Focus on competition and achievement vs. care and quality of life.
Uncertainty Avoidance Index	**UAI**	Comfort level with ambiguity and unstructured situations.
Long-Term vs. Short-Term Orientation	**LTO**	Focus on future planning and perseverance vs. respect for tradition and immediate results.
Indulgence vs. Restraint	**IVR**	Degree to which people try to control their desires and impulses.

Note: Based on Hofstede's cultural dimensions theory (Hofstede, 2001)

3. Criticism and theoretical contrasts

Hofstede's cultural dimensions, though critiqued for their IBM-centric origins and potential for oversimplification, remain a valuable framework in cross-cultural research (Taras et al., 2018). However, its heuristic value provides a clear, quantifiable starting point for understanding broad national tendencies, even as theories like Trompenaars' (1997) offer a contrasting focus on how cultures reconcile universal dilemmas. For this study, Hofstede's dimensions offer a pragmatic lens to interpret semiotic representations at a societal level in airline safety videos.

4. Hofstede's Cultural Dimensions Theory Integration With Semiotics

Hofstede's cultural dimensions enhance semiotic analysis by explaining the cultural values behind signs and symbols in advertising. For example, in collectivist Japan, traditional clothing in ads symbolizes group harmony, aligning with Hofstede's collectivism dimension (Hofstede, 2001). Japanese PSAs use cute mascots to promote social responsibility and harmony, reflecting cultural avoidance of confrontation (Hofstede et al., 2010). In contrast, Romanian ads, from a

high power distance culture, use authoritative symbols like surveillance to emphasize social order and hierarchy (Hofstede, 2001). Combining Hofstede's framework with semiotics helps reveal how cultural values shape advertising messages, as shown in the differing styles of Romanian and Japanese campaigns (Berlia, 2019).

Section two: Major Theories of Semiotics

1. Semiotics

Semiotics is the study of how meaning is created and communicated through signs. Rooted in linguistics, philosophy, and cultural studies, it explores meaning in language, media, and advertising. Two main theorists shaped the field: Ferdinand de Saussure and Charles Sanders Peirce. Saussure proposed a dyadic model, the signifier (form) and the signified (concept), arguing that meaning comes from the relationship between signs (Saussure, 1916/1983). Peirce expanded this with a triadic model, sign, object, and interpretant, emphasizing interpretation and context (Peirce, 1998). Roland Barthes later built on Saussure's ideas, introducing denotation, connotation, and myth to show how signs express cultural and ideological meanings (Barthes, 1977). His work is key in media studies, showing how ads, films, and brands reflect and shape social values. Semiotics is widely used in marketing, visual arts, and cultural analysis to uncover how signs shape identity, support ideologies, and influence how audiences understand messages.

1.1 Definitions of Sign*:* The concept of the sign has been explored by scholars such as Ferdinand de Saussure and Charles Sanders Peirce, each offering distinct models. Saussure (1959) defined the sign as a dual entity composed of the signifier (the perceptible form) and the signified (the underlying concept), emphasizing the arbitrary relationship between the two, with meaning arising from their differences within a structured system. In contrast, Peirce (1931–1958) proposed a triadic model, where a sign consists of the representamen (the perceivable

form), the object (the referent), and the interpretant (the meaning), highlighting the dynamic and evolving nature of signs through continuous interpretation rather than fixed relationships.

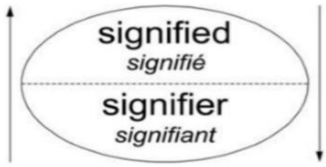
1.1.1 Models of signs: Two major scholars have significantly contributed to the development and expansion of semiotics, providing foundational models that continue to influence the field and guide further research. Ferdinand de Saussure, a European structural linguist, introduced a model in which a sign consists of two key components: the signifier (the physical form of the sign) and the signified (the concept it represents). Meanwhile, Charles Sanders Peirce, an American philosopher, proposed a more complex triadic model, where a sign is made up of the representamen (the form of the sign), the object (what it refers to), and the interpretant (the meaning derived from it).

1.2 Ferdinand de Saussure's Model

In *Course in General Linguistics* (1916/1959), Ferdinand de Saussure introduced a dyadic model of the sign, made up of the **signifier** (form like a word or image) and the **signified** (the concept it represents) (Saussure, 1959). For example, the word *tree* is the signifier, while the idea of a leafy plant is the signified. Their link is arbitrary, based on social agreement rather than any natural connection (Saussure, 1959, p. 67). This is seen in how different languages use different signifiers for the same concept e.g., *tree* (English), *arbre* (French), and شجرة (*shajara*, Arabic).

Saussure also argued that signs gain meaning through differences from other signs, not in isolation (Saussure, 1959, p. 120). For example, *sheep* and *mutton* show how language distinguishes meaning by context. He emphasized the **linear** nature of the signifier words appear in sequence, and their order shapes meaning (Saussure, 1959, p. 103). Reordering a sentence like "The cat sat on the mat" makes it harder to understand.

Saussure distinguished between **langue** (the structured language system) and **parole** (individual speech acts) (Saussure, 1959, p. 14). For instance, English typically places adjectives before nouns (*red car*), while French places them after (*voiture rouge*). This shows how language operates through shared rules but allows individual expression. Saussure's ideas laid the groundwork for structural linguistics and influenced semiotics, anthropology, and cultural theory



Note. From "Semiotics: the Basics", by D. Chandler, 2022, Routledge.

Figure 01: Signified / Signifier relation

Source: "Semiotics: The Basics", by D. Chandler,2022, Routledge.

1.3 Charles Sanders Peirce's Model

Peirce's triadic model presents a dynamic view of meaning-making, unlike Saussure's fixed system. A sign consists of a representamen (the form), an object (what it refers to), and an interpretant (the meaning it creates), which can then become a new sign, creating an endless chain of interpretations. For example, smoke is a representamen of fire, and the interpretant is the recognition of danger, which may lead to action (Chandler, 2022). Peirce classified signs into icons, indices, and symbols. Icons resemble their objects, like photos or maps; indices have a physical or causal link, like footprints or thermometers; and symbols gain meaning from social conventions, such as language or flags (Chandler, 2022). These types show how signs function differently based on their relationship to their objects. Peirce's theory shifted semiotics toward a flexible, interpretive process and remains influential in linguistics, communication, and cultural

studies for its focus on how meaning evolves through context and interpretation (Chandler, 2022).

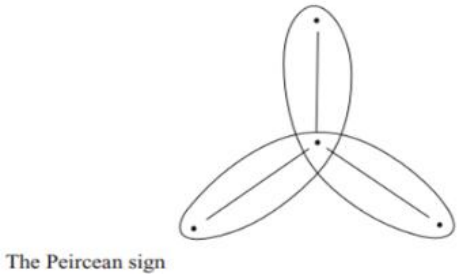


Figure 02 : The perircean Sign, Illustration of Peirce's triadic model of the sign, highlighting the relationships among representamen, object, and interpretant as applied in this thesis.

Note. From "The Routledge companion to semiotics and linguistics", by P. Cobley, 2001, Routledge.

1.4 An Overview of Roland Barthes's Semiotic Theory of Orders of Signification

Roland Barthes, a leading figure in structuralism and semiotics, expanded on Saussurean linguistics and Hjelmslev's semiotics by developing a layered model explaining how meaning is created and manipulated in culture. His concept of **Orders of Signification** denotation and connotation helps explain how language and cultural artifacts construct ideology (Barthes, 1972; Barthes, 1967). Barthes's work, especially in *Mythologies* (1957/1972) and *Elements of Semiology* (1964/1967), has greatly influenced media studies and cultural analysis, showing how signs operate within ideological contexts (Chandler, 2022).

1.4.1 Barthes's Approach to Semiotics

Barthes focused on uncovering hidden ideological meanings in everyday culture, arguing that dominant groups use signs and language to shape public perception and maintain power (Barthes, 1972). In *Mythologies*, he analyzed objects like fashion, food, and ads as vehicles for ideology, revealing how neutral cultural signs reinforce social norms and influence social consciousness (Chandler, 2022).

1.4.2 Barthes's Orders of Signification

Barthes's key contribution is his two-level model distinguishing **denotation** (first-order

meaning) and **connotation** (second-order meaning). Denotation is the literal, objective meaning of a sign, such as a rose simply representing a flower (Barthes, 1967). Connotation adds cultural, emotional, or ideological layers, turning the rose into a symbol of love or passion depending on context (Barthes, 1972). This framework shows how meaning evolves with cultural context (Barthes, 1964/1967).

1.4.2.1 The Denotative Level

Denotation is the direct and explicit meaning of a sign, where the signifier and signified combine to create a universal meaning (Barthes, 1964/1967). This level involves literal, common-sense interpretations, such as a red rose representing a flower or a smiling face denoting happiness (Smith et al., 2005; Fiske, 2010; Sobur, 2009). Denotative meanings are stable across cultures and grounded in observation and conventional understanding (Fiske, 2010).

1.4.2.2 The Connotative Level

Connotation builds on denotation by adding cultural and ideological meanings. At this level, the original sign becomes a new signifier carrying social meanings shaped by culture and history (Barthes, 1967; Smith et al., 2005; Josephson et al., 2020). For example, a red rose connotes love in Western culture but may symbolize prosperity or politics elsewhere (Barthes, 1967). Colors like white also differ in meaning across cultures, connoting purity in the West but mourning in some Asian traditions (Fiske, 2010). Connotation reveals how signs are influenced by societal values, shaping perceptions in media, advertising, and culture (Fiske, 1990; Josephson et al., 2020).

Barthes's theory highlights that meaning is socially constructed, with connotation transforming neutral signs into ideological symbols (Barthes, 1967; Chandler, 2022)

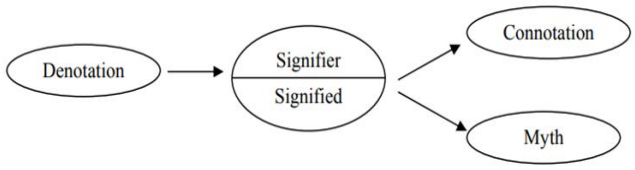


Figure 3: Orders of signification ,Diagram of Barthes's orders of signification, distinguishing between denotation and connotation in media analysis.

Source : john Fiske (2004)

1.5 Orders of Signification in Media and Culture

Barthes's model is widely used to analyze media, literature, fashion, and advertising. His semiotic chain shows how images, texts, or symbols gain new meanings in different cultural contexts. For example, national flags denote a country but also connote patriotism, nationalism, or political views (Chandler, 2022). In Camera Lucida (1980), Barthes introduced studium (intended messages) and punctum (unintended personal reactions) in photography, highlighting how signs invite multiple interpretations based on culture and individual experience (Barthes, 1980). This supports his idea that signs are fluid and open to re-interpretation.

1.6 Barthes's Adaptation of Hjelmslev's Concepts

In Elements of Semiology (1964/1967), Barthes reformulated Hjelmslev's denotative and connotative semiotics, integrating it into his own model of Orders of Signification. Hjelmslev originally introduced the Expression Plane and Content Plane, but Barthes modified this framework using Saussurean terminology (signifier, signified, and sign). He explained that denotation represents the basic, fixed meaning, while connotation involves the cultural and ideological associations built upon it. This adaptation enabled Barthes to apply semiotic analysis to mass media and cultural studies, demonstrating how meaning is constructed and reinforced within society (Barthes, 1967).

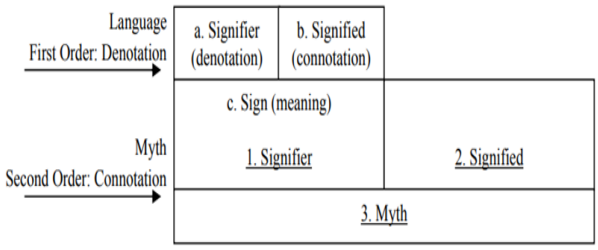


figure 04: Map Sign of Barthes,Visual map of Barthes's semiotic model, showing the process of meaning-making in cultural texts.

Source : Paul Cobley& Litza Jansz,1999 , Introducing Semiotic, N.Y.

Totem Books, (sobur,2003)

Roland Barthes's semiotic theory of Orders of Signification provides a powerful analytical framework for understanding how signs operate within culture. By distinguishing between denotation, connotation, and myth, Barthes demonstrated how dominant ideologies shape meaning in media, advertising, and everyday life. His reinterpretation of Hjelmslev's model, combined with Saussurean linguistics, allowed him to expose the hidden structures of meaning-making that sustain cultural norms. Today, his work continues to influence contemporary semiotics, media studies, and cultural criticism, serving as a foundational approach for analyzing the relationship between language, ideology, and power.

1.7 The Transformation of Meaning in Myth as a Second-Order Semiological System

Barthes developed the concept of myth as an advanced semiological structure that transforms historical ideas into apparent truths that support dominant ideologies (Barthes, 1972). The system operates through signification by replacing original meanings with fresh, politically-infused interpretations that establish regular cultural convictions. He argued that the transition from language to myth involves a distortion of meaning. He described this process as a form of

ideological manipulation in which signs are stripped of their original historical and cultural depth and recontextualized to serve a dominant ideology (Barthes, 1972). He states: “The meaning loses its value but keeps its life, from which the form of the myth will draw its nourishment” (p. 117). This transformation highlights how mythical signs create a sense of inevitability around certain ideas, making them seem natural rather than constructed. For example, representations of masculinity and femininity in media often reinforce traditional gender roles by associating strength with men and beauty with women. These myths shape societal perceptions and behaviors by reinforcing specific ideological messages (Hall, 1997).

Section Three: Airline Safety Videos and Cultural Identity

1. Airline Safety Videos

1.1 Definition of Airline Safety Videos: In-flight safety briefing videos are an essential component of the pre-flight process on commercial airlines. Their primary purpose is to educate passengers on safety protocols, including fastening seatbelts, identifying emergency exits, and using oxygen masks. While these instructions were traditionally delivered in person by flight attendants, they are now more commonly presented through pre-recorded videos

1.2 The Evolution of Airline Safety Videos

In early commercial aviation, flight attendants performed live safety demonstrations to show passengers how to use seatbelts, oxygen masks, and find exits. This split between visual and verbal instructions helped overcome cabin noise. In the 1960s, in-flight entertainment like movies was introduced to distract passengers and reduce anxiety, but safety demos remained live. The major change came in 1984, when the FAA approved pre-recorded safety videos

featuring flight attendants, allowing airlines to replace live demos with standardized videos that were often animated (Kang, Kim, & Self, 2024).

Since then, safety videos evolved from basic instructions to creative productions reflecting airline culture. Richard Branson's fully animated safety video in 2007, followed by Delta's viral 2008 video, sparked a trend of engaging, brand-focused safety messages (Kang, Kim, & Self, 2024). Airlines like Singapore Airlines use traditional cultural motifs to blend heritage with safety info, enhancing brand image (Molesworth, Tehrani, & Molesworth, 2022). Virgin Atlantic opts for a playful style with pop culture references, making videos more memorable. Light (2021) notes that this evolution reflects Anglo-American cultural dominance, advances in screen tech, changing flight attendant roles, and stricter FAA regulations that limit service changes but encourage branding through safety videos. Research shows engaging videos improve passenger retention, though concerns remain about entertainment distracting from key safety info. The FAA insists on prioritizing clear, necessary instructions (Kang, Kim, & Self, 2024).

This shift aligns with Barthes' myth theory: the denotative safety procedures gain connotative cultural meaning, as seen in Air New Zealand's use of Māori motifs, naturalizing national identity through safety videos.

1.3 Dual Role of Safety Videos

In-flight safety videos serve a dual role, conveying important safety instructions to passengers and simultaneously serving as a means of cross-cultural communication, demonstrating the cultural and regional identity of airlines. The primary function of these videos is to provide essential safety information, and studies have shown that engaging video design enhances passengers' attention and increases their ability to remember safety messages. For example, adding humor to videos has been shown to enhance passenger engagement and increase their

ability to retain information (Molesworth, Tehrani, & Molesworth, 2015). However, it is essential to maintain a balance between entertainment and clarity to ensure that safety instructions are effectively communicated. Furthermore, these videos provide airlines with an opportunity to express their cultural identity by incorporating elements of their local heritage, which helps build a distinctive brand image that resonates with passengers. An analysis of the evolution of safety videos over time also shows how these media have come to reflect cultural production and tourism promotion, making them an effective means of cross-cultural communication (Molesworth, Tehrani, & Molesworth, 2022)

1.4 Safety Videos between Airline Branding and Cultural Narratives

Recent research shows airlines use in-flight safety videos and commercials as branding tools to reinforce cultural identity and boost brand recognition. Kang, Kim, and Self (2024) found that adding cultural elements and realistic portrayals improves passenger retention of safety info while strengthening brand image. Airlines like Virgin America, Qatar Airways, and Air New Zealand use humor, music, and celebrity appearances ranging from musical acts to pop culture references like *The Lord of the Rings* to engage passengers and stand out.

By the 1990s, airlines saw safety videos as marketing tools, employing high production values, storytelling, and celebrities to capture attention. Delta's mid-2000s "Deltalina" campaign featured an engaging flight attendant, while Air New Zealand later introduced interactive screens and virtual reality to create immersive safety experiences (Kang, Kim, & Self, 2024).

Social media platforms like YouTube have turned safety videos into viral marketing campaigns. Air New Zealand's *Bare Essentials of Safety* (2009) and *The Most Epic Safety Video Ever Made* (2014) gained millions of views, promoting New Zealand tourism by showcasing

landscapes and culture. These videos blur safety instructions and destination marketing, boosting brand visibility and national appeal.

Beyond safety briefings, airlines express cultural identity through commercials. Singapore Airlines highlights Asian hospitality by showing flight attendants carefully selecting products, reinforcing their service commitment. Emirates incorporates Middle Eastern luxury with visual cues like flight attendants' uniforms reminiscent of regional dress (Gianfiglio, 2024). Qantas features Australian pride with celebrities like Miranda Kerr and the slogan *The Spirit of Australians*. Garuda Indonesia and Turkish Airlines blend cultural etiquette and global stars to connect with audiences (Gianfiglio, 2024).

Using cultural narratives in branding creates familiarity and belonging, helping airlines stand out while reinforcing identity globally. Safety videos often include celebrities or cultural references to engage passengers emotionally, though such references may not always resonate across diverse cultures. Still, core safety messages remain universal (SimpliFlying, n.d.).

Many airlines also draw on global pop culture to make safety videos relatable. Air New Zealand's *Lord of the Rings* video reflects local cinematic heritage, while Delta uses viral memes, and British Airways features figures like Sir Ian McKellen and Mr. Bean. Some airlines, like British Airways, incorporate social causes alongside safety messaging (Root Inc., n.d.).

Hofstede's cultural dimensions explain regional differences: Emirates' high Power Distance videos emphasize hierarchy, while Southwest's low Power Distance uses casual humor.

In conclusion, airline safety videos have evolved from simple instructions to powerful branding and cultural storytelling tools, blending entertainment, national identity, and global pop culture to engage passengers and strengthen brands. Though cultural references may not always be universally understood, safety remains clear. By using humor, celebrities, and social

initiatives, airlines create memorable experiences that enhance passenger connection. As technology advances, safety videos will continue serving as marketing platforms and cross-cultural engagement tools in aviation.

2. Cultural Identity

2.1 The Concept of Culture

Scholars debate culture's origins, nature, and role. Some view culture as innate, others as learned through social interaction. While some see it as static, others consider it dynamic and evolving. Despite differences, culture clearly shapes identities, values, behaviors, and influences social structures. Understanding culture is key to interpreting social phenomena and addressing societal challenges. It defines group membership, as individuals follow shared norms to belong. The following sections examine different views on culture, its types, and its impact on individual and collective identity.

2.2 Definition of Culture

Culture is a broad concept of shared, learned frameworks that shape individuals' values, beliefs, and behaviors across generations. Hofstede (1991) defines it as "the collective programming of the mind" that distinguishes groups, influencing how people perceive, interact, and decide within society. Similarly, CARLA (2024) describes culture as shared patterns of behavior, cognition, and emotions acquired through socialization, helping identify group membership. Culture shapes worldviews, expectations, and responses to social events. With growing globalization, cultural awareness is vital for effective communication and collaboration. Fields like psychology, anthropology, sociology, and management study culture due to its strong

impact on behavior, norms, and organizations. Understanding culture fosters empathy, reduces misunderstandings, and improves relationships in a connected world.

2.3 Types of Culture

Culture has been widely studied across disciplines, resulting in typologies that reveal its diversity and complexity. Common distinctions include material vs. non-material culture, high-context vs. low-context culture, and individualistic vs. collectivistic culture. These categories help explain how culture influences behavior, communication, and identity. This study focuses on Big "C" culture and small "c" culture, which are key to understanding cultural identity and representation in various social and economic contexts.

2.3.1 Big “C” and Small “c” culture

Big “C” culture refers to the dominant cultural values, traditions, and belief systems that define a society at a national or regional level, including elements like language, religion, and formal institutions, which shape collective identity and social norms (Matsumoto & Juang, 2017; Samovar et al., 2020). It influences macro-level societal structures such as politics and economics and plays a significant role in cross-cultural communication by affecting decision-making and conflict resolution (Ting-Toomey & Dorjee, 2018). On the other hand, small “c” culture represents the localized and everyday practices of specific social groups, such as social customs, dialects, and fashion, which evolve in response to demographic and social changes (Neuliep, 2020). Small “c” culture is essential for understanding group-specific identities and tailoring strategies to multicultural contexts (Schwartz et al., 2019; Ting-Toomey, 2018)

2.3.2 Definition of Safety Culture:

Safety culture refers to the shared values, beliefs, and practices within an organization that prioritize the safety and well-being of its members. It involves the attitudes and behaviors that

shape how safety is managed and integrated into everyday operations, emphasizing communication, responsibility, and commitment to reducing risks and preventing accidents (Zohar, 2010).

2.4 Studies on Cultural Representation in Advertisements

Cultural representation is vital in shaping consumer perceptions and advertising success. Symbols, values, and communication styles create emotional connections or cause alienation if misused (Shad & Olukemi, 2024). In global markets, cultural adaptation is essential since colors or gestures can have different meanings, for example, white symbolizes purity in the West but mourning in many Asian cultures (Akolkar et al., 2024). Language also plays a key role, as shown by Pepsi's mistranslation in China that implied its soda could resurrect the dead, highlighting the risks of ignoring cultural nuances.

Cultural values strongly influence advertising strategies. Collectivist societies respond to ads focused on family and community, while individualistic cultures prefer messages about personal achievement (Shad & Olukemi, 2024). Brands like McDonald's adapt by offering vegetarian options in India to respect local customs. Ignoring such sensitivities, like Pepsi's misstep in Taiwan regarding ancestor worship, can cause backlash (Akolkar et al., 2024). Religious and social norms also affect brand perception, as in Islamic cultures where revealing clothing harms advertising effectiveness.

Cultural identity shapes consumer loyalty, with people favoring brands reflecting their heritage. Foreign brands succeed by incorporating local symbols; for example, Japanese and Korean brands use anime, music, and cuisine to connect with Chinese consumers (Zhao, Tu, & Jiang, 2023). While ethnocentrism favors domestic products, embracing local culture helps

brands bridge gaps and gain acceptance. Overall, culturally adaptive advertising boosts loyalty and success, while neglecting culture risks reputation and financial loss (Zhao et al., 2023)

3. Definition of Cultural Identity:

Cultural identity lacks a single, fixed definition and is viewed differently across disciplines. Some emphasize shared values, beliefs, and traditions that unite a group (OpenStax, 2025). Others, like Gómez-Estern et al. (2010), stress social interaction and symbolic tools, defining cultural identity as arising from individuals' relationships with cultural groups, involving struggle and cooperation. They highlight that cultural identity is shaped by historical, social, and political contexts, making it fluid and subject to change. Hall (1997) also notes that identities evolve through new experiences and cultural exchanges. Thus, cultural identity is best seen as a complex, dynamic construct shaped by both internal group dynamics and external societal influences

3.1 Representation of Cultural Identity in Media

Media plays a key role in shaping cultural identity by sharing values, customs, and narratives across the globe. New media helps communities express and preserve heritage while engaging with global influences (Chen & Zhang, 2010). This supports cultural appreciation and gives marginalized cultures a voice. K-pop's global rise, for instance, highlights how media can promote cultural expression and identity (Lee, 2021). Platforms like TV, film, and social media influence how people view diversity and encourage global cultural connection (Kraidy, 2005; Ogan & Cevik, 2020).

At the same time, media can lead to cultural homogenization. Western media dominance may dilute local traditions (Perez & Fontanari, 2009), and digital platforms can blur cultural differences, weakening local identities (Gordon & Gross, 2019). Social media fosters hybrid cultures, revealing the tension between globalization and cultural preservation.

In short, media is a powerful cultural force. To protect diversity while fostering global connection, it must balance innovation with respect for local traditions

3.2 Globalization and Cultural Identity

The tension between cultural homogenization and preserving uniqueness is central in globalization debates. Scholars like Appadurai (1996) and Robertson (1992) argue globalization often imposes dominant global norms that overshadow local traditions. However, "glocalization" shows how local cultures adapt global influences uniquely, blending global and local elements. For example, fast-food chains in Africa use local ingredients to suit regional tastes, maintaining cultural authenticity. In India, traditional music fused with Western genres creates new cultural expressions that appeal locally and globally, demonstrating cultural hybridization's positive role (Ko, 2024).

Commercializing culture, especially in tourism and branding, raises ethical issues of representation and ownership. Gertner (2019) discusses how cultural appropriation can misrepresent or exploit cultural elements for profit, often without the originating culture's consent, causing disempowerment. Growing consumer awareness demands ethical marketing that respects cultural origins and promotes authenticity (Marzal et al., 2025).

3.3 Cultural Identity in Airline Branding

Airline branding goes beyond logos and slogans to reflect cultural identity. Through safety videos, ads, and in-flight experiences, airlines convey their heritage, values, and service

philosophy, helping them stand out and connect with passengers globally (Al-Maadeed & Ozer, 2023). For example, Qatar Airways blends Middle Eastern culture with global appeal by integrating traditional music, art, and landscapes into its media alongside modern design. This fusion highlights Qatar's cultural richness and reinforces the airline's role as a bridge between East and West, appealing to diverse audiences and strengthening brand loyalty (Al-Maadeed & Ozer, 2023). Effective branding combines cultural authenticity with broad appeal, creating memorable experiences that foster passenger identity and loyalty. Integrating cultural elements into media and services showcases unique heritage on a global stage. This review shows how semiotics and Hofstede's model together analyze safety videos as cultural texts.

Despite growing interest in airline branding, research rarely treats safety videos as cultural artifacts. Cross-cultural comparisons, especially between Western and non-Western airlines, remain scarce. Existing studies often overlook cultural retention or homogenization, highlighting the need for broader, systematic analysis.

Chapter Two: Research Methodology and Data Analysis

Section One: Research Methodology

1. Study Design

This study uses a qualitative, exploratory research design to examine how cultural identity is represented in airline safety videos. It integrates Barthes's Semiotic Theory to decode denotative (explicit) and connotative (implicit) meanings in visuals, symbols, language, and narratives. Hofstede's Cultural Dimensions,such as individualism vs. collectivism, power distance, and masculinity vs. femininity ,provide a framework to analyze how cultural values are embedded in these videos. The research adopts a comparative approach, analyzing twelve videos (four each

from Asia, the West, and the Middle East) selected based on recency, accessibility, and cultural relevance. Using purposive sampling and content analysis, the study explores how airlines communicate safety while embedding cultural narratives. As Hancock et al. (2009) note, qualitative research seeks to explain observed social phenomena. Here, how safety videos reflect cultural identity across global regions

2. Unit of Analysis

This study analyzes twelve airline safety videos from three regions: Western, Eastern, and Middle Eastern,as primary data to explore cultural identity in airline communication. Western airlines (British Airways, Air Canada, American Airlines, Lufthansa) are expected to reflect individualism and low power distance. Eastern airlines (Cathay Pacific, All Nippon Airways, Air Astana, Singapore Airlines) are likely to emphasize collectivism and hierarchical values. Middle Eastern airlines (EgyptAir, Emirates, Qatar Airways, Oman Air) are anticipated to highlight traditional values and high power distance. Using Barthes's Semiotic Theory, the videos are examined for denotative and connotative meanings, while Hofstede's Cultural Dimensions assess the presence of cultural identity. This approach enables a comparative analysis of how different regions visually and narratively represent culture in airline branding.

3. Justification of Case Studies:

The selection of airline safety videos was based on methodological, cultural, and practical considerations to ensure cross-cultural diversity and semiotic depth. Asia, Europe, and America were chosen to reflect global variation and enable a comparative analysis of how Hofstede's cultural dimensions are expressed in airline communication. Airlines were selected for their regional representation, global visibility, and cultural relevance. Prominent carriers like Qatar Airways and Singapore Airlines, ranked in the Skytrax Top 100 (2024), were included for their

strong cultural branding, while others like Air Astana, EgyptAir, and American Airlines were chosen for their rich semiotic content. Practical factors also shaped the selection. All videos are publicly accessible via YouTube or airline websites, with English subtitles available, making them suitable for analysis. The sample includes both luxury and budget airlines to capture a broader communicative range. While not perfectly balanced in terms of prestige or cultural dimensions, the focus remains on how each airline conveys its safety message and reflects or adapts its national cultural identity in a globalized context.

4. General Operationalization of Hofstede's Dimensions:

In our analysis, we operationalize Hofstede's cultural dimensions by matching specific visual, linguistic, and behavioral elements in the airline safety videos with the cultural characteristics of each country based on their Hofstede scores. For example, to assess power distance, we examine how authority figures (pilots, flight attendants, or leaders) are portrayed, whether interactions show formal hierarchy and centralized authority (high power distance) or egalitarian, informal communication (low power distance). Similarly, for individualism vs. collectivism, we look for signs of self-reliance, privacy, and independent decision-making (individualism) versus group harmony, loyalty, and collective responsibility (collectivism). Each dimension is interpreted using observed scenes and actions, aligning them with the known cultural profiles of the 12 countries we selected. This ensures that the analysis remains culturally grounded and systematically linked to Hofstede's theoretical framework.

6. Description of the Airline Safety Videos by Region

The selected airline safety videos from the Western, Eastern, and Middle Eastern regions reflect distinct cultural narratives, visual styles, and communication approaches, offering insights into how airlines integrate regional identity and values into their safety instructions.

6.1 Western Airlines Safety Videos

Western airline safety videos showcase a mix of tradition, innovation, and national pride, each reflecting their brand identity vividly. **British Airways**, the UK's prestigious flag carrier since 1974, launched its 2024 safety video *"May We Haveth One's Attention,"* blending British theatrical tradition with modern storytelling. Set in an Elizabethan theater and delivered in Shakespearean English, the video transforms safety instructions into a charming, witty performance that highlights Britain's literary heritage and signature humor. It encapsulates the airline's image of sophistication, approachability, and cultural pride, making the safety demonstration a celebration of British spirit from the moment passengers board. **Air Canada**, the heart of Canadian aviation, founded in 1937, took a different route by celebrating the vast natural and cultural landscapes of Canada in its newest bilingual (English and French) safety video. Passengers are transported across forests, mountains, coastlines, and cities, all while reflecting the country's unity, diversity, and environmental consciousness. Rather than feeling detached, the video warmly welcomes travelers into the Canadian experience, weaving safety with national pride.

Meanwhile, **American Airlines**, one of the largest carriers founded in 1930, presents its 2024 safety video with a polished, clear, and direct approach. Set against sleek and modern backdrops, a dynamic and diverse cast reflects the multicultural spirit of the United States. The video mirrors American values of innovation, individualism, and clarity, using a low-context communication style that is straightforward yet emotionally engaging. Through vibrant imagery and efficient delivery, American Airlines reinforces its brand identity of connection, professionalism, and opportunity. On the European side, **Lufthansa**, Germany's largest airline, remains faithful to its longstanding reputation for precision, reliability, and elegant simplicity.

Founded in 1953, Lufthansa's 2024 safety video features clean, minimalist visuals, structured pacing, and a calm, authoritative tone that embodies German thoroughness and world-class engineering. With polished crew members, sleek settings, and a focus on human warmth, the airline presents safety instructions with a sense of quiet competence and reassurance, perfectly matching its brand as a symbol of trust, innovation, and heritage

6.2 Eastern Airlines Safety Videos

Eastern airline safety videos emphasize cultural richness, playfulness, and innovative storytelling. **Cathay Pacific**, founded in 1946 and a proud symbol of Hong Kong's international stature, delivers a 2024 safety video that beautifully fuses tradition and modernity. Using bilingual Mandarin and English narration, it showcases Hong Kong's rich cultural heritage while embracing cutting-edge design. Cathay Pacific's dedication to service excellence and innovation shines through the video's elegant visuals, blending the city's vibrancy with a serene cultural wisdom. Through its storytelling, the video becomes more than a safety guide—it becomes a cultural ambassador for Hong Kong, echoing the airline's forward-thinking, customer-centered brand ethos. Similarly, **All Nippon Airways (ANA)**, Japan's largest airline, founded in 1952, produced a culturally joyful 2024 *Pokémon Special Edition* safety video. Using Japan's globally beloved Pokémon franchise, ANA blends animated charm with meticulous detail, turning routine safety instructions into an engaging, family-friendly experience. It reflects the imaginative spirit of Japan while maintaining the airline's high standards for professionalism, hospitality, and cultural pride. In Central Asia, **Air Astana**, the flagship carrier of Kazakhstan founded in 2001, showcases its national pride in its stunning 2024 safety video. Highlighting the majestic landscapes of the steppes and mountains and infusing traditional music and folklore, Air Astana turns the safety video into a tribute to Kazakhstan's culture and identity. It establishes a strong emotional connection with passengers, reminding them of the country's beauty and hospitality.

Meanwhile, **Singapore Airlines**, the globally celebrated premium carrier founded in 1947, continues to set new standards with its 2024 safety video. Featuring sleek visuals of Singapore's lush gardens, skyline, and futuristic architecture, the video blends tradition and modernity effortlessly. Delivered by a multicultural cast, it mirrors Singapore's diversity and efficiency, while reinforcing the airline's iconic reputation for elegance, technological innovation, and cultural sensitivity. Each Eastern airline demonstrates a deep commitment to merging safety with storytelling, enriching the passenger experience with authenticity and charm.

6.3 Middle Eastern Airline Safety Videos

Middle Eastern airlines present safety videos that merge cultural pride, modern ambition, and hospitality, each reflecting their countries' identities. **EgyptAir**, one of the world's oldest airlines founded in 1932, combines national pride with safety in its 2024 video. Drawing on Egypt's rich cultural legacy, from iconic landmarks like the Pyramids to contemporary urban life, EgyptAir crafts a narrative that blends tradition and modernization. With approachable visuals and Arabic narration, the airline ensures inclusivity while celebrating Egypt's enduring history and dynamic future. Similarly, **Emirates**, the global giant based in Dubai since 1985, presents a *no-nonsense* 2024 safety video focused on clarity and direct communication. Set against a backdrop of a pristine aircraft cabin and Dubai's gleaming skyline, the video embodies the UAE's values of ambition, efficiency, and luxury. Minimalistic yet elegant, Emirates demonstrates that simplicity and professionalism can coexist with a premium experience, just as Dubai itself fuses modern innovation with Arabian hospitality. **Qatar Airways**, founded in 1997 and a major player in global aviation, showcases a more emotionally resonant style in its 2024 safety video, titled *A Safety Video Coming from the Heart*. Known for blending traditional Qatari hospitality with cutting-edge technology, Qatar Airways reflects the nation's balance between heritage and

modernization. The safety video employs heartfelt storytelling, celebrity appearances, and cultural imagery to deliver instructions with warmth, sophistication, and a sense of national pride. The video underlines Qatar's cultural values of hospitality and generosity, presenting safety not merely as a necessity but as part of a larger emotional journey. Altogether, Middle Eastern airlines use their safety videos not just for instructional purposes, but as opportunities to assert cultural identity, global aspirations, and premium service values to their international audiences.

7. Limitations

While we aim for a systematic and culturally grounded analysis, several limitations should be considered. First, interpreting semiotic elements can involve a degree of subjectivity, as different viewers might perceive signs differently depending on their cultural background. Additionally, the small sample size consisted of 12 countries, divided into three regions (Western, Asian, and Middle Eastern), with four countries selected from each region limits the generalizability of our findings. Hofstede's model assumes national cultural uniformity, but values can vary across individuals, regions, and industries. These internal variations and the influence of globalization could present limitations to this study. Although we aim to provide at least an overview of each region, this study remains exploratory, focusing on the representation of cultural identity dimensions in airline safety videos within these specific regions rather than making broad generalizations across all global safety videos.

8. Ethical Considerations

This study, based solely on publicly available airline safety videos from official airline channels, does not involve human participants. However, ethical considerations remain

important. The analysis is conducted with respect and objectivity, avoiding stereotypes or essentialist views of national or regional identities. Cultural elements are interpreted within their context using Hofstede's Cultural Dimensions and Barthes' Semiotic Theory to ensure accuracy. The aim is to understand and not criticize , how cultural identity is expressed in global media. All media sources are publicly accessible and properly cited, ensuring transparency and academic integrity.

Section Two: Data Analysis

Analysis of the cultural identity signs represented on the airline safety video of each country using Barthes's Semiotics of Orders of Signification and Myth, with integration of Hofstede's related cultural dimensions.

1 . The Western Region

1.1 British Airways | Safety Video 2024 | May We Haveth One's Attention (United Kingdom)



Figure 05 : *British Airways safety video scene illustrating the use of national theatrical motifs as a sign of cultural identity.*

https://www.youtube.com/watch?v=ssVe0FaBhUU&t=17s

1.1.1 Semiotic Analysis of British Airways' May We Haveth One's Attention Safety Video Using Barthes' Orders of Signification and Myth

1.1.1.1 Denotative Level

The airline safety video **title Signifier** *"May We Haveth One's Attention"* opens with an archaic, Shakespearean phrase that sets a formal and historical tone while politely requesting viewers' focus. **The *Opening Scene* signifier** unfolds in a lavish period setting, resembling a grand British estate with visuals inspired by Regency or Elizabethan times. Characters are dressed in historically accurate costumes, and the atmosphere echoes iconic scenes from classic British literature, such as *Pride and Prejudice*, especially through the portrayal of characters like Mr. Darcy. The captain, without directly engaging the characters, interrupts the aristocratic setting to begin the instructions: "Welcome everyone, you will now demonstrate the safety features of this aircraft, and your attention is essential as this may be different from any aircraft that you have flown on before." This marks a clear shift from theatrical to functional, guiding the viewer into the instructional phase.

Under ***Semiotics of the safety instructions* signifiers**, the video adheres to standard airline safety procedures, including seatbelt fastening, emergency exits, and oxygen mask usage. These actions are carried out by passengers themselves, with limited direction from the crew, creating a sense of immersive learning through demonstration. **The *Visual Signs* signifiers** are deeply tied to the period theme, with castles, horse riders, and choreographed scenes playing out in a humorous and stylized manner. The semiotic layering includes classical gender roles, where male crew members often take on physical demonstrations, and female crew members deliver verbal instructions. A notable moment occurs when a female attendant advises passengers to "Ask a member of the crew for help," and the passenger instinctively turns to a male crew member, subtly reinforcing traditional gender expectations. The airline team, dressed in red and

blue uniforms, includes a diverse range of staff, pilots, cabin crew, aircraft marshals, baggage handlers, and maintenance workers. Each shown fulfilling their roles. **The *Auditory Signs* signifiers** consist of rich orchestral background music and dramatic sound effects, heightening the theatrical, almost cinematic, feel of the video. In terms of *Linguistic Signs*, the dialogue is formal, articulate, and delivered in a distinctly theatrical style, using Shakespearean phrasing and avoiding contractions. Sentences are fully formed and enunciated with precision, maintaining the historical and performative theme while ensuring that the safety information remains accessible and clear. Finally, in **the *Ending Scene* signifier**, the video returns to its theatrical essence, concluding with the heartfelt and polished message: “Wherever you go, whoever you see, stay safe, look after one another and never change.” This serves as both a closure to the narrative and a direct expression of British Airways’ values. Prioritizing safety, solidarity, and timeless service.

1.1.1.2 Connotative Level

The airline safety video titled *"May We Haveth One’s Attention"* does more than inform. it artfully conveys British Airways’ cultural identity through rich symbolism, humor, and heritage. The ***Title and Context*** **Signified** immediately evoke a sense of theatricality and tradition with its Shakespearean phrasing, blending historical elegance with the quintessentially British self-deprecating wit. This humorous and stylized language not only entertains but also reflects British Airways’ refined, traditional, and unmistakably British brand image. **The *Opening Scene* signified** immerses the viewer in a richly visualized historical British setting, drawing on references from Jane Austen’s novels, Shakespearean drama, *Downton Abbey*, and *Pride and Prejudice*. The use of period costumes and exaggerated expressions sets a playful and satirical tone, signaling that the video is both a homage to and a subversion of classic British narratives. Notably, the captain introduces the instructions without direct eye contact with the aristocratic

couple, establishing an egalitarian and informal leadership style that aligns with Britain's moderate Power Distance,where hierarchy is respected but communication remains approachable. This careful balance, reinforced by choosing the captain as the authoritative voice, fosters inclusivity while preserving structure. The historical setting serves as a metaphor for Britain's cultural pride and literary richness, anchoring the airline's image in heritage while projecting a modern sensibility.

In terms of ***Semiotics of safety Instructions*** **Signified**, the video reflects British individualism, as passengers demonstrate safety procedures independently with minimal crew guidance. This subtle trust in personal autonomy highlights the cultural value placed on self-reliance and responsibility. **The *Visual Signs* Signified,** such as scenes of horse-riding men preparing for battle only to be gently interrupted by safety instructions, humorously exaggerate boldness and ambition, hinting at Britain's moderately masculine culture where assertiveness coexists with composure and adaptability. The seamless transition from dramatic urgency to calm compliance mirrors Britain's moderate stance on Uncertainty Avoidance, where both spontaneity and structured order are accepted. Furthermore, the representation of a diverse team, spanning various ages, races, and roles, emphasizes British Airways' commitment to inclusivity, reflecting a balanced approach to Power Distance and Masculinity. It showcases a workplace where hierarchy exists but remains accessible, and where competition is tempered by cooperation and respect. Passengers' expressions of confusion and surprise, beyond their theatrical purpose, subtly communicate British individualism through the value placed on personal space and privacy. At the same time, their polite, modest cooperation aligns with the social harmony valued in moderately masculine cultures. The color scheme of the uniforms, red and blue, echoing the British flag, further symbolizes courage, loyalty, and national identity.

The ***Auditory Signs*** **Signified** feature orchestral and theatrical music that transitions between dramatic and whimsical tones, reinforcing Britain's cultural depth and fondness for humor. These sound cues enhance the narrative's rhythm, marrying seriousness with satire, a hallmark of British entertainment. Meanwhile, **the *Linguistic Signs Signified***, characterized by Shakespearean English, poetic cadence, and indirect phrasing, underscore Britain's literary prestige and social norms of diplomacy and understatement. The absence of contractions and the humorous delivery reflect the nation's embrace of irony and tradition while highlighting adaptability. This interplay of old and new exemplifies Britain's short-term orientation, valuing practical solutions and immediate impact without losing sight of tradition.

Finally, the ***Ending Scene*** **Signified** culminates with the line, "Wherever you go, whoever you see, stay safe, look after one another and never change," which serves as a symbolic tribute to British resilience and unity. It elevates the message from simple safety advice to a cultural affirmation, asserting British Airways as a proud ambassador of British values and global presence. The phrase "never change" suggests enduring cultural identity and national pride, reinforcing a sense of hospitality, continuity, and care. This powerful conclusion ensures that the video is not only memorable but deeply reflective of British elegance, wit, and heritage, positioning British Airways as more than an airline, but a cultural icon.

1.1.1.3 Myth and Ideology

Using Barthes' ideas, the British Airways safety video creates a myth about British cultural identity. It presents Britishness as elegant and refined through a period drama setting, formal speech, and a sense of historical importance. The video also uses humor and playful contrasts, creating a light and charming mood throughout most of its five-minute length. It blends tradition with modernity, showing respect for the past while also embracing present-day life and technology.

Overall, the video suggests an ideology that British Airways is more than just an airline; it represents British culture. It shows confidence and a welcoming attitude by highlighting admired parts of British identity for international viewers, while also building a sense of pride and recognition among British audiences

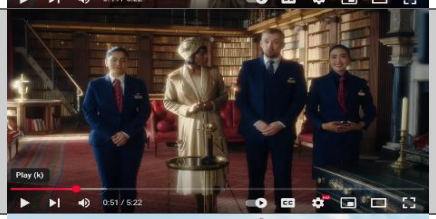
1.1.2 Integration of Hofstede's Dimensions

The video's messaging aligns precisely with Hofstede's cultural dimensions for the UK. The **low power distance (35)** is evident in the captain's casual authority and passengers' autonomy, rejecting rigid hierarchies. **High individualism (89)** shines through the emphasis on self-guided actions and personal privacy. The blend of assertiveness (e.g., battle-ready riders) and modesty (comedic interruptions) reflects **moderate masculinity (66)**, while the chaotic yet controlled tone mirrors **low uncertainty avoidance (35)**, a cultural comfort with ambiguity. The mix of historical and modern elements signals **short-term normative orientation (51)**, prioritizing practical adaptability over tradition. Finally, the video's indulgent humor and prioritization of entertainment align with **high indulgence (69)**, reinforcing a culture that values expressive joy over strict formalism. Together, these dimensions craft a narrative that is distinctly British: authoritative yet informal, traditional yet innovative, and rule-conscious yet delightfully irreverent.

Table 02

Summary of cultural identity signs and Hofstede's dimensions in the British Airways safety video.

The sign	Example of the representation in the Video	The connotative meaning	Compatible with Hofstede`s Cultural dimension

the lack of eye contact between the captain and the lavish couple		suggests a sense of egalitarian and informal leadership. open communication while still maintaining authority.	Low power distance (35)
-passengers perform the procedures themselves, with minimal guidance from the crew **-most passengers appear confused and slightly surprised whenever they are interrupted by the safety instructions.**	 	Self-reliance, a deep respect for personal privacy, critical thinking	High individualism (89)
The horse-riding scenes, where men prepare for battle, but are gently interrupted for safety instructions		-humorously exaggerates British impulsiveness, boldness and ambition. where assertiveness and competitiveness are valued but balanced with a sense of composure modesty and adaptability.	Moderate masculinity (66)
The continuous interruption in most of the scenes	 	Adaptability, pragmatism, comfort with risk	Low uncertainty avoidance (35)
Modern + traditional Clothes		Mix of tradition and adaptability, consumer-driven	Short-term focus (51)
The playful rewriting of a normally dull video into something entertaining		Open enjoyment of life, individual happiness prioritized, expressive culture	Indulgence (69)

1.2 Air Canada: New Safety Video | Nouvelle vidéo de sécurité (Canada)

1.2.1 Semiotic Analysis of Air Canada's New Safety Video Using Barthes' Orders of Signification and Hofstede's Cultural Dimensions



Figure 06: Air Canada safety video scene highlighting bilingual communication and multicultural representation.

https://www.youtube.com/watch?v=E_7HwX-C6ws&t=181s

1.2.1.1 Denotative Level

The **Title signifier** *"Air Canada: New Safety Video | Nouvelle vidéo de sécurité"* plainly communicates the video's function as a safety demonstration while also explicitly indicating its bilingual format in English and French, mirroring Canada's official languages. This linguistic duality is maintained consistently throughout the video. In **the *Opening Scene signifier***, viewers are greeted with sweeping visual transitions across Canada's vast landscape, showcasing its natural wonders, urban skylines, and vibrant communal spaces such as cafés and bars. Each location is labeled in both languages, reinforcing accessibility. Regarding ***Semiotics of safety instruction signifiers***, safety demonstrations are performed by passengers in various real-life

settings, with the cabin crew providing guidance only through voiceovers and returning visually at the end. In ***Visual Signs signifiers*****,** we observe varied Canadian locations ranging from serene nature to lively urban life. Passengers are greeted by warm, smiling crew members, and notable inclusions like a female pilot underscore diversity. The scenes also depict people involved in both active labor (farming, fishing) and leisure (yoga, camping, aurora watching), highlighting a broad spectrum of daily life. ***Auditory Signs signifiers*** include a soft, immersive ambient soundtrack that adjusts to the scene,be it a calm forest or a bustling coffee shop,while instructions alternate fluidly between English and French. ***Linguistic Signs signifiers*** maintain clarity, politeness, and neutrality, ensuring instructions are both informative and inclusive in tone. Finally, in the ***Ending Scene***, the cabin crew physically reappears, smiling warmly as they close out the demonstration with a sense of friendliness and unity

1.2.1.2 Connotative Level

The bilingual **Title signified** *"Air Canada: New Safety Video | Nouvelle vidéo de sécurité"* is more than a practical label; it serves as a cultural emblem of Canada's bicultural foundation. By treating both English and French equally, it highlights Canada's commitment to inclusivity and equal representation where authority and institutional voices remain accessible and representative. The ***Opening Scene signified*** juxtaposes majestic natural landscapes with dynamic urban life, symbolizing Canada's cultural equilibrium between environmental reverence and metropolitan progress. The bilingual labeling across settings celebrates Canada's high Norms**,** where diversity is embraced, yet unity is preserved under a shared national identity. In terms of ***Semiotics of safety instructions signified***, having passengers demonstrate safety procedures without direct crew intervention subtly promotes self-reliance and trust in individuals, aligning with Canada's big value for individual thoughts freedom and expressions in

addition to egalitarian ethos. It conveys the message that passengers are capable, autonomous, and respected as equals.

The ***Visual Signs*** **signifieds** carry deeper social meanings: the warm greetings, casual body language, and even physical touch such as hugs, signaling emotional openness and a societal comfort with friendliness and familiarity. A female pilot leading the flight exemplifies Canada's progressive stance on gender roles where professional inclusivity is celebrated. The contrast between people engaged in work (like farming or fishing) and those in relaxation (camping or yoga) underscores the nation's cultural identity, where achievement and personal well-being are both valued. This portrayal suggests a cultural ideal where work-life balance is not only possible but essential.

In ***Auditory Signs signified***, the use of ambient sounds and smooth voiceovers in both languages strengthens the national narrative of harmony and inclusiveness. The relaxed tone, with no rushed or aggressive cues, reflects flexibility and calmness are preferred over rigid structure. The sound design gently bridges nature with urbanity, subtly portraying a society that cherishes both environmental peace and social connection. Meanwhile, **the** ***Linguistic Signs signified*** emphasize politeness, clarity, and inclusiveness, reinforcing Canada's collective values such as respect, diplomacy, and equal treatment especially significant in a country with deep multicultural roots, The bilingual, respectful tone in language reflects a harmonious coexistence of self-expression and societal unity.

The ***Ending Scene signified***, where the smiling cabin crew reappears, reinforces themes of hospitality, connection, and community. This gentle return to human presence rounds out the video's tone of warmth and informality, echoing the idea that leadership can be both competent

and kind. The scene leaves viewers with a lasting impression of Air Canada not just as a brand, but as a caring extension of Canadian cultural values: equality, inclusivity, and balance.

1.2.1.3 Myth and Ideology

In Roland Barthes' myth theory, the video powerfully mobilizes two core Canadian culture myths. Firstly, it constructs the myth of "Friendly, Egalitarian Canada," in which warm greetings, low power distance, and even passengers performing safety instructions convey an ideology of communal individualism. This is where Canada is portrayed as a country where hierarchy is reduced to a minimum and personal connection, trust, and shared responsibility prevail. Second, the video successfully conveys the myth of "Harmonious Work-Life Balance in Nature," actively juxtaposing productive work with idyllic leisure activities like camping and aurora viewing. This naturalizes the language of holistic well-being, suggesting that Canadian prosperity is not only economic but also encompasses a satisfying personal life with a deep connection to nature and an understanding of the value of self-care and enjoyment

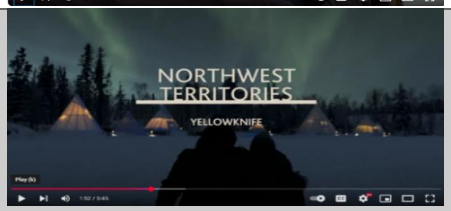
1.2.2 Integration of Hofstede's Dimensions

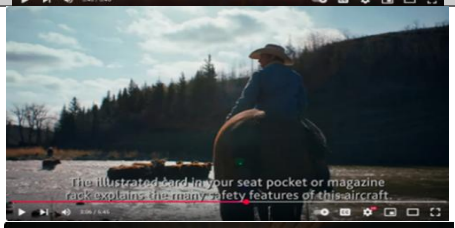
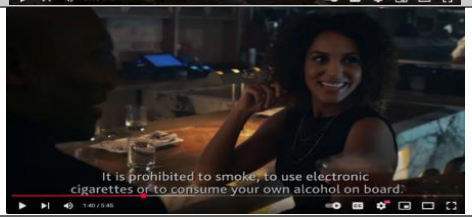
Air Canada's video mirrors Canada's Hofstede profile with striking accuracy. The crew's informal warmth and passenger autonomy reflect **low power distance (39)**, rejecting hierarchical formality. **Very high individualism (80)** is evident in the focus on self-directed actions, yet the crew's return at the end hints at collective accountability. Scenes balancing labor and leisure align with **moderate masculinity (52)**, valuing achievement without sacrificing life quality. The video's unstructured flow and lack of rigid scripting signal **moderate-to-low uncertainty avoidance (48)**, showcasing comfort with spontaneity. By highlighting immediate experiences

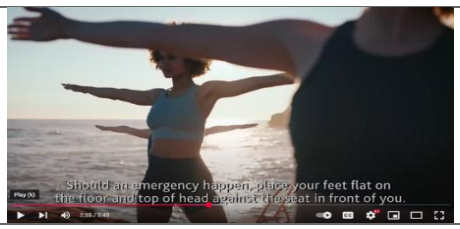
(hiking, festivals) alongside tradition (dog sledding), the video leans into **short-term normative orientation (36)** pragmatic and present-focused. Finally, the emphasis on social joy and nature revelry underscores **high indulgence (68)**, framing Canadian culture as one that prioritizes freedom, optimism, and sensory enjoyment

Table 03

Summary of cultural identity signs and Hofstede's dimensions in Air Canada's safety video

The sign	The representation in the Video	The connotative meaning	Compatible Hofstede`s Cultural dimension
The cabin crew greets passengers warmly, with smiles .		Egalitarian, participatory leadership, open communication , where friendliness, equality, and personal connection are valued.	Low power distance (39)
The passengers, rather than the cabin crew, perform the safety instructions. The crew physically reappears only at the video's conclusion.		Strong personal independence where individuals are encouraged to be self-reliant and independent, but balanced with social responsibility.	Very high individualism (80)
-The inclusion of both productive work (farming, fishing) and peaceful leisure (camping, aurora viewing) in the video		-Work-life balance : Showing both labor and leisure illustrates that success is important, but so is personal well-being. people work hard, but they value their time off, nature, and self-care., making the culture achievement-oriented but still cooperative and cares for its enjoyment.	Moderate masculinity (52)

	  		
-The video features subtle ambient sounds that match the setting, whether it's the peaceful outdoors or a lively café.	 	-Suggest an-open to change culture, legal stability where people are generally comfortable with flexibility and a relaxed approach to rules.	Moderate to low uncertainty avoidance (48)
The video features present enjoyment like hiking, doing yuga on the beach and camping. In addition, it shows pride in tradition like the scene of dog sledding.	 	Consumer-driven, adaptable, values tradition but embraces innovation Showcases seasonal beauty, local experiences, and cultural festivals Emphasis on what you can experience now, not in 10 years.	Short-term focus (36)
The different scenes of warm social interactions and wild nature views		Leisure-friendly, positive attitude, value on personal freedom and well-being.	Indulgence (68)

1.3 Our new Safety Video | Lufthansa (Germany)



Figure 07: Lufthansa safety video scene highlighting the brief appearances by a male pilot and a female cabin crew member with a distant professionalism as a sign of cultural identity

https://www.youtube.com/watch?v=GZS_Zh_t8EI&t=241s

1.3.1 Semiotic Analysis of Lufthansa's "Our New Safety Video" Using Barthes' Orders of Signification and Hofstede's Cultural Dimensions.

1.3.1.1 Denotative Level

The **Title signifier** *"Our New Safety Video | Lufthansa"* is plain and informative, clearly stating the video's function without any artistic embellishment. **The *Opening Scene* signifier** features a brief appearance by a male pilot and a female cabin crew member, both of whom smile

politely without making strong eye contact. The first spoken instructions are delivered in German, followed by English. In terms of ***Semiotics of safety video signifier***, passengers, rather than crew, perform the safety demonstrations throughout the video. The cabin crew only reappears at the end to deliver a final instruction. Regarding ***Visual Signs signifier***, the video is set across a range of international locations , including Germany, Japan, Pakistan, and the United States, yet focuses primarily on two passengers (one male, one female) who execute the instructions with calm precision. Their interaction with crew is minimal, and body language is neutral. In the realm of ***Auditory Signs Signifier***, the video contains a subtle, nearly silent background score, establishing a calm and focused tone. ***Linguistic Signs signifier*** are delivered in German first, then English, using a neutral, professional tone. Humor and exaggeration are entirely absent in this video, with no theatrical gestures or entertainment-driven scenes. Finally, the ***Ending Scene signifier*** presents a return of the cabin crew, who simply state a legal requirement for passengers to follow crew instructions, without smiles or emotional cues.

1.3.1.2 Connotative Level

The formal and utilitarian **Title signified***"Our New Safety Video | Lufthansa"* is reflective of Germany's cultural priorities: clarity, function, and precision. This no-frills approach mirrors Germany`s culture, where predictability and structure are preferred over playfulness or ambiguity. The lack of creativity in the title also aligns with **the culture`s nature of** emphasizing seriousness over entertainment. In **the *Opening Scene signified***, the prioritization of German before English reveals a strong national identity and cultural pride. The crew's minimal presence and restrained expressions reflect Germany's task-oriented culture, where emotional detachment signals professionalism. This also resonates with cultures where authority is respected but remains matter-of-fact and functional, not exaggerated through status or charm.

The *Instructional Semiotics* emphasize personal accountability and logical sequencing. Passengers performing the safety procedures independently showcased where people are trusted to be self-reliant. This also aligns with cultures where structured procedures are essential but do not require emotional persuasion. In ***Visual Signs signified***, the calm, measured body language and global settings communicate Lufthansa's global outreach while reinforcing Germany's Monochronic Time Orientation, where order, efficiency, and focus are prioritized. The neutral emotional display and lack of interpersonal warmth underscore societies where restraint and functionality take precedence over sociability.

Auditory Signs signified are subdued and minimal, rejecting dramatic soundscapes in favor of clarity and concentration. This minimalist sound design reflects a serious tone consistent with cultures where distractions are minimized in favor of clear communication. The linguistic structure German first, then English reflects cultural confidence and identity, while the use of formal, straightforward language aligns with Germany's low-context communication style, where directness is valued over subtlety or nuance. This also ties with communities where vague or overly casual expressions are avoided in favor of predictable and clear messaging.

In terms of ***Humor and Playfulness Signified***, the video's total absence of light-hearted moments or exaggerated gestures strongly reflects the general Seriousness of the culture where the goal is not to entertain but to inform effectively, which is a key trait of German cultural communication: precision over play. Finally, the ***Ending Scene*** **signified** punctuates the video with a legal reference, further emphasizing Germany's rule-bound and structured society. This aligns perfectly with the vision where lawfulness, regulation, and institutional order are not only respected but expected. The final, brief appearance of the cabin crew delivering instructions without emotion, reinforces cultures where professionalism is maintained without hierarchical dramatization.

1.3.1.3 Myth and Ideology

Based on Roland Barthes' theory of myth, the video symbolically represents two basic myths for German society. First, the video constructs the myth of "Efficient, Rule-Abiding Professionalism," with minimal, official crew sightings, minimal eye contact, and the eventual legal instruction "You are required by law to obey all signs and any instructions from the crew" each standing in for an ideology of neat planning and regulation submission. This illustrates Germany as a society in which competence and professionalism, rather than warmth, are valued, and in which predictability under rules is the paramount concern. Second, the video compellingly characterizes the myth of "Pragmatic, Future-Oriented Control," with calm, minimalist soundtracks and nagging use of fog. This unobtrusive approach, avoiding emotional appeal, aligns with an ideology placing greater emphasis upon rational processes, enduring long-term sustainability, and controlled gratification over overt emotional expression, suggesting a rational, reserved, and driven culture of systematic order.

1.3.2 Integration of Hofstede's Dimensions

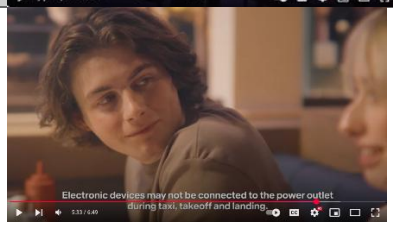
Lufthansa's video epitomizes Germany's Hofstede profile. The crew's detached professionalism mirrors **low power distance (35)** hierarchy exists but is competence-based, not personal. **Moderate-to-high individualism (67)** emerges in the teamwork expectation (not pure collectivism), while the pilot/crew gender roles reflect **high masculinity (66)**, valuing performance over empathy , However the video represents more scenes of restaurant gatherings leisure activities of discovering new cities in different countries which are a strong cultural indicators for a *moderately masculine to feminene cultures*. The legal warning and procedural rigor signal **high uncertainty avoidance (65)**, emphasizing rule adherence. The foggy, minimalist aesthetic and lack of emotional persuasion align with **long-term orientation (83)** (future-focused, sustainability-minded) and **restraint (40)** (rejecting indulgence in favor of

discipline). Compared to Air Canada's nature-centric joy or British Airways' whimsy, Lufthansa's approach is austere, systematic, and unequivocally German: **authority is earned, rules are absolute, and emotions are secondary to function.**

Table 04

Summary of cultural identity signs and Hofstede's dimensions in Lufthansa safety video

The sign	The representation in the Video	The connotative meaning	Compatible Hofstede`s Cultural dimension
The video begins and ends with brief appearances by a male pilot and a female cabin crew member, who only appear momentarily with a distant, professional smile and minimal eye contact with passengers		The absence of excessive pleasantries aligns with Germany's low Power Distance, where hierarchy exists but remains formal and professional rather than warm or overly accommodating. Egalitarian, expertise-based leadership(Knowledge& competence where authority is respected but remains pragmatic rather than hierarchical.), transparent communication.	Low power distance (35)
The passengers themselves perform the safety procedures mostly in teams of two or individually whith a relaxing organized atmospher, with no direct demonstration from the crew.		Balance between independence and structured teamwork.	Moderate to hight individualism (67)
-Only a male pilot and a female cabin crew appear briefly at the beginning and end." **-Settings: Germany, Japan, Pakistan, USA**		Performance-oriented, efficiency-driven, meritocratic society…… Symbolic representation of clear gender roles (pilot = male/assistant = female) aligns with masculine cultures that often stick to traditional role models. Crew members are shown not as warm helpers, but as professionals, reinforcing performance over emotional engagement.	High masculinity (66) The video did not show a strong indicator for Hight masculinity , the cultural signs are more likely to show

		- All represented countries with moderate to high masculinity scores.	**moderate masculinity** .
-The video ends with the cabin crew appearing briefly, delivering the final instruction: "You are required by law to follow all signs and any instructions given by the crew."		The legal reference at the conclusion reflects Germany's strong rule-oriented culture where adherence to regulations is expected. The brief and formal reappearance of the crew emphasizes professionalism over emotional engagement…Structured planning, rules-based decision-making.	High uncertainty avoidance (65)
-The cabin crew only appear briefly with short eye contact **-A calm minimalistic sound tracks are played throughtout the whole video without exagirated tones**	 	-The lack of emotional persuasion through exaggerated music or body language and reliance on structure and system (rather than people) suggests a culture that values logical processes over emotional appeals, typical of Future-oriented, sustainability-focused, research-driven German culture.	Long-term focus (83)
- Fog is used symbolically throughout the video, becoming a hallmark of its general theme.	 	Controlled gratification, norm-driven behavior, modest self-expression clearly showed when The visual tone avoids bright colors, expressive scenery, or sensory stimulation. The foggy atmosphere adds to a mood of calm, sobriety, and moderation — reinforcing the restraint dimension.	Restraint (40)

1.4 American Airlines Safety Video (The United states of America)

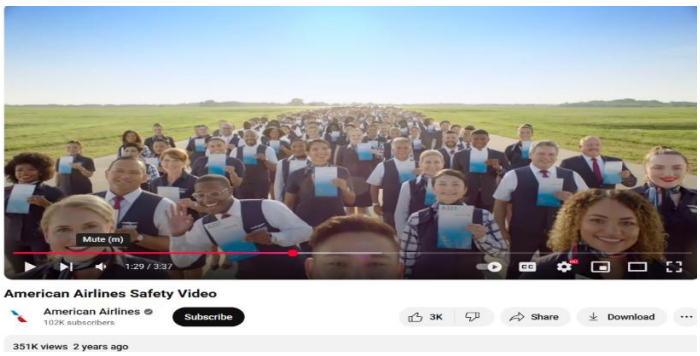


Figure 08 : *American Airlines safety video segment depicting multicultural representation as a semiotic marker of contemporary American identity and democratic inclusivity.*

https://www.youtube.com/watch?v=pj6wJiJuNds&t=16s

1.4.1 Semiotic Analysis of American Airlines Safety Video Using Barthes' Orders of Signification and Hofstede's Cultural Dimensions

1.4.1.1 Denotative Level

The video is **titled signifier** *American Airlines Safety Video*, using a direct, unembellished naming convention. There is no attempt at creativity or metaphor in the title. The ***Opening Scene* signifier** introduces the airline crew with bright smiles, direct eye contact, and cheerful body language, accompanied by light, uplifting music. In ***Semiotics of sfety instructions signifier***, safety instructions are presented by a diverse group of crew members, who use open gestures, positive facial expressions, and an engaging tone throughout the video. The ***Visual Signs signifiers*** include dynamic shots that highlight the crew's warmth and attentiveness, with a clear focus on diversity across age, race, and body type. Passengers and crew interact naturally and warmly, with some smiling and waving even during demonstrations.

In terms of ***Auditory Signs signifier ,*** the video features optimistic background music and a warm, engaging tone of voice from the crew. The narration is enthusiastic and expressive, creating a friendly atmosphere. **The *Linguistic Signs* signifiers** are simple, direct, and

emotionally charged, with phrases like “it’s our honor to care for you” and “you are why we fly” repeated throughout. Finally, the ***Ending Scene signifiers*** wraps up the video with the crew offering a final warm smile, followed by the company’s logo and slogan *“You are why we fly”* on screen, completing the experience on a personalized and positive note.

1.4.1.2 Connotative Level

The **title signified**’s functional and plain style reflects American cultural values of **clarity, accessibility**, and **efficiency**, where directness is preferred over formality. It also aligns with the cultural identity that focuses on, emphasizing broad understanding and personal empowerment over stylized branding. In **the *Opening Scene signified***, the vibrant expressions, direct eye contact, and warm background music capture America’s love for freedom and joy, where positivity and emotional appeal are prioritized. These elements also demonstrate egalitarianism, warmth, approachability, and equality, where airline staff are approachable, friendly, and engage with passengers as equals rather than distant authority figures. **safety instructions *Semiotics* signified** highlight the American focus on personalized service and emotional engagement. The enthusiastic tone, warm smiles, and expressive gestures reflect America’s customer-centered mindset. Crew behavior also shows that professionalism can be friendly and adaptive rather than rigid. The animated presentation and focus on user comfort further reflect the American culture identity, where enjoyment and ease are built into even formal procedures like safety briefings.

In ***Visual Signs signified*****,** the strong emphasis on crew diversity echoes America’s multicultural and inclusive identity, a hallmark of its Individualistic society where self-expression and representation are key. The relaxed, interactive body language and emotional openness convey that even authoritative figures like flight attendants are expected to remain personable and

emotionally available. Smiling and waving mid-instruction signifies a cultural norm of friendliness and emotional connection in professional roles.

The ***Auditory Signs signified*** from cheerful background music to warm, expressive voices reinforce the nature of American community focusing on emotional connection, optimism, and comfort. The use of familiar, upbeat sounds and empathetic tones minimizes anxiety and makes safety feel reassuring rather than threatening, fitting with Americans' approach to choosing a relaxed, fluid approach is preferred over strict formality.

The *Linguistic Signs signified* are tailored to the individual, using personal language like "you" and emotionally driven phrases that elevate the passenger's role. This deeply reflects Individualism, where each person is treated as important and unique. The choice of words is sincere and human-centered, reflecting an approach to authority and a customer-first ethos that prioritizes respect, equality, and emotional satisfaction.

The *Ending Scene* signified with its final smile and slogan "You are why we fly," is a symbolic culmination of American Airlines' branding strategy. The emotional close reinforces the airline's desire to connect, care, and serve on a human level. It also reflects the idea that passengers are the central figures, not just recipients of instruction, but valued partners in the journey.

1.4.1.3 Myth and Ideology

According to Roland Barthes' theory of myth, the video strongly represents two core myths for USA culture. Firstly, it constructs the myth of "The Customer is King: Individualized Service and Empowerment," highlighted by the slogan "American Airlines: You are why we fly" and the representation of diverse personalities stating "we all do it for one reason: you." This, combined

with an "extremely high individualism" score, signifies an ideology where the individual passenger's value, comfort, and personal freedom are paramount, and service is a partnership focused on their unique needs. Secondly, the video powerfully conveys the myth of "Friendly, Energetic Professionalism," characterized by the staff's big smiles, open body language, and cheerful interactions even amidst safety instructions, reflecting a "highly masculine" yet "indulgent" culture. This naturalizes the ideology that professionalism in the USA is not stiff or formal, but rather dynamic, approachable, performance-driven, and imbued with a sense of optimistic enjoyment and personal engagement.

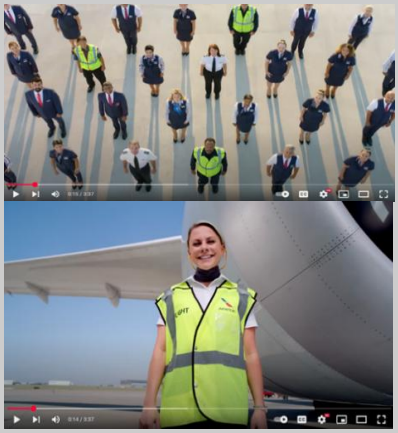
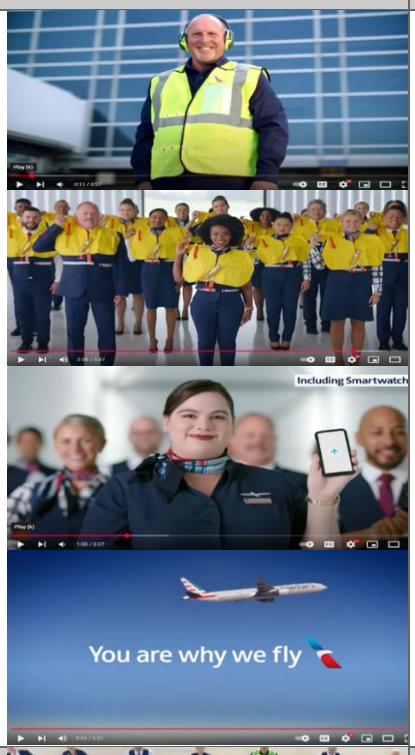
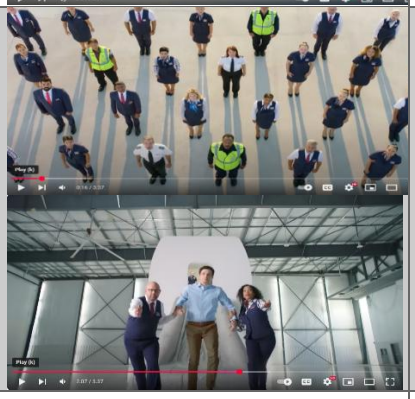
1.4.2 Integration of Hofstede's Dimensions

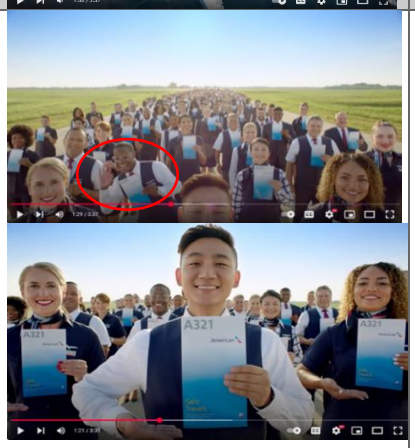
American Airlines' video is a textbook reflection of the U.S.'s Hofstede scores. The crew's informal authority and collaborative tone mirror **low power distance (40)**, rejecting rigid hierarchies in favor of egalitarianism. **Extremely high individualism (91)** dominates: the slogan *"You are why we fly"* places the passenger's needs above all, and crew diversity highlights **self-reliance** and **unique identity**. The proud, smiling delivery aligns with **high masculinity (62)**,competitive yet achievement-oriented, while the flexible, friendly approach signals **moderate-to-low uncertainty avoidance (46)**, embracing spontaneity over strict rules. The focus on immediate passenger experience (not future planning) reflects a **short-term orientation (26)**, and the crew's animated expressions exemplify **high indulgence (68)**, prioritizing joy, informality, and sensory engagement

Table 05

Summary of cultural identity signs and Hofstede's dimensions in American Airlines safety video

The sign	The representation in the Video	The connotative meaning	Compatible Hofsted dimension

-All personalities of the brand are **involved. Standing equally side by side at the same rows with a big smile and open body language** - "It's our honor to care for you and your journey" **-While the video does not heavily rely on humor, the lighthearted tone, bright smiles, and engaging delivery add an element of friendliness and informality**		- **No single figure of authority** instead, everyone is participating, which shows egalitarianism. Smiling and open gestures communicate warmth, approachability, and equality - The use of emotionally expressive, personalized language shows a people-first approach. This emphasizes service as a partnership, not as a duty handed down by higher-ups. -Informal leadership, meritocracy, decentralized decision-making - Hierarchical structures are less rigid, and authority figures (such as airline staff) are expected to interact with passengers on an equal level.	Low power distance (40)
-The video represents different ages, races, and body shapes of the personalities of the airline smiling and saying, 'we all do it for one reason: you' - **The video ended with the brand name and it`s slogan :**"American Airlines : You are why we flays"		-Each crew member appears as a unique individual, not just a standardized representative of the airline. Promotes self-expression, a component of self-reliance-This line places the individual passenger at the center of the experience. Reflects a culture where personal attention and individual recognition are valued -This slogan places the individual passenger at the heart of the airline's mission, reflecting a culture that prioritizes personal attention and recognizes each customer's unique value Personal freedom, self-reliance.	Extremely high individualism (91)
-Captivating camera angles of crew members smiling with pride determined to all participate in safety procedures. **-No signs of leisurely activities or traits linked to a feminine culture are present in the video.**		Competitive, ambitious, material success-driven	Highly masculine (62)
-The safety instructions are delivered by a diverse set of airline employees with big		This scene illustrates a culture where flexibility and friendliness are valued in professional interactions,	Moderate to low uncertainty

smiles and open body language, directly engaging with passengers. Each instruction is accompanied by warm, friendly expressions and an inviting tone.		Risk-taking, innovation, pragmatic flexibility.	avoidance (46)
-The video centers on the current journey, highlighting the airline's commitment to the passenger's immediate comfort and safety. **-The safety instructions are presented straightforwardly, ensuring passengers can quickly understand and act upon them.**		-Clear and Direct Communication -Focus on Immediate Passenger Experience	Strong short-term focus (26)
-Passengers and crew members share genuine, cheerful interactions, with some crew members even smiling and waving in the middle of instructions.		-The smile and wave mid-instruction symbolize the American emphasis on personal freedom and comfort, reflecting high Indulgence and a culture that values informal, friendly interactions in professional settings, Pleasure-seeking, optimistic culture, freedom of expression encouraged. - The crew's expressive and animated approach reflects the high Indulgence of American culture, prioritizing comfort, enjoyment, and emotional engagement even in procedural communication.	Indulgence (68)

2. The Asian Region

2.1 Air Astana New Safety Video| Новый предполетный инструктаж (kasakhstan)

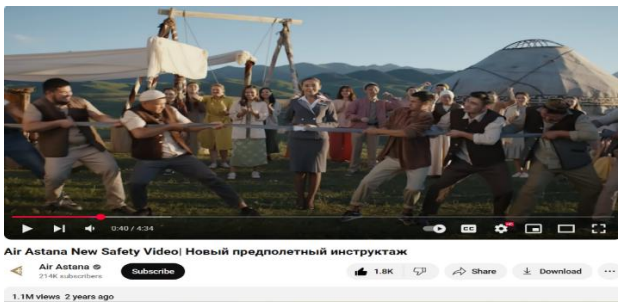


Figure 09 : Air Astana Safety video scene illustrates a flight attendant reenacting a traditional Kazakh game (*Arqan Tartys* or *Arkan Tartys*) using a seatbelt within a yurt-inspired setting. It semiotically encodes cultural identity by transforming a safety device into a symbol of national heritage.

https://www.youtube.com/watch?v=S08swmoFiYM&t=40s

2.1.1Semiotic Analysis of Air Astana's New Safety Video Using Barthes' Orders of Signification

2.1.1.1 Denotative Level

The video is **titled signifier** *New Safety Video | Новый предполетный инструктаж*, presented bilingually in English and Russian. It opens with a **golden eagle** soaring across the Kazakh steppe, accompanied by a powerful call. A female flight attendant appears beside traditional yurts, transitioning through Kazakhstan's scenic landscapes, including a scene of ancient warriors strategizing (used to demonstrate emergency exits), before shifting to modern cityscapes in Atyrau and finally a futuristic space launch. The **instructions of safety Semiotics signifiers** feature the flight attendant initiating the actions, while passengers follow along. Visuals include traditional Kazakh symbols such as yurts and warriors, modern urban environments, and a closing scene featuring a smiling family inside the aircraft, followed by famous national landmarks.In terms of **visual signs signifiers** , specifically **body language**, the crew maintains a formal, poised demeanor throughout. The background music incorporates **traditional Kazakh instruments** like the *kobyz*, *dombra*, and *zhetigen*, with varied tempo to

match scene transitions. For **the Auditory Signs signifiers: Voice-over instructions** are given in English, with Kazakh subtitles, and delivered in a professional, serious tone. A notable scene involves a **tug-of-war** game used to illustrate seatbelt fastening. The video **ending scene signifier** with the **Air Astana** logo and a time-lapse of Kazakh landmarks.

2.1.1.2 Connotative Level

The **bilingual title signified** directly reflects Kazakhstan's multicultural and bilingual society, promoting inclusivity and respect for linguistic diversity. The formality of the title indicates professionalism, authority, and clarity are highly valued. The **opening eagle scene signified** serves as a strong national symbol evoking freedom, resilience, and independence, representing not only national pride but a forward-looking vision anchored in heritage. **The Visual signified :**The progression from traditional to modern settings (from yurts to space exploration) signifies Kazakhstan's journey through time .respecting its historical legacy while embracing globalization and progress. This linear structure reflects a Monochronic Time Orientation, valuing order, discipline, and a sense of purposeful development. The formal body language of both the crew and passengers communicates modesty and restraint in emotional expression, consistent with Kazakhstan's conservative, duty-driven societal norms. The **tug-of-war** demonstration introduces a culturally contextualized touch of playfulness, subtly injecting Indulgence into an otherwise formal experience. This balances discipline with cultural joy, allowing space for symbolic leisure. However, the overall tone remains rooted in Collectivism, as teamwork, shared responsibility, and community unity are emphasized, especially in group scenes like traditional gatherings and the family at the end.

The female flight attendant's posture and control reflect as a clear figure of responsibility and control, consistent with a hierarchical society where structured roles and respect for hierarchy define the crew-passenger dynamic. She appears authoritative but not authoritarian professionalism and responsibility are her key traits. The use of passengers to act out instructions, guided by the crew shows that safety is a shared endeavor, not an individual task. **The auditory sign signified** The music further deepens cultural resonance, connecting the viewer emotionally to Kazakhstan's identity through traditional sounds. This auditory choice celebrates national heritage while establishing a calm, secure atmosphere, It also reinforcing predictability and cultural continuity. Also, the voice-over, formal and instructional, reinforces professionalism, while the use of English accompanied by Kazakh subtitles signifies global reach with local rootedness. In the **ending scene signified**, the smiling family symbolizes joy and warmth, providing a soft contrast to the otherwise reserved tone of the video. It reinforces Collectivist values, showcasing the family unit as a central pillar of society. The time-lapse of landmarks emphasizes national pride, visually celebrating Kazakhstan's unity in diversity. The conclusion, though emotionally modest, suggests measured Indulgence, happiness is acknowledged but remains grounded in structure and tradition.

2.1.1.3 Myth and ideology

According to Roland Barthes' theory of myth, the video strongly represents two core myths for Kazakhstani culture. Firstly, it constructs the myth of "Proud, Hierarchical Progress," powerfully conveyed by the historical scene of generals in ancient warrior attire planning a battle, alongside the formal, controlled demeanor of the female cabin crew member and a "high power distance" score. This signifies an ideology of centralized authority and a deep respect for established leadership, where tradition and strategic ambition (symbolized by the eagle and progression to space exploration) are paramount in driving national achievement. Secondly, the video strongly

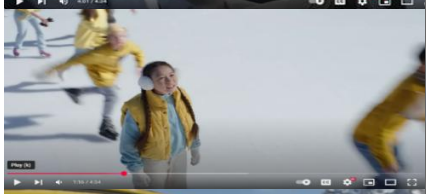
conveys the myth of "Collectivist Continuity and Future Vision," illustrated through safety instructions adapted to traditional Kazakh activities like Tug-of-War, the presence of young children, and background chatter resembling a "crowded happy collectivist society." This naturalizes an ideology that prioritizes family, community, and the nurturing of future generations, balancing a rootedness in national identity and tradition with an ambitious, forward-looking orientation.

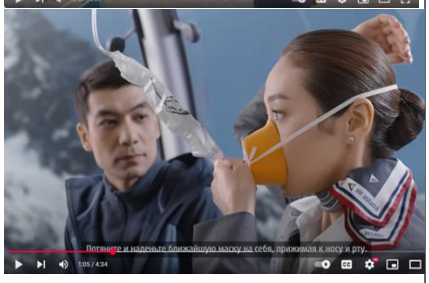
2.1.2 Integration of Hofstede's Dimensions

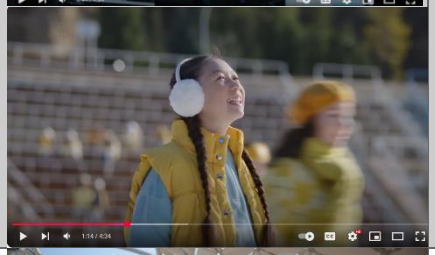
Air Astana's safety video powerfully encapsulates Kazakhstan's cultural dimensions as outlined by Hofstede. The prominent hierarchical structure, evident in both the historical generals and the cabin crew's formal authority, reflects the country's **high power distance (77)**, where leadership is respected and roles are clearly defined. Meanwhile, the emphasis on communal activities like tug-of-war and the recurring presence of families and children highlight a **moderate collectivism (50)**, balancing traditional group values with emerging individualistic tendencies. The video's strong symbolism, from the soaring eagle to the space rocket, underscores a **moderate-to-high masculinity (55)**, celebrating ambition, national pride, and material progress. The absence of humor and the crew's restrained demeanor align with **moderate-to-high uncertainty avoidance (65)**, favoring structure and predictability, while the blend of ancient traditions and futuristic imagery signals a **moderate long-term orientation (60)**, where cultural heritage and forward-thinking progress coexist. Finally, the modest, controlled expressions of the crew and the reliance on traditional music reinforce a culture of **restraint (38)**, prioritizing social norms over indulgence. Together, these elements craft a narrative that is distinctly Kazakh: deeply rooted in history yet ambitiously modern, collective yet achievement-oriented, and formal yet aspirational.

Table 06

Summary of cultural identity signs and Hofstede's dimensions in Air Astana's safety video

The sign	The representation in the Video	The connotative meaning	Compatible Hofstede`s Cultural dimension
-Historical scene shows generals dressed in ancient warrior attire gathering seemed to plan a battle." **-The female cabin crew member is the one introducing the safety procedures through all the video and both of Her language and body language are formal. She is keeping a modest smile through the video.**	 	Strong hierarchical respect: Generals symbolize strategic thinking and leadership — much like how passengers are expected to follow clear instructions in case of an emergency., centralized authority. -The female cabinc crew body language and actions reflects formal authority and respect for structured roles. She is not portrayed as a casual helper, but as a clear figure of responsibility and control, consistent with a hierarchical society	High power distance (77)
-Safety instructions shown through famous Kazakh activities like Tug-of-War with seatbelt **-Background chatter resembling a very crowded happy collectivist society doing some traditional annual festival.** **- The video ends with a happy family getting ready to take off, smiling inside the plane.** **-A very notable presence of young ages (kids) throughout the whole video**	   	Family-oriented but increasingly individualistic : These community-driven traditions, festivals, and cooperative games highlight group participation and national identity, reflecting collectivism in cultural express . - This emphasis on youth and family generations signals a tight-knit community orientation, where care for children and shared experiences is a cultural value. This clear celebration of family reflects collectivist values, where group belonging and harmony are prioritized, especially within family units. The video ends on this note, reinforcing the centrality of family in Kazakh culture.	Moderately collectivist (50)

-The eagle appears in the opening scene, soaring in the sky with a strong sound. **- minimalistic leisure activities are presented in the video illustrated in Skiing and Skating .** **-Transformation from history to a developed city (Atyrau), then to a space rocket launch.**	   	Success-driven, ambitious, material wealth valued: The eagle, as a powerful national symbol, evokes bravery, ambition, and pride — core values in masculine cultures. Its dominant appearance at the start sets a tone of heroism and national achievement -The minimal representation of leisure activities reflects a society that values hard work while recognizing the significance of occasional enjoyment.-the -The progression from tradition to space exploration symbolizes Kazakhstan's ambition, modernization, and future-focused vision — aligning with masculine values that prioritize achievement, success, and national pride.	Moderate to high masculinity (55)
-the video does not include any humor, irony, or casual behavior. **- the use of Traditional Kazakh instruments and sounds used in the soundtrack**	 	Preference for stability but adaptable to change: The serious, focused tone avoids ambiguity or confusion, favoring predictability, structure, and emotional control, typical in cultures with higher uncertainty avoidance - A reliance on cultural symbols and traditions provides a sense of familiarity and comfort in an unfamiliar (flying) context—common in uncertainty-avoiding cultures that value the known over the unknown.	Moderate to high uncertainty avoidance (65)
-The video transitions from historical Kazakh steppe with elders planning for a potential war (represented in the exit safety procedures) scenes to a modern city (Atyrau), and then to a space rocket."		-Tradition and modern progress balanced -featuring the war planning scene reflects society that is interested in future visions and ennovations.	Moderate to long-term orientation (60)

- The presence of children throughout the video	 	-Featuring young generations in a national context suggests a future-oriented mindset, symbolizing investment in the next generation and sustainable cultural transmission	
-The female crew member maintains a modest smile throughout the video."		Modest self-expression, traditional norms, socially guided behavior Unlike in indulgent cultures where open expressions of joy and friendliness are common, this moderation in expression signals a social norm of self-control, aligning with restraint.	Restraint (38)

2.2 CATHAY PACIFIC SAFETY VIDEO 2024 國泰航空飛行安全示範短片 2024 (Hongkong – China)



Figure 10: Cathay Pacific's safety video scene uses the image of a traditional dragon boat race, linking wearing a life jacket to themes of community, tradition, and collective strength to symbolize Hong Kong's cultural identity. The dragon boat functions as a powerful cultural signifier, embedding local heritage within the standardized format of in-flight safety communication.

https://www.youtube.com/watch?v=7Iz4tSWM8RI&t=201s

2.2.1Semiotic Analysis of Cathay Pacific's Safety Video (2024) Using Barthes' Orders of Signification and Hofstede's Cultural Dimensions (Hong Kong)

2.2.1.1Denotative Level

The safety video **title signifier** *"CATHAY PACIFIC SAFETY VIDEO 2024 國泰航空飛行安全示範短片 2024"* presents itself in a clear and bilingual format, incorporating both English and Mandarin Chinese, directly identifying the purpose and release year of the video. **The *Opening Scene signifier*** *Busy Urban Atmosphere* begins in a fast-paced city setting, showing commuters and a man checking his watch, accompanied by cheerful music. Two flight attendants, one male and one female, smile brightly and deliver safety instructions while walking. In the *Instructional Semiotics*, passengers follow safety protocols, fastening seatbelts, putting on oxygen masks, and pointing to emergency exits while the cabin crew provides instructions calmly in both English

and Mandarin, with subtitles. A notable inclusion is the demonstration of a life jacket for babies, a detail often omitted in typical safety videos. **The *Visual Signs signifier*** *specifically Setting and Body Language,* include scenes of traditional Chinese opera, kung fu, dragon boat festivals, and local street markets, contrasting with modern urban life. Female cabin crew members wear coordinated uniforms with red skirts, blazers, and modest black leggings. Body language remains polite and formal throughout. **The *Auditory Signs singifier*** range from upbeat, contemporary music in city scenes to calm, traditional Chinese instrumental sounds during cultural segments. In the ***Linguistic Signs signifier*****,** instructions are delivered first in English, then Mandarin, with both languages subtitled. **The *Ending Scene signifier*** closes with passengers walking calmly on a beach and flight attendants standing still with graceful posture, followed by a montage of famous Hong Kong landmarks and the Cathay Pacific logo.

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2.2.1.2 Connotative Level

The bilingual **title signified** *"CATHAY PACIFIC SAFETY VIDEO 2024 國泰航空飛行安全示範短片 2024"* reflects Hong Kong's cultural duality, reinforcing its identity as a multicultural hub with both global and local affiliations. The combination of English and Mandarin signifies inclusivity and accessibility, where communication aims to serve both internal diversity and international recognition. **The *Opening Scene signified*** Busy Urban Atmosphere emphasizes Monochronic Time Orientation, as represented by the fast-paced city and the man checking his watch ,signaling punctuality, order, and a structured work ethic. The bright but controlled smiles of the flight attendants demonstrate Collectivist values of respect and decorum, while their motion and efficient engagement with the audience reflect cultures where authority is exercised with professionalism, not superiority.

In the ***Semiotics of safety instructions signified***, the passengers' self-directed participation in the procedures illustrates society where cooperation and responsibility are shared. The demonstration of a baby's life jacket underlines family-centered values, reinforcing Hong Kong's collectivist leanings, even within its modern and globally-influenced society. The use of both Mandarin and English, spoken and subtitled, signals linguistic inclusivity and a pragmatic blend of traditional and modern identity. **The *Visual Signs signified*** *Setting and Body Language* juxtapose cultural heritage with cosmopolitan life, showcasing Hong Kong's reverence for tradition. The red uniforms worn by the crew are symbolic associated with good fortune and patriotism reinforcing cultural identity where symbolic formality is respected. The modest attire reflects Confucian values of propriety and professional restraint.**The *Auditory Signs signified*** also reflect this duality modernity through vivid, upbeat tones and heritage through serene, classical sounds. The ***Linguistic Signs*** **signified** support Hong Kong's low Uncertainty Avoidance by maintaining clear, straightforward language in a structured but accessible tone. **The *Ending Scene signified*,** with its serene beach imagery and iconic Hong Kong landmarks, symbolizes peace, shared identity, and national pride. The formal yet approachable posture of the crew signals balancing authority with humility. The closing images foster a sense of unity and recognition among viewers, reinforcing Collectivism through collective cultural representation and mutual respect.

2.2.1.3 Myth and Ideology

Roland Barthes' concept of myth helps explain two key cultural narratives shown in this video about Hong Kong and Chinese culture. First, it shows the idea of a Harmonious Collective Identity Rooted in Tradition. You can see this in the scenes featuring traditional opera, dragon boat racing, kung fu, and street markets. They also use music that emphasizes group loyalty, reinforcing the idea that personal identity is tied to a shared cultural background and that

everyone should work together for social harmony. The second myth is about Disciplined Progress and Future Planning. The video kicks off with people hustling to work in the city, and you see a kung fu master training younger guys. The ocean and beach in the background symbolize a long-term focus, highlighting values like hard work, strategic thinking, and ongoing efforts for future success, all set against the vibrant backdrop of city life.

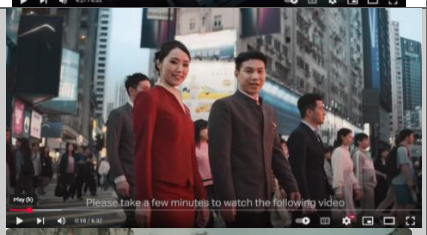
2.2.2 Integration of Hofstede's Dimensions

Cathay's video perfectly mirrors Hong Kong's unique Hofstede profile. The crew's formal-yet-mobile demonstration reflects **moderately high power distance (68)**, showing respect for hierarchy without rigid detachment. Vibrant group scenes confirm **strong collectivism (20)**, prioritizing community bonds and cultural continuity. The kung fu and business imagery reveal **moderate masculinity (66)**, valuing disciplined achievement. Multilingual fluidity and lack of procedural rigidity indicate **moderate-to-low uncertainty avoidance (30)**, characteristic of Hong Kong's adaptive globalism. The ocean symbolism and future-facing tone align with **very long-term orientation (87)**, while the overall restraint - from timed precision to controlled smiles - embodies **restraint (24)**. This sophisticated cultural negotiation makes the video uniquely effective for its context: it satisfies Chinese cultural expectations while accommodating international passengers, much like Hong Kong itself bridges Eastern and Western business cultures

Table 7

Summary of cultural identity signs and Hofstede's dimensions in Cathay Pacific's safety video

The sign	The representation in the Video	The connotative meaning	Compatible with Hofstede`s Cultural dimensions

-A male and female flight attendant introduce the safety procedures while walking and talking **- The uniformity and formality of the cabin crew's attire and body language. Notably, the full red female uniform, A defining and unpreventable feature of Chinese cultural identity.**	 	Strong hierarchy, centralized authority, and Confucian respect for superiors. -The flight attendants speaking while walking reflects Hong Kong's low Power Distance The attendants engage with passengers while maintaining professionalism, yet their actions remain formal and efficient, without excessive emotional engagement The red uniform of the female flight attendant as a national color of china, reflecting a society where cultural identity is not just expressed, but institutionally reinforced through visual codes. It becomes a silent yet potent semiotic force, rooting the individual within a shared, revered narrative.	moderately high level of Power Distance (68)
-The video shows scenes of Chinese traditional opera festival customs and makeup, dragon rowing shells, kung fu, and traditional street markets	  	-Group loyalty, relationships appeared in the exclusivity of Hong Kong Solely, no other country is represented in the video. emphasis on social harmony: The scenes featuring Chinese festivals and dragon rowing shells highlight Hong Kong's deep connection to its cultural heritage, reinforcing Collectivism, where community celebrations and shared cultural practices play a significant role in identity.	Strongly collectivist (20)
- The opening scene showing people heading to work in a busy, dusky city atmosphere **- Kung fu scene with an older master training young men illustrates discipline, strength, and mastery**	 	-people heading to work in a busy, dusky city atmosphere subtly reflects the drive for success, ambition, and productivity, key traits of moderately masculine cultures it also illustrates Economic success, ambition, but balanced with cooperation. - discipline, strength, and mastery all values tied to masculine cultures that appreciate hard work, authority, and achievement through skill.	Moderately masculine (66)

- Blend of Tradition with Modern Informality		- The video's mix of tradition and casual style reflects Hong Kong's culture of moderate to low uncertainty avoidance. It shows a balance between respecting heritage and embracing flexibility, creativity, and effective communication over strict rule-following	Moderate to low uncertainty avoidance (30)
-The video shows passengers walking peacefully on a beach, with the ocean in the background, followed by a calm pose from the cabin crew, smiling at the camera.		The ocean and beach setting in the video symbolize Hong Kong's high Long-Term Orientation, reflecting values of perseverance, stability, and strategic future planning. The calm environment emphasizes reflection and continuity, aligning with a culture focused on long-term goals.	Very long-term oriented (87)
-the busy, bustling atmosphere, showing people going to work and a man on the background checking his watch for time is a very notable move		Emphasis on discipline, strong social norms, and limited indulgence. The fast-paced city and man checking his watch reflect Hong Kong's Monochronic Time Orientation, prioritizing punctuality, efficiency, and productivity over leisure.	Restraint (24)

2.3 ANA Safety Video featuring Pokémon (Japan)

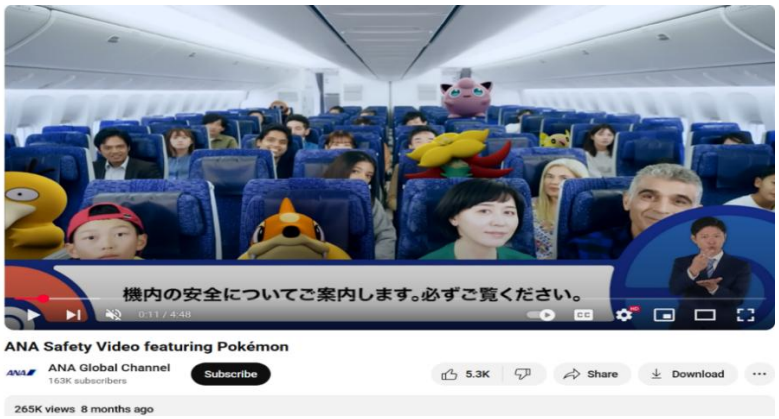


Figure 11 : ANA's safety video uses Pokémon characters like Pikachu and Eevee to deliver instructions, symbolizing Japan's soft power and cultural identity. This reflects kawaii (cuteness) aesthetics and global recognition, blending national pride with effective communication.

https://www.youtube.com/watch?v=SAolvci7SeA&t=37s

2.3.1 Semiotic Analysis of ANA Safety Video Featuring Pokémon Using Barthes' Orders of Signification and Hofstede's Cultural Dimensions (Japan)

2.3.1.1Denotative Level

The safety video **titled signifier** *"ANA Safety Video featuring Pokémon"* clearly indicates that it combines both safety instructions and the use of Pokémon characters, a popular Japanese franchise. The video **opens** with a female flight attendant delivering instructions in Japanese, and a male flight attendant doing so in English, while both engage in calm professionalism. The setting is entirely inside the airplane, with no external locations or landmarks. Passengers are shown performing safety actions independently, and the flight attendants provide voiceovers rather than physically demonstrating the actions. The video's **visual scenes signifier** are confined to the airplane, with no external views or iconic Japanese landmarks. The background music transitions from vivid, optimistic tones to calm, serene sounds, matching the tone of the instructions. The **safety instructions semiotics signifier** are given first in Japanese, followed by English, with subtitles available in both languages. There is also a special frame for sign language translations. The video features Pokémon and anime characters to illustrate the consequences of not following safety instructions, using humor while maintaining the seriousness of the message. The video maintains a steady pace throughout, balancing instructions and playful segments. The **video ending scene signifier** the flight attendants smiling politely, concluding with the ANA logo and the phrase "Inspiration of Japan."

2.3.1.2 Connotative Level

The **bilingual title signified** *"ANA Safety Video featuring Pokémon"* reflects Japan's strong cultural identity, with Pokémon symbolizing the nation's deep connection to its pop culture. The combination of ANA, a Japanese airline, with Pokémon, a globally recognized brand, highlights Japan's balance between global integration and cultural pride, reinforcing its Collectivist culture, where national identity and cultural symbols are cherished and promoted. **The *Opening Scene* signified** emphasizes Japan's respect for tradition and hierarchy, with the female flight attendant speaking in Japanese to reflect cultural identity, and the male flight attendant speaking in English to engage with the global community, where respect for authority and roles is central. The uniforms of the attendants, in muted colors, align with Japan's prioritizing order and professionalism. The ***safety instructions Semiotics signified*** highlight individual responsibility passengers perform the actions independently, illustrating Japan's respect for structure and personal responsibility. The use of Pokémon characters adds an element of balancing humor with the seriousness of the safety message, reflecting Japan's ability to manage work and play effectively. **The Visual Signs signified** showed with passengers performing safety instructions without interaction, emphasizing personal responsibility. The formal body language of the crew aligns with Japan's culture of respect and modesty, where emotional expressiveness is minimized in favor of professionalism. **The *Auditory Signs signified*** combine optimism and calmness, ensuring clear, structured communication while allowing for creative elements to reduce anxiety. The bilingual and inclusive approach in the ***Linguistic Signssignified*** reflects Japan's culture nature, where communication is structured for clarity and accessibility. The inclusion of **sign language** demonstrates Japan's respect for inclusivity and emphasizes the Collectivist value of ensuring everyone has access to safety information. The playful nature of Pokémon is deeply related with Japanese culture where humor and creativity can be used, but the

primary focus remains on the serious safety message. Finally, **the *Ending Scene* signified** with polite, conservative body language reflects Japan's formality and respect for authority highlighted. The phrase "Inspiration of Japan" underscores the pride in cultural heritage, further aligning with Japan's Collectivist culture.

2.3.1.3 Myth and Ideology

According to Roland Barthes' theory of myth, the video strongly represents two core myths for Japanese culture. Firstly, it constructs the myth of "Meticulous Order and Inclusive Efficiency," powerfully conveyed by the "very high uncertainty avoidance" score and the *integration of sign language* within the safety video. This signifies an ideology where **all citizens are valued and catered for within a meticulously ordered society**, emphasizing that comprehensive understanding and adherence to rules are paramount, extending even to those with disabilities, thereby naturalizing a **caring yet disciplined and efficient national character.** Secondly, the video strongly conveys the myth of "Japan: The Land of Enduring Cultural Influence," primarily through the *strategic use of Pokémon characters* to illustrate safety consequences. This isn't just about clear instruction; it leverages a global cultural phenomenon originating from Japan, building the myth that **Japanese pop culture, particularly anime, is an inherent and influential part of the nation's identity that resonates worldwide**. This naturalizes the ideology of Japan's pervasive cultural legacy, demonstrating how its creative output has become a global figurehead for the country, even in a practical context like flight safety.

2.3.2 Integration of Hofstede's Dimensions

ANA's video perfectly embodies Japan's extreme Hofstede scores. The passenger-led demonstration reflects moderate to high power distance (54) through implied rather than imposed

authority. Moderately collectivist (46) values appear in the emphasis on group safety over individual preference. Japan's very high masculinity (95) manifests in the achievement-focused "Inspiration of Japan" branding and disciplined crew presentation. The Pokémon consequences illustrate very high uncertainty avoidance (92), using creative but unambiguous rule reinforcement. The evacuation instructions demonstrate very long-term orientation (88) through crisis preparedness, while the reserved sign language inclusion exemplifies restraint (42) accommodating diversity without emotional display. This creates a uniquely Japanese synthesis: rules delivered through popular culture, hierarchy expressed through consensus, and national pride conveyed through service excellence rather than boastfulness

Table 8

Summary of cultural identity signs and Hofstede's dimensions in ANA"S safety video

The Sign	The Representation in the Video	The Connotative Meaning	Compatible with Hofstede's Cultural Dimension
- Passengers, not crew, perform the safety instructions		Hierarchical, but leaders seek consensus: Flattens hierarchy by allowing passengers to lead the message instead of authoritative staff.	Moderate to high Power Distance (54)
- No chatting or group interaction, all inside the plane		Group-oriented but allows for individual success: Reflects harmony, formality, and a lack of disruption — hallmarks of Japan's group-respecting social order.	Moderately Collectivist (46)

- Ending scene with male and female cabin crew + the slogan "Inspiration of Japan" **- Grey uniforms**		- The slogan reflects pride in achievement, discipline, and a competitive work ethic. It conveys national pride, a strong vision, and commitment to quality. The use of grey suggests professionalism and emotional control, aligning with traditional masculine ideals.	High Masculinity (95)
- Uses Pokémon / animated characters to show the consequences of not following instructions **- The use of Sign Language is embedded in the video**		Strict rules, structured decision-making, risk aversion: Japan strongly values avoiding mistakes or risk — using clear visual consequences to enforce rule-following. Inclusivity is also emphasized, even for people with disabilities.	Very High Uncertainty Avoidance (92)
- Passengers are instructed to assess and help others during evacuation **- Openly showing the consequences of not following safety procedures**	 	Reflects Japan's long-term orientation by emphasizing future preparedness, discipline, and collective learning. Encourages passengers to internalize rules not just for immediate safety but for long-term well-being.	Very Long-Term Orientation (88)
- The professional, simple grey uniform **- The minimalistic emotional expressions** **- All the video is shot inside the plane**		Reserved behavior, discipline over desire, and conformity to social expectations. Rather than dramatizing accessibility with emotional storytelling, the video calmly provides sign language interpretation in a designated frame, reflecting Japan's value on duty and order without fanfare.	Restraint (42)

2.4 New In-flight Safety Video | Singapore Airlines (Singapore)

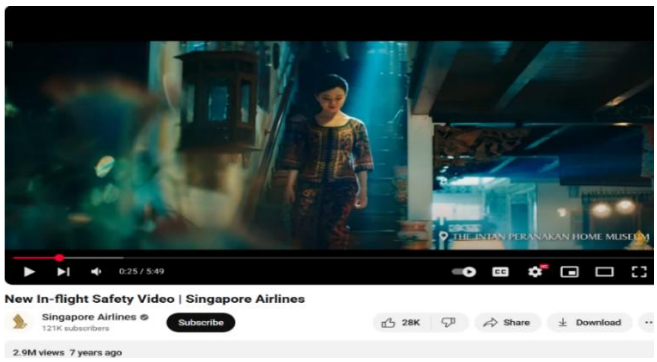


Figure 12 : In Singapore Airlines' safety video, the "Singapore Girl" in traditional Sarong Kebaya delivers instructions amid national landmarks, visually expressing Singapore's cultural identity and blending heritage with global aviation standards.

https://www.youtube.com/watch?v=25brQSPMORg&t=25s

2.4.1 semiotic analysis of the video "New In-flight Safety Video | Singapore Airlines" using Barthes' Orders of Signification and referencing Hofstede's Cultural Dimensions (Singapore)

2.4.1.1 Denotative Level

In terms of **Title signifier**, the safety video is titled "New In-flight Safety Video | Singapore Airlines," which plainly announces the purpose and origin of the video without metaphor or emotional suggestion. The **Opening Scene signifier** features calm and soothing background music paired with a view of Boat Quay's cityscape, where a female flight attendant greets viewers with a composed smile. The **safety instruction Semiotics signifier** show flight attendants guiding passengers through safety procedures like fastening seatbelts, using oxygen masks, and locating emergency exits, with direct physical demonstrations. In the area of **Visual Signs signifier**, the cabin crew wear the iconic Sarong Kebaya uniforms ,blouses and sarongs with intricate batik motifs that vary in color according to rank (blue for stewards, green for

leading stewards, red for chief stewards). Scenes unfold in culturally decorated traditional homes, blending heritage with modern travel, and passengers are shown both individually and as families. The **Auditory Signs signifier** remain consistent throughout: tranquil and elegant music plays softly without sudden shifts or dramatic interruptions. The **Linguistic Signs signifier** involve a professional and clear English voiceover spoken with a neutral accent, ensuring understanding across diverse audiences. In the **Ending Scene signifier**, the video concludes with a wide panoramic view of Singapore's modern skyline, followed by the Singapore Airlines logo and official branding, closing the presentation on a calm and polished note.

2.4.1.1 Connotative Level

The **Title signified** reflects Singapore's straightforward, fact-based presentation underscoring a national preference for order, predictability, and clarity. The formal inclusion of "Singapore Airlines" highlights institutional pride, reinforcing the importance of hierarchy and professionalism. In the **Opening Scene signified**, the serene musical score and the composed presence of the flight attendant portraying a strategic and respectful approach that values stability and calm leadership. The backdrop of Boat Quay signals Collectivist values by showcasing a shared national identity rooted in place and culture. Through **safety instructions Semiotics signified**, the interaction between cabin crew and passengers symbolizes a community-focused culture; the collective participation in safety procedures reflects Singapore's societal structure that values interdependence and group welfare over individual action. The **Visual Signs signified** of the Sarong Kebaya uniforms : Purple Kebaya specifically that is for the In-Flight Supervisor / Cabin Crew Manager who is the highest ranking among the cabin crew flight attendants. represent the country's rich multicultural heritage and reinforce Collectivism, while

the rank-distinguishing colors reinforcing social order and respect for authority. The use of traditional home interiors along with public and natural spaces highlights a harmonious coexistence between cultural roots and modernity, suggesting ambitious yet balanced with social harmony. The **Auditory Signs signified**, marked by their gentle and composed nature, reflect emotional control and professionalism. The **Linguistic Signs signified** neutral-accented formal English indicate the nation's commitment to global communication while maintaining social formality, reflecting both hierarchal and Collectivist inclusivity. Finally, the **Ending Scene signified** synthesizes tradition and modern development, encapsulating Singapore's vision of continuity and progress. The closing imagery and branding reinforce national unity and a dignified, future-focused identity, echoing vision for future, Collectivist society, and a measured embrace of modernity.

2.4.1.3 Myth and ideology

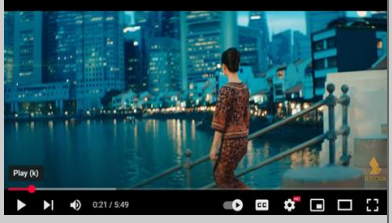
According to Roland Barthes' theory of myth, the video powerfully embodies two fundamental myths in Singaporean culture. First, it reinforces the myth of "organized progress through hierarchy," which is strongly represented by the iconic sarong kebaya uniform, particularly through its color-coded ranks (especially the purple kebaya). This reflects an ideology in which respect for authority, stable leadership, and a clear hierarchical structure are seen as essential for maintaining social order and enabling national progress. Second, the video also powerfully expresses the myth of "collective progress and strategic focus on the future." This is evident in the highly collective tone of the narrative, the flight attendants presenting safety procedures to passengers, and the closing scenes featuring famous Singaporean landmarks that symbolize a "vision of progress and development" and a "far-reaching orientation." Together, these elements naturalize an ideology that prioritizes the well-being and advancement of the group, portraying the nation's disciplined and strategic path toward a successful future.

2.4.2 Integration of Hofstede's Dimensions

The video reflects Singapore's **very high Power Distance** (74), shown through hierarchical but stable leadership, where uniform color coding and respectful interactions denote structured authority. It also highlights Singapore's **highly collectivist culture** (20) by emphasizing group coordination during safety demonstrations. The combination of ambition and harmony mirrors a **moderately masculine orientation** (48), where success is important but balanced with composure. The passengers' and crew's organized, disciplined actions reflect a **moderate to high Uncertainty Avoidance** (65), preferring order and planning. Singapore's **extremely long-term orientation** (72) is evident in the focus on innovation and continuous development, as seen in the final modern cityscape scenes. Finally, the polite but restrained emotional expressions support the dimension of **Restraint** (46), where controlled enjoyment and pragmatic values are prioritized over indulgent emotional behavior

Table 09

Summary of cultural identity signs and Hofstede's dimensions in Singapore Airlines' safety video

The sign	The representation in the Video	The connotative meaning	Compatible hofsted dimension
-The cabin crew wear the iconic Sarong Kebaya uniform: Specifically Purple Kebaya uniform (Fitted Blouse): the highest ranking among the three other uniform colors.		Hierarchical but stable leadership The color coding and rank-based uniform differences denote high Power Distance, visualizing respect for authority and hierarchy	Very high power distance (74)
-Flight attendants assist passengers in demonstrating safety procedures such as fastening seat belts, using oxygen masks, and preparing for emergency exits.		Emphasis on group welfare, strong national identity.	Highly collectivist (20)

			
-The video ends with a view of singapor`s famous landmarks **- the video also represents different acts of help and hospitality .**	 	Balance of ambition and social harmony: The transition from traditional indoor settings to modern landmarks and serene natural landscapes, accompanied by calm, foggy, and composed music, reflects a balanced cultural orientation — not aggressively success-driven, but still ambitious and forward-looking.	Moderately masculine (48)
- The safety video is highly systematic, guiding passengers step-by-step through safety measures with calm, precise narration.		- This structured delivery reflects the Singaporean cultural value of clarity and predictability, where nothing is left ambiguous or open to interpretation	Moderate to high uncertainty avoidance (65)
Singapore`s famous landmark itself is a Vision of Progress Development		Strategic, future-focused, values perseverance : The final scene showing Singapore's capital city highlights a vision of advancement and innovation not just celebrating the present, but positioning the nation as forward-looking, adaptable, and constantly evolving.	Extremely long-term oriented (72)
-The female flight attendant shows a Reserved Emotional Expression **-No emotionally evoking scenes or music.**		Controlled enjoyment, pragmatic values, focus on duty over pleasure; There's a lack of exaggerated emotional interaction between passengers and cabin crew. Smiles are polite, calm, and modest, not overly expressive.	Restraint (46)

3. The Middle Eastern Region

3.1 Travel Safely with EGYPTAIR: Essential On-board Safety Instructions (Eygept)

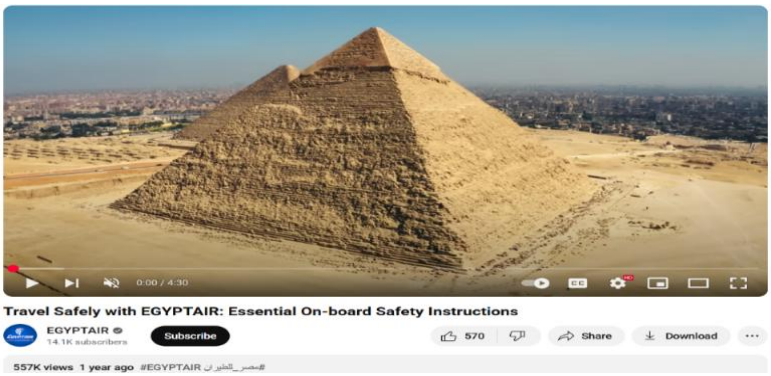


Figure 13 : EgyptAir safety instructions video sense illustrate a Semiotic Sign of Egyptian Cultural Identity through the Pyramids of Giza

https://www.youtube.com/watch?v=ewfaZ6EbQeg&t=103s

3.1.1 Semiotic Analysis of "Travel Safely with EGYPTAIR: Essential On-board Safety Instructions" Using Barthes' Orders of Signification and Hofstede's Cultural Dimensions (Egypt)

3.1.1.1Denotative Level

The ***Title signifier*** of the video, "Travel Safely with EGYPTAIR: Essential On-board Safety Instructions," clearly establishes its instructional nature, emphasizing safety and the airline's identity. In **the *Opening Scene signifier*,** the video begins with a sweeping view of the Pyramids of Giza accompanied by gentle Arabic music, introducing a male pilot and two female flight attendants confidently walking toward the camera, followed by passengers. In the ***safety instruction Semiotics signifier*,** the flight attendants perform various safety procedures, which passengers replicate throughout the video, often placed within settings resembling ancient

Egyptian temples or museums. The ***Visual Signs signifier*** include navy blue uniforms with red accents—dresses for women and suits for men, and locations adorned with ancient Egyptian artifacts, symbols, and stone reliefs. Smiling faces and direct engagement with the camera are prominent. For ***Auditory Signs signifier***, the video employs calm, traditional Arabic instrumental music with maqam influences, maintaining a consistent ambiance. As for the ***Linguistic Signs signifier***, English is used throughout the video, spoken with a noticeable Egyptian accent, and no Arabic subtitles are included. Finally, in the ***Ending Scene signifier***, Horus, the ancient Egyptian god of the sky, transforms smoothly into the EGYPTAIR logo, followed by the airline's slogan, concluding the video with mythological flair.

3.1.1.2 Connotative Level

In the ***Title signified*****,** the phrase "Travel Safely" reflecting a cultural preference for structured guidance, while the national branding that emphasize communal protection. **The *Opening Scene signified*** uses the Pyramids symbols of timeless order and legacy to root the narrative in national pride, where reverence for authority and tradition remains central. The composed and unified presentation of the crew leading the passengers supports hierarchical social values. Through the ***safety instructions Semiotics signified***, the use of airline staff as demonstrators showcases group interdependence typical of collectivist cultures, while the pharaonic backdrop elevates routine instructions into culturally symbolic acts, creating a bridge between ancient structure and modern discipline . In the ***Visual Signs signified***, the navy and red uniforms reflect professionalism and respect for structured roles, while the symbolic imagery of temples and relics reinforces hierarchical authority and cultural continuity. The frequent smiling and direct engagement highlight social warmth , underscoring community and hospitality. The ***Auditory Signs signified*** relaxing maqam-based music act as sonic anchors, easing anxiety and reinforcing cultural familiarity, In the ***Linguistic Signs signified***, using English with a distinctly Egyptian accent

communicates global openness balanced with national authenticity, in the blending of international norms with local identity. **The *Ending Scene signified*** is rich in symbolic meaning: *Horus*, the sky deity and protector, embodies divine authority, and his seamless transformation into the EGYPTAIR logo asserts the continuity of ancient guardianship into the realm of modern flight. This final gesture reaffirms national pride, cultural heritage, and reverence for legacy hallmarks of Egypt's Collectivist and high Power Distance culture.

3.1.1.3 Myth and Ideology

Ancient Divine Authority Enduring in Modern Skies" as the strongest representation for Egyptian culture. This is preeminently conveyed by the opening sweeping view of the Giza Pyramids and, most significantly, the ending visual of Horus, the ancient Egyptian sky god, morphing directly into the EGYPTAIR logo. The subtle or overt inclusion of ancient Egyptian inscriptions within the visual narrative further solidifies this myth, acting as powerful first-order signs that evoke the timeless wisdom and sacred authority of pharaonic times.This deliberate metamorphosis, underscored by the visual language of ancient texts, actively mythologizes the airline as the contemporary embodiment of Horus's ancient dominion over the skies, naturalizing the ideology that Egypt's profound historical and spiritual power continues to exert its influence and guardianship in the modern era of aviation. This powerful symbolic link, reinforced by the "very high power distance" (80) and the confident, unified presentation of the crew, positions EGYPTAIR not merely as an airline, but as a direct successor to the divine rulers of the past, thereby imbuing it with an aura of timeless authority and protection, as if inscribed in stone.

3.1.2 Integration of Hofstede's Dimensions

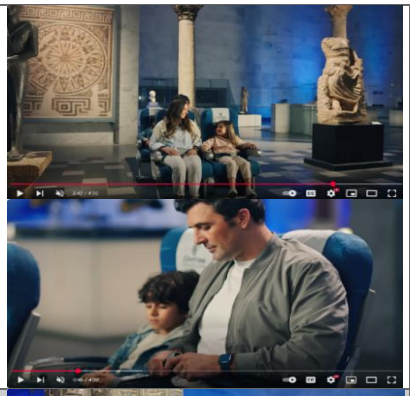
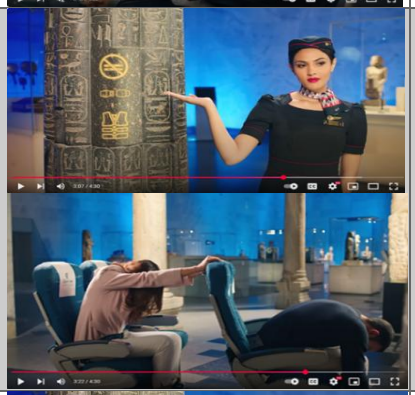
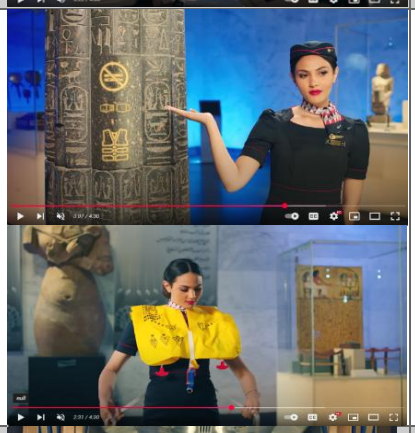
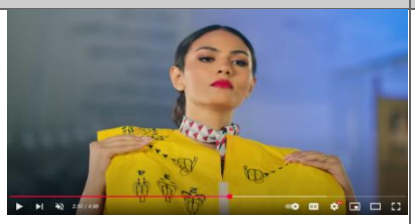
The video strongly reflects Egypt's **very high Power Distance** (80), with visible centralized leadership and reverence for tradition through the use of pyramid and Horus imagery. It also

shows a **highly collectivist orientation** (25) through the emphasis on families participating together in safety demonstrations. The portrayal of confidence mixed with cultural symbolism mirrors Egypt's **moderately masculine** culture (45), balancing ambition with tradition and nurturing. The clear structure of the safety instructions and the serious tone align with Egypt's **very high Uncertainty Avoidance** (85), showing a preference for stability, structure, and familiar symbols to reduce ambiguity. The strong focus on heritage and the immediate reinforcement of cultural pride reflects a **short-term orientation** (40), prioritizing preservation and tradition over long-term innovation. Finally, the restrained, polite, and formal behavior of the crew matches Egypt's *moderate indulgence* rather than a **high restraint culture**(04), where social enjoyment exists but remains controlled and appropriate within formal contexts.

Table 10

Summary of cultural identity signs and Hofstede's dimensions in EgyptAir safety instructions video

The sign	The representation in the Video	The connotative meaning	Compatible Hofsted dimension
- The video opens with a sweeping view of the Giza Pyramids, accompanied by soothing Arabic music. A male pilot and two female flight attendants walk confidently toward the camera, smiling, with a group of passengers behind them **- The video ends with a powerful visual: Horus, the Old Egyptian sky god, morphs into the EGYPTAIR logo, followed by the brand slogan**		-Strong hierarchical respect, centralized leadership: The pyramids signal a strong national pride and cultural heritage, immediately rooting the video in Egyptian identity. where historical hierarchies and reverence for tradition remain culturally significant. The confident, unified presentation of the crew in front of passengers conveys structured leadership and the importance of hierarchy in group settings. . Horus, protector and symbol of divine kingship and the sky, embodies the guardianship role of the airline. His metamorphosis into the EGYPTAIR logo signifies the continuation of pharaonic power in modern aviation.	Very high power distance (80)

-Families of passengers performing the safety instructions together highlights the value placed on familial bonds and group participation		-Family and social relationships influence daily life. the family unit is central to social life, and showcasing them acting collectively in a safety context reinforces the cultural emphasis on cooperation, shared responsibility, and group cohesion.	Highly collectivist (25)
-The professional and neat uniforms (dark blue with red details), the confidence and composure of the crew, and the creative storytelling using pharaonic heritage demonstrate a balance between assertiveness and cultural expression		Balance between ambition and cooperation -. values such as achievement and success are important but nurturing and tradition are also respected. This is reflected in the calm but confident delivery and symbolic heritage use.	Moderately masculine (45)
-The video's clear structure, detailed reenactment of instructions, and serious tone imply a strong preference for planning and clear rules.		Preference for structure, stability, and strong governance. people prefer clear guidelines and security. Using familiar historical symbols like pharaohs helps reduce ambiguity and increase trust in the message.	Very high uncertainty avoidance (85)
-The use of pharaonic imagery, cultural pride, and traditional music reflects a strong connection to historical heritage.		Tradition-oriented, prioritizing immediate goals over long-term vision	Short-term focus (40)
- The video maintains a serious and formal tone. There is no humor or excessive emotional display, and the flight attendants remain composed and polite throughout		The video reflects Egypt's restraint culture through the flight attendants' serious and professional demeanor, emphasizing modesty, self-discipline, and respect. This aligns with societal values that prioritize emotional control and collective harmony over personal expression.	Vey restraint (04) -the video shows indicators of less restraint culture and more moderate indulgence.

3.2 Our New No-Nonsense Safety Video | Emirates (The United Arab Emirates)

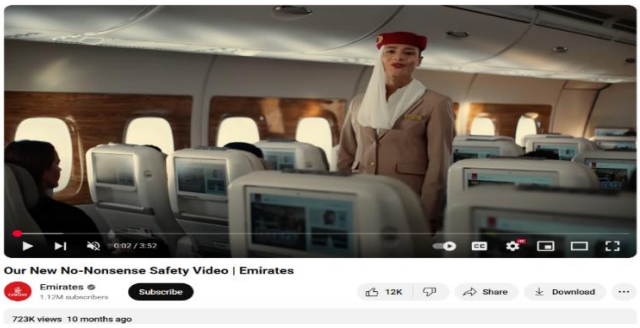


Figure 14: The Emirates safety video features flight attendants wearing the signature red pillbox hat and white scarf, inspired by traditional Middle Eastern headwear. The uniform combines modesty and heritage with global professionalism, symbolizing Emirati cultural identity

https://www.youtube.com/watch?v=MCW5kH1G_1Y

3.2.1 Semiotic Analysis of Our New No-Nonsense Safety Video | Emirates Using Barthes' Orders of Signification and Hofstede's Cultural Dimensions (UAE)

3.2.1.1 Denotative Level

In the ***Title signifier***, the video is titled "Our New No-Nonsense Safety Video," which plainly signals its serious, instruction-focused approach, free from distractions or entertainment. The ***Opening Scene signifier*** features a calm and welcoming female flight attendant introducing the video in a peaceful atmosphere, with a clear and professional tone. Within the ***safety instruction Semiotics signifier***, both male and female flight attendants sequentially deliver safety procedures, while passengers are actively involved in demonstrating these actions, such as

fastening seatbelts and preparing for emergencies. The ***Visual Signs signifier*** are rich in cultural elements: flight attendants wear uniforms blending modern style with traditional touches like the scarf and hat, and an Arab man is depicted in the traditional Emirati kandura, complete with ghutra and agal. The background also highlights the iconic Airbus A380, the world's only double-decker passenger aircraft, emphasizing the airline's elite fleet. For ***Auditory Signs signifier***, the soundtrack is composed of soft, relaxing music with slight dynamic shifts to retain attention, while the voiceovers remain firm yet friendly, focused on clarity. In terms of ***Linguistic Signs signifier***, English is used throughout the video, with practical and concise language devoid of humor or embellishment. Under ***Technology and Innovation signifier*****,** the Airbus A380 is explicitly mentioned, reinforcing the technological prominence of Emirates' fleet. **The *Ending Scene signifier*** shows the female attendant politely thanking the passengers, while the male crew member checks the cabin, concluding with the Emirates logo and the slogan "Fly Better."

3.2.1.2 Connotative Level

The ***Title signified*** phrase "no-nonsense" reflects the UAE's culture, where authority is respected and instructions are followed without question suggesting that safety is an absolute priority. In **the *Opening Scene signified***, the calm professionalism of the attendant and the peaceful ambiance align with the UAE's cultural balance between hierarchical structure and the importance of hospitality. **Safety instructions *Semiotics signified*** illustrate a clear chain of authority through the organized role-play of crew and passengers, while including both genders in instructional roles reflects a shift toward gender inclusivity within a traditionally structured society, hinting at a moderated move toward Individualism within a Collectivist framework. **The *Visual Signs signified*** strongly assert national identity: the uniforms embody modern Arab

modesty, while the traditional dress of the Emirati man evokes leadership and social order reinforcing cultural pride. The emphasis on the Airbus A380 also conveys luxury and national achievement, where technological excellence is both admired and expected. In **the *Auditory Signs signified***, the relaxing yet structured music communicates calm authority and reliability, appealing to the UAE's desire for order and prestige. The subtle excitement in the music aligns with competitive aspirations, central to the UAE's global branding. **The *Linguistic signified*** *Signs* show how using English common in international aviation balances accessibility with professional clarity, catering to a multicultural audience while embodying the UAE's value of efficiency and directness. Under ***Technology and Innovation signified***, highlighting the A380 ties Emirates' identity to progress, prestige, and global success, emblematic of a future-oriented and moderately masculine society. In the ***Ending Scene signified***, the polite yet formal farewell from the female attendant, paired with the male crew member's attention to the passengers, reinforces themes of service, structure, and excellence. The closing slogan "Fly Better" encapsulates the UAE's ambition to lead globally through luxury, innovation, and cultural pride.

3.2.1.3 Myth and Ideology

According to Roland Barthes' theory of myth, the video strongly represents two core myths for UAE culture. Firstly, it constructs the myth of "Authoritative Progress and National Ambition," powerfully conveyed by the "very high power distance" (90), the explicit mention of the Airbus A380, and the "no-nonsense" professional tone emphasizing competition and challenge. This signifies an ideology where a strong, centralized authority guides a relentless drive for technological advancement, status, and economic success on a global stage, naturalizing the UAE as a highly ambitious and forward-thinking nation. Secondly, the video strongly conveys the myth of "Inclusive Collectivism with Future Vision," illustrated by diverse passengers participating in safety procedures alongside a traditionally dressed Arab man in first

class, and a "very long-term oriented" (75) focus. This naturalizes an ideology that, while valuing group harmony and tradition, also strategically integrates cultural diversity and invests in long-term economic and social planning, positioning the UAE as a unified and visionary society building for the future.

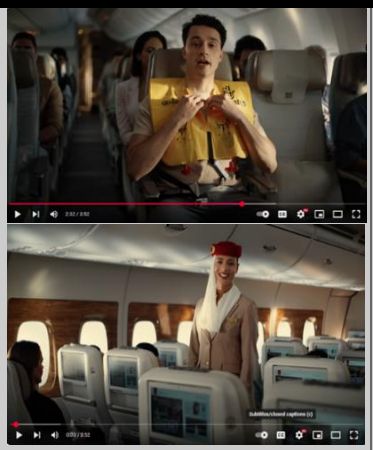
3.2.2 Integration of Hofstede's Dimensions

The Emirates video demonstrates **very high Power Distance** (90) through its structured leadership depiction, respect for authority, and the formal tone established by the crew's controlled behavior. The individualistic participation of passengers and the visual affirmation of Emirati traditions, even within a multicultural cast suggests a *Moderate Individualistic Culture*, which does not reflect the UAE's **high collectivism** (30), Rather than that it locate the Culture in the center of ranking where loyalty and group identity are central however the individuals identity is welcomed. The overt focus on technological advancement, luxury aircraft (Airbus A380), and pride in professional excellence correspond to a **highly masculine** culture (70), valuing success, competition, and achievement. The clear, detailed safety presentation and stable atmosphere indicate **moderate to high Uncertainty Avoidance** (65), suggesting a preference for structure and predictable environments. The strategic showcasing of future-oriented investments, like modern aircraft, reflects the UAE's **very strong long-term orientation** (75), highlighting planning and innovation. Lastly, the serious tone, absence of playful elements, and emphasis on professionalism underscore a culture of **strong restraint** (22), prioritizing control and moderation over open emotional indulgence.

Table 11

Summary of cultural identity signs and Hofstede's dimensions in Emirates safety video

The sign	The representation in the Video	The connotative meaning	Compatible with Hofstede`s

			Cultural dimensions
-The opening scene shows a flight attendant welcoming viewers with a calm and relaxed tone while introducing the no-nonsense theme. The voice is smooth, and the atmosphere is peaceful. **-The passengers are taking the responsibility side by side with the cabin crew to demonstrate the safety procedures**		-Highly centralized leadership, strong respect for authority, illustrated in the calming music and the welcoming tone of the flight attendant, signal a professional and comfortable environment, also, the orderly delivery of instructions on the part of the crew and the passengers' participation reflect the UAE's respect for authority and organizational hierarchy. -The high power distance is also reflected in the uniform design, as it emphasizes the importance of authority and respect for cultural norms.	Very high power distance (90)
-Diverse passengers from different races and ages participating in showing safety steps. **-The presence of a traditionally dressed Arab man (white clothes and keffiyeh) in first class** **- each passengers or cabin crew is representing the safety procedures individually**		symbolizes cultural identity and in-group pride. -Emphasis on group coordination and shared responsibility, national unity, and loyalty: where group harmony, tradition, and shared identity are important. Including a wide representation of cultures while still upholding Emirati traditions reflects this - This individual representation of safety procedures reflects emerging individualist values within the UAE's otherwise collectivist cultural framework	Highly collectivist (30) -A notably amount of cultural indicators in the video reflect a moderately individualist culture
-The Explicit mention of The airbus A380 **- the very high soul of competition and challenge with other global Brand (Qatar airways specifically)** ("no celebrities trying to be funny... safety comes first")		Competition, status, and ambition are prioritized and showed clearly in the title of the video. Also The explicit mention of the Airbus A380, a luxury aircraft, emphasizes technological progress and the UAE's commitment to innovation in the aviation industry, reflecting high masculinity	Highly masculine (70)
-The calm and controlled environment **-Clear explanation of safety procedures, especially showing real passengers and crew together, which enhances trust and clarity.**		Structured but open to innovation. -Cultures with higher uncertainty avoidance prefer structure and clarity. Emirates shows its seriousness about safety in a clear and stable environment, minimizing ambiguity.	Moderate to high uncertainty avoidance (65)

-"No-nonsense" **Introduction** **-Use of Modern Aircraft: Airbus A380** **-Professionalism and Composure**		Future-focused economic and social planning : The video opens with a serious tone, emphasizing Emirates' commitment to safety and reliability over temporary entertainment. This in addition to the airbus A380 reflects a future-oriented mindset, highlighting the airline's strategic focus on long-term goals, innovation, and consistent preparation.	Very long-term oriented (75)
No over-the-top humor, dancing, or celebrities unlike Qatar Airways or Air New Zealand. **The atmosphere is elegant, composed, and serious**		-Norm-bound behavior, religious and social constraints on indulgence:	Restraint (22)

3.3 A safety video coming from the Hart | Qatar Airways (Qatar)

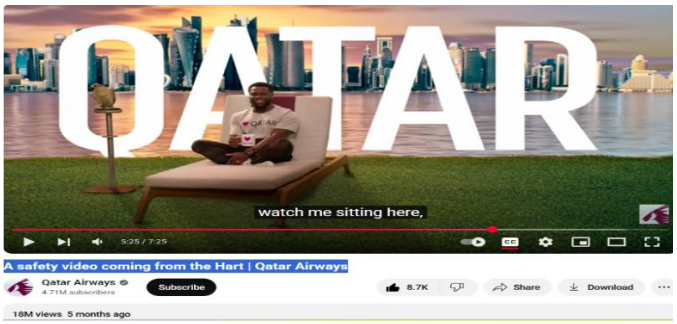


Figure 15: Qatar Airways' safety video uses Doha's skyline, national landmarks, and the Qatari falcon to symbolize the country's blend of tradition and modernity. These visuals act as semiotic signs, embedding Qatari identity in global aviation safety messaging..

https://www.youtube.com/watch?v=SNtlxmtH3ZA&t=325s

3.3.1 Semiotic Analysis of A Safety Video Coming from the Hart | Qatar Airways Using Barthes' Orders of Signification and Hofstede's Cultural Dimensions (Qatar)

3.3.1.1 Denotative Level

In the ***Title signifier***, “A Safety Video Coming from the Hart” directly highlights comedian Kevin Hart’s central role, signaling a departure from traditional, no-nonsense safety videos. The ***Opening Scene signifier*** humorously begins with Hart receiving a call from Qatar Airways’ CEO, requesting his unique flair to create the “world’s greatest safety video.” His playful critique of conventional safety content is accompanied by Arabic subtitles that amusingly mistranslate his words, turning “no-nonsense” into “boring.” In **safety instructions *Semiotics signifier***, Hart casually delivers the safety rules, interacting with a globally diverse cast including Rosie Huntington-Whiteley, Khaby Lame, Anwar and Amal Jibawi, and Adam Waheed. Passengers from different racial and cultural backgrounds enthusiastically participate, with Hart guiding them in a lighthearted way. **The *Visual Signs signifier*** shift across international settings Nairobi, Paris, New York, Sydney, and finally Qatar each scene reflecting local aesthetics. A standout moment includes the falcon (Al-Wakri) beside Hart in Qatar, and the Arab mother-son interaction featuring traditional attire and a playful slipper moment. **For *Auditory Signs signifier***, Hart’s lively narration, enhanced by upbeat music and sound effects, sustains viewer attention. Subtitles in Arabic accompany the comedic voiceover. Under *Linguistic Signs*, the video uses informal English as the main language, paired with Arabic subtitles, embedding a global-local dynamic. **The *Humor and Playfulness signifier*** are consistently present, from celebrity cameos to culturally tailored jokes,making safety instruction both informative and entertaining. In **the *Ending Scene signifier***, a serene female crew member in Qatar Airways' signature burgundy uniform checks on passengers before takeoff, followed by the airline’s logo and the **noble oryx** symbolizing Qatari heritage.

3.3.1.2 Connotative Level

In ***Title signified***, the sentence "Coming from the Hart" blends Kevin Hart's name with emotional sincerity and comedic authenticity. This signals a shift toward a more relaxed, individualized approach to safety contrasting the formal tones of competitors like Emirates while reflecting Qatar's moderate individualism, where creativity and innovation are celebrated. **The *Opening Scene signified*** critiques traditional safety videos, with Hart's humor and the subtitles' playful mistranslation subtly poking at formality, reinforcing Qatar Airways' positioning as dynamic and globally appealing. **Safety instruction *Semiotics* signified** reflect Qatar's moderate collectivism: group cohesion and cooperation are promoted through shared engagement in safety demonstrations, yet individual personalities especially Hart's are allowed to shine. The presence of diverse celebrities and passengers underlines Qatar's multiculturalism and openness. In **the *Visual Signs signified***, the changing global landscapes celebrate Qatar Airways' worldwide reach. The Arab family and falcon reference reinforce national pride, identity, and tradition. The falcon's dignified presence next to a Western celebrity bridges East-West cultures, reflecting Qatar's confidence in harmonizing heritage with global appeal, consistent with Hight cultural symbolism. In **the *Auditory Signs signified***, the upbeat soundtrack and playful tone democratize safety content, making it engaging without sacrificing clarity aligning with high uncertainty avoidance in a controlled yet imaginative format. **The *Linguistic Signs signified*** reveal a strategic blend of global accessibility and local rootedness, using English for broad appeal while honoring Arabic through subtitling. **In *Humor and Playfulness signified***, the use of inclusive humor, such as the culturally familiar slipper gag, reflects an understanding of shared cultural touchpoints while also embracing entertainment as a mode of instruction. Finally, **the *Ending Scene signified*** conveys layered symbolic meaning: the burgundy uniform of the flight attendant signifies elegance, professionalism, and strong national branding, with the

color closely tied to Qatar's national flag. The calm attentiveness of the crew underscores Qatar's high standards in service and structure. The oryx, Qatar's national animal, symbolizes strength, heritage, and leadership, reinforcing national pride and high power distance, where authority and cultural identity are deeply connected. The Qatar Airways logo and this closing image encapsulate Qatar's desire to position itself as both a guardian of tradition and a global leader in luxury and innovation, reflecting its moderately masculine culture that values excellence, achievement, and cultural distinction.

3.3.1.3 Myth Ideology

According to Roland Barthes' theory of myth, the video strongly represents two core myths for Qatar culture. Firstly, it constructs the myth of "Sophisticated Authority and National Pride," powerfully conveyed by the female cabin crew's iconic Burgundy uniform inspired by the national flag, featuring the oryx logo. This, alongside the "very high power distance" (80) and the subtle acknowledgment of traditional family hierarchies, signifies an ideology where authority is deeply respected, rooted in national heritage, and projected with elegance and professionalism on a global stage. Secondly, the video strongly conveys the myth of "Ambitious Global Excellence through Innovation," demonstrated by the use of famous, successful celebrities like Kevin Hart and the explicit competitive tone against other airlines. This, coupled with the CEO's directive to "use some of his Hollywood magic" and the use of familiar global settings, naturalizes an ideology where Qatar is a highly ambitious, performance-driven nation that leverages international influence and bold, unconventional approaches to achieve and showcase its superior standing in the world.

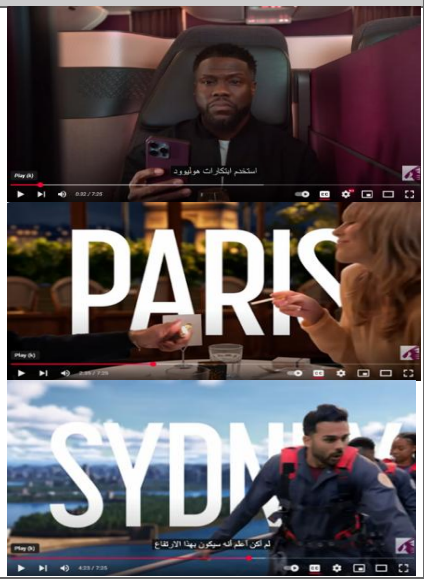
3.3.2 Integration of Hofstede's Dimensions

The video reflects Qatar's **very high Power Distance** (80), through visual emphasis on hierarchy, authority, and traditional leadership roles, especially symbolized by the burgundy uniforms and family scenes. Qatar's **strong collectivism** (25) is evident in the portrayal of family ties and group cooperation during safety demonstrations. The strong focus on performance, excellence, and celebrity success highlights a **highly masculine culture** (65), valuing ambition and achievement. Although Qatar typically scores **high in Uncertainty Avoidance** (85), the video shows a slightly more relaxed and innovative approach, suggesting growing openness to change while maintaining structure that falls more fitting in the *moderate to low uncertainty avoidance*. The video's blend of tradition and modernization reflects a **moderate to long-term orientation** (60), showing a commitment to balanced progress. Finally, the restrained humor, careful language editing, and modest emotional expressions align with Qatar's **cultural restraint** (36) however the risk-taking approach to create something bold and unconventional that dominate a typically serious format like a safety video indicates an orientation toward a *moderately indulgence* Culture.

Table 12

Summary of cultural identity signs and Hofstede's dimensions in Qatar Airways' safety video

The sign	The representation in the Video	The connotative meaning	Compatible Hofstede`s Cultural dimension
The female cabin crew unique Burgundy uniform inspired by the Qatar national flag. With the The oryx logo stamped on the maroon pillbox hat.		Hierarchical, leadership authority is highly respected: The sign : The burgundy uniform signifies elegance, professionalism, and national branding, as the color is deeply associated with Qatar's national flag. The oryx symbolizes Qatar's heritage, national pride, and leadership	Very high power distance (80)

- The Arab mother holding slippers and son scene		-The scene subtly acknowledges traditional family hierarchies, where the mother holds authority over the child. The use of a slipper in a humorous yet respectful way shows the accepted norms of discipline within the family structure a reflection of respect for authority figures.	
- Arab mother and son scene reflects strong family ties **- Group cooperation in safety demonstrations**		-Family and tribal connections shape identity and decisions	Strongly collectivist (25)
- Use of famous, successful figures like Kevin Hart, Rosie Huntington-Whiteley, and Khaby Lame **- High focus on performance, excellence, and entertainment.** **-when kevin hart mentioned how other safety videos are the same and boring and not imaginative as an implicit replay for emirates recent safety video**		-The use of celebrities from different industries suggests Status, success, and ambition to always meet up with the developments of the era. - In Kevin Hart's safety video, the scene where he compares his creative video to traditional airline safety videos introduces a tone of competition, suggesting his version is more engaging, imaginative, and superior. This implicit rivalry highlights a desire to outperform and assert dominance, which directly mirrors values associated with high masculinity cultures, like that of Qatar.	Highly masculine (65)
- that moment when the Qatar Airways CEO tells Kevin Hart to "use some of his Hollywood magic" **- Use of familiar settings (e.g., Paris, New York, Sydney, Qatar)** **- Cultural elements make it relatable**		-this strongly implies confidence, innovation, and a risk-taking approach to create something bold and unconventional for a typically serious format like a safety video. This suggests Qatar Airways is comfortable with innovation, willing to break norms, and explore new ways of delivering critical information.	Very high uncertainty avoidance for Hofsted however, (the video suggest a low to moderate uncertainty avoidance)

- - Presence of national symbol (Oryx) at the end **- Brand image is forward-thinking, strategic, and culturally grounded**		Balances tradition with economic progress.	Moderate to long-term focus (60)
- - Subtitles edited to be less direct or confrontational (e.g., "boring" changed to "no-nonsense") **- Even humorous scenes are controlled and respectful**		-Culturally reserved, religion-influenced self-regulation, modest enjoyment.	Restraint (30) for Hofsted however , The video features moderately indulgence culture indicators

3.4 Oman Air Safety Video (Oman)

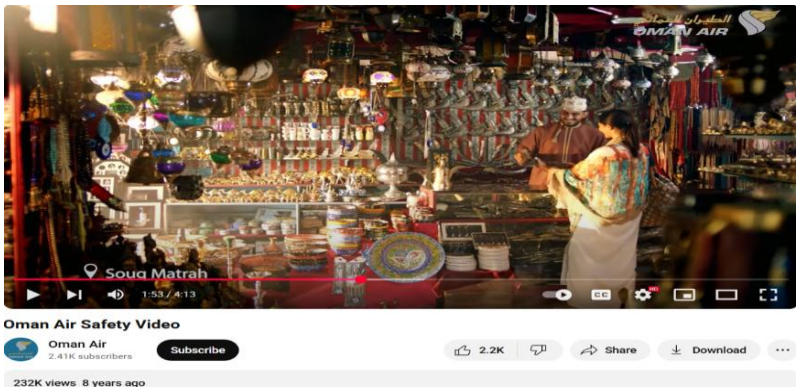


Figure 16: Oman Air's safety video scene shows a traditional shop with items like the khanjar, frankincense, pottery, and textiles. These visuals highlight Oman's artisanal heritage and express cultural continuity and national identity.

3.4.1 Semiotic Analysis of Oman Air Safety Video Using Barthes' Orders of Signification and Hofstede's Cultural Dimensions (Oman)

3.4.1.1 Denotative Level

In the ***Title signifier***, the video opens with Oman Air's logo and beautiful shots of nature in Oman, establishing a sense of pride in the country's natural beauty and culture. The video emphasizes Oman's stunning landscapes, including mountains, deserts, and coastlines, which visually represent the country's unspoiled natural environment. The ***Opening Scene signifier*** features a female passenger being welcomed with traditional Omani coffee (Arabic coffee) and dates, as well as various cultural symbols, such as incense and traditional garments. The language used at the beginning is Arabic, with English introduced shortly after to cater to international audiences. The ***safety instructions Semiotics signifier*** presents safety instructions delivered by local people rather than cabin crew, giving the video a community-driven approach. The ***Visual Signs signifier*** showcase the use of traditional Omani attire, such as the dishdasha (white robe) and khanjar (traditional dagger), alongside iconic landmarks like markets, deserts, and the night sky, reinforcing Oman's cultural richness. The ***Auditory Signs signifier*** feature traditional Omani music, enhancing the connection to the country's cultural atmosphere. The ***Linguistic Signs signifier*** feature Arabic as the primary language for the safety instructions, with translations into multiple languages, underscoring Oman's inclusivity towards international travelers. In the ***Ending Scene signifier***, the video concludes with the Oman Air logo framed by a beautiful shot of Oman's landscapes, reinforcing the country's national pride and natural beauty.

3.4.1.2 Connotative Level

The ***Title signified*** introduces the video with a focus on Oman's landscapes, which symbolize the country's deep connection to nature and its rich cultural heritage. The natural beauty is linked to Oman's pride in its environment and the welcoming spirit of its people, reflecting a collectivist

culture where tradition and community are highly valued. The opening scene's use of Arabic at the start symbolizes cultural pride, while the offering of coffee and dates conveys Oman's renowned hospitality. This reinforces a collectivist society where respect for tradition and cultural values is paramount, while the inclusion of English signals an openness to international visitors. The ***safety instructions Semiotics signified*** shift from cabin crew to local people delivering the safety instructions reinforces the importance of community participation over formal authority, highlighting the collectivist values of Oman's culture. The *Visual Signs* ***signified*** of traditional Omani attire like the ***dishdasha and khanjar*** reflect a deep respect for Oman's history and cultural symbols, while the natural landscapes emphasize simplicity and authenticity, where tradition and cultural preservation are central. The **Auditory Signs signified** of traditional music evoke a calm and serene atmosphere, aligning with Oman's desire for stability and comfort, which are valued in its society. The **Linguistic Signs signified** highlight Oman's strong identity through the use of Arabic as the primary language, signaling national pride and a deep connection to the country's heritage. The **Ending Scene signified** reinforces Oman's national identity, with the landscape shot symbolizing both the beauty of the country and its commitment to providing a secure, culturally rich experience. The logo framing emphasizes Oman's pride in its cultural preservation, where national identity and heritage are deeply respected and revered.

3.4.1.3 Myth and Ideology

According to Roland Barthes' theory of myth, the video strongly represents two core myths for Omani culture. Firstly, it constructs the myth of "Warm, Traditional Hospitality and Hierarchical Harmony," powerfully conveyed by the welcoming of a female passenger with traditional Omani coffee and dates, coupled with the absence of cabin crew and safety instructions delivered by local people. This, alongside a "high power distance" (75) characterized

by subtle respect for roles, naturalizes an ideology where deep-rooted traditions of hospitality, community welfare, and respectful social hierarchies are fundamental to Omani identity. Secondly, the video powerfully conveys the myth of "Timeless Heritage and Stable Authenticity," illustrated by the intensive representation of traditional Omani attire, iconic landmarks (markets, deserts, night sky), and the use of traditional elements to link past with present. This signifies an ideology where adherence to rich cultural history and traditions is paramount, fostering a sense of continuity and authenticity in a calm, respectful environment that values stability over rapid, flashy change.

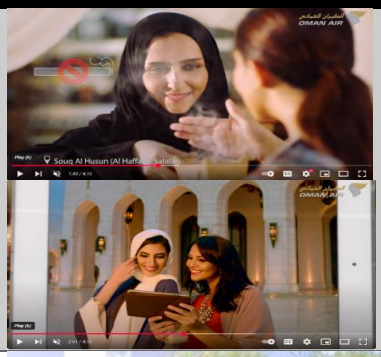
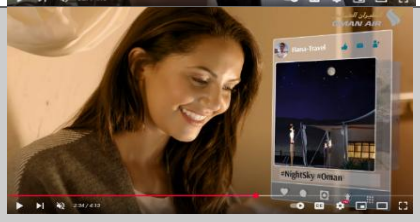
3.4.2 Integration of Hofstede`s Dimensions

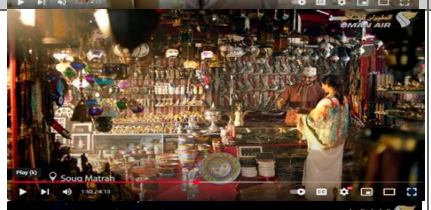
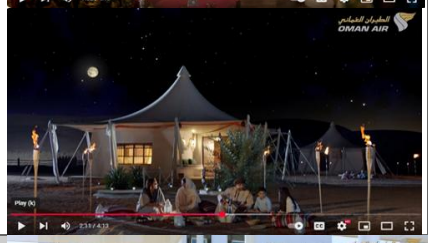
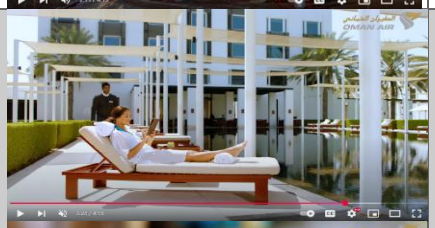
The Oman Air safety video strongly aligns with Hofstede's dimensions, particularly with respect to power distance, collectivism, masculinity, uncertainty avoidance, and long-term orientation. Oman's relatively high power distance (75) is reflected in the video's subtle yet present respect for hierarchy and traditional structures, particularly seen in the cultural rituals and the respect for authority figures in the form of local people delivering the instructions. The video's emphasis on family, community, and tradition resonates with Oman's highly collectivist society (30), where group harmony and shared responsibility are valued over individual achievements. The moderately masculine dimension (50) is not Clear in the video . rather than that the video showcases numerous cultural indicators for a *High Feminine Culture* that cares a lot for hospitality and tradition and leisure activities is evident in the nurturing tone of the video, which focuses on emotional richness and cooperation rather than competitiveness or assertiveness. Oman's high uncertainty avoidance (70) is shown through the adherence to traditional customs and the avoidance of ambiguous or risky elements, highlighting a preference for stability and continuity. Finally, the video's balanced view of heritage and gradual

modernization reflects Oman's moderate to long-term orientation (55), suggesting that while the country respects its past, it also embraces gradual progress while maintaining traditional values.

Table 13

Summary of cultural identity signs and Hofstede's dimensions in Oman Air safety video

The sign	The representation in the Video	The connotative meaning	Compatible Hofstede`s cultural dimension
-Intensive representation of Tradition		Strong hierarchical respect, traditional leadership structures While the cabin crew are not shown, the respect for traditional greetings, hospitality rituals, and cultural symbols suggests a society that respects social roles and hierarchies, but in a subtle, respectful way rather than with overt authority	High power distance (75)
-A female passenger is welcomed with traditional Omani coffee (Arabic coffee) and dates, alongside with different welcoming words **- The safety instructions are creatively integrated into the video, with the passenger discovering Oman while learning about safety protocols. The instructions are conveyed by local people, not cabin crew.**		Family, tribe, and community play a central role -community and hospitality are important values	Highly collectivist (30)
		-Emphasis on hospitality: Offering dates, coffee, and bakhour (incense) shows warmth, nurturing, and caring behavior — all traits of a feminine society. The calm tone and respectful atmosphere focus on harmony and modesty, rather than assertiveness or achievement.	Moderately masculine for Hofsted However, -The video reflects high feminine culture indicators

	 	The absence of competition or authority (like showing no cabin crew in dominant roles) suggests cooperation and equality over hierarchy and performance. The journey is shared, guided, and emotionally rich, reflecting relationship-oriented values more than task-oriented or competitive ones.	
-: Traditional Omani attire is worn by the people delivering the instructions, along with iconic Oman landmarks in the background (markets, deserts, night sky)	 	Preference for stability, adherence to tradition -The use of traditional Omani clothes like the dishdasha (white robe) and khanjar (traditional dagger) signifies a deep respect for the country's history and culture. The natural landscapes and the scenes of traditional markets symbolize Oman's cultural richness and simplicity	High uncertainty avoidance (70)
-The use of traditional elements (like incense, coffee, khanjar, night sky) ties the past with the present	 	Balances heritage with gradual modernization -showing a culture that respects heritage and continuity,suggesting a moderate long-term orientation	Moderate to long-term focus (55)
-The video maintains a calm, respectful tone, and avoids flashy, playful, or humorous elements.		Modest self-expression, value on tradition and religious guidance.	Restraint (32)

Chapter Three: Comparisons of Regional Observation Results and Discussion

1.Results Comparison

This section presents the findings of a qualitative semiotic analysis of airline safety videos across three global regions : Western, Asian, and Middle Eastern, focusing on the representation of national cultural identities through the lens of Hofstede's cultural dimensions.

1.Western Region

The analysis of airline safety videos from the Western region including the United Kingdom, United States, Germany, and Canada revealed a strong alignment with each nation's Hofstede cultural profile, with minor deviations in selected cases.

Air Canada displayed the most overt and holistic integration of cultural values. The video illustrated *low power distance* and *high individualism* through warm, approachable crew members and a focus on personal autonomy. A balance between *masculinity* and *femininity* was maintained, combining professionalism with leisure, while *low uncertainty avoidance* was evident in the video's relaxed pacing and celebratory tone. The integration of nature and joyful expressions conveyed a sense of *high indulgence*, positioning Canadian identity as optimistic, inclusive, and grounded in both tradition and present-focused values.

British Airways similarly reflected the United Kingdom's cultural tendencies. *Low power distance* emerged through informal authority figures, while *high individualism* was represented via narratives focused on personal agency. *Moderate masculinity* was communicated through subtle assertiveness combined with British humor. The video's nonlinear storytelling style

reflected *low uncertainty avoidance*, and the interplay between historical references and contemporary visuals suggested a *short-term normative orientation*. *High indulgence* was evident in the creative use of humor, showcasing a culture that embraces joy and self-expression.

American Airlines adhered closely to the cultural dimensions associated with the United States. The video's informal style, personalized messaging, and emphasis on diverse representation communicated *low power distance* and *extreme individualism*. The assertive tone and achievement-oriented messaging reflected *high masculinity*, while *low uncertainty avoidance* was shown in the flexible, casual structure. The focus on immediate experience indicated a *short-term orientation*, and emotionally expressive scenes confirmed the U.S.'s *high indulgence* score.

Lufthansa presented a more complex case. While the video captured *low power distance* (competence-based hierarchy), *moderate individualism*, *high uncertainty avoidance* (through structured procedures), and a *long-term orientation* (sustainability and minimalism), it diverged from Germany's high masculinity score. Rather than emphasizing assertiveness or competition, the video highlighted comfort, leisure, and interpersonal harmony,traits more aligned with *feminine* cultural values. This deviation may reflect evolving branding strategies that prioritize global appeal and emotional connection over strict adherence to traditional values.

In conclusion, All Western airlines studied largely adhered to their national Hofstede profiles, though Lufthansa's departure from traditional masculinity suggests a shift in how airlines negotiate between cultural representation and market adaptability.

2. Asian Region

Airline safety videos from Hong Kong (China), Singapore, Japan, and Kazakhstan were found to exhibit strong cultural fidelity, with each video prioritizing a core Hofstede dimension that served as its dominant narrative and visual anchor

Air Astana (Kazakhstan) strongly reflected *high power distance*, emphasizing structured authority through historical reenactments, hierarchical crew presentations, and nationalistic imagery. *Moderate masculinity* and *collectivism* were present in depictions of technological progress and family life. The video's serious tone and focus on heritage indicated *moderate uncertainty avoidance* and *high restraint*, portraying a narrative centered on formality, aspiration, and national pride. **Cathay Pacific (Hong Kong)** foregrounded *long-term orientation*, visually juxtaposing traditional Chinese streetscapes with futuristic urban scenes. This blend illustrated a pragmatic cultural philosophy that values heritage and innovation. Supporting dimensions included *moderately high power distance* and *collectivism*, reflected in formal crew behavior and synchronized group movements. The video's emotionally reserved tone highlighted *strong restraint*, allowing long-term vision and cultural endurance to dominate the narrative. **All Nippon Airways (Japan)** placed *uncertainty avoidance* at the forefront, using structured, rule-bound safety demonstrations led by Pokémon characters. This approach emphasized clarity, preparedness, and attention to detail. Other dimensions *high masculinity*, *long-term orientation*, *collectivism*, and *restraint,* were present but secondary to the overarching theme of meticulous safety and social conformity. **Singapore Airlines (Singapore)** emphasized *power distance*, using symbolic elements such as color-coded uniforms and deferential body language to affirm hierarchical structure. The minimalist visual style subtly reflected *collectivist* and *long-term orientation* values, while *moderate uncertainty avoidance* and *restraint* were

communicated through calm delivery and emotional control. Although less visually expressive than other videos, it conveyed the central role of order, respect, and professionalism in Singaporean culture.

In conclusion, Across Asia, each airline highlighted a key Hofstede dimension as its organizing principle, *power distance* for Kazakhstan and Singapore, *long-term orientation* for Hong Kong, and *uncertainty avoidance* for Japan, demonstrating how cultural values are embedded in both form and message.

3.Middle Eastern Region

In contrast to the other regions, safety videos from Qatar, the UAE, Egypt, and Oman exhibited a more fluid and selectively adaptive approach to cultural representation. While foundational traits such as *high power distance* and *collectivism* were consistently reinforced, deviations from Hofstede profiles were observed, often driven by branding and global engagement strategies.

Qatar Airways (Qatar) conveyed *high masculinity* through celebrity presence, luxury, and prestige. However, the video departed from Qatar's *high uncertainty avoidance* and *low indulgence* scores, adopting a creative, entertaining, and emotionally expressive style. This shift suggests a move toward moderate *indulgence* and flexibility, possibly reflecting an evolving cultural identity aligned with global branding imperatives. *Power distance* and *collectivism* remained intact through formal crew hierarchy and family imagery. **Emirates (UAE)** emphasized *very high power distance* through a structured, elite-focused demonstration. While *collectivism* is a national hallmark, the video showcased *individualist* elements—personal expression and inclusive narratives—indicating a blend of global and local identity. *High masculinity* was reinforced by technological excellence and luxury, while *uncertainty avoidance*

and *long-term orientation* were reflected in the video's orderly tone and futuristic aesthetic. *Restraint* was evident in the professional delivery. **EgyptAir (Egypt)** stayed close to its Hofstede dimensions, particularly in *power distance*, *collectivism*, and *uncertainty avoidance*, as seen in the reverent tone, group demonstrations, and structured format. However, a notable deviation occurred in *indulgence*; the warm and expressive tone suggested a more hospitable and emotionally open stance than Egypt's typically restrained cultural profile. **Oman Air (Oman)** diverged most clearly in its portrayal of *masculinity*. Although Oman scores moderately on this dimension, the video emphasized *feminine* values such as hospitality, leisure, and emotional comfort. *High power distance*, *collectivism*, and *uncertainty avoidance* were subtly woven into the respectful tone and adherence to cultural rituals. The emphasis on emotional well-being and relaxation aligns with Oman's tourism-oriented branding and gradual modernization.

In conclusion, Middle Eastern airlines appear to use safety videos not only to reflect existing cultural norms but to strategically reframe them. Through selective adaptation,particularly in the dimensions of *uncertainty avoidance*, *masculinity*, and *indulgence*,airlines like Qatar Airways and Oman Air project a modern, cosmopolitan image that serves both national branding and international tourism objective

Discussion

This study revealed notable patterns in how airline safety videos represent Hofstede's cultural dimensions, with both consistency and variation across regions. One consistent finding was the emphasis on **Power Distance**, communicated through semiotic visual cues such as uniforms, formal gestures, and nationally symbolic colors (e.g., Qatar's burgundy, Cathay Pacific's red, and symbols like pyramids). Power Distance reflects how cultures accept

hierarchical order without justification, and visual signals effectively express this dimension (Hofstede, 2000; Merritt, 2000).

Likewise, **Masculinity/Femininity** and **Individualism/Collectivism** were prominently visible. Collectivist and feminine portrayals, highlighting hospitality and group care, align with research linking such cultural values to cooperative and nurturing communication styles (Merritt, 2000; Filimonau & Pérez, 2018). In contrast, individualistic and masculine representations , emphasizing ambition and competition, reflect Hofstede's descriptions of achievement- and task-oriented cultures (Hofstede, 2000).

Conversely, dimensions such as **Uncertainty Avoidance**, **Long-Term Orientation**, and **Indulgence/Restraint** were harder to analyze through visual semiotics. Uncertainty Avoidance, in particular, relates to behavioral tendencies and organizational norms rather than overt imagery, making it less accessible in video formats (Park et al., 2017).

A key insight was the deviation of **Middle Eastern airlines** from national cultural profiles. Despite originating in high-restraint contexts, carriers like Qatar Airways and Emirates display more indulgent behaviors strategically, enhancing luxury, global sponsorships, and visual-cultural signals (e.g., hijabs as white scarves, Arabic subtitles).thus functioning as cultural ambassadors (Park et al., 2017). Viral viewership metrics, such as Qatar's 18+ million views on youtube , underline the commercial success of this approach.

In contrast, Singapore Airlines was aligned with the national culture. With openness toward multiculturalism, low Power Distance, and feminine-individualist traits, the very safety video promotes the Sarong Kebaya uniform and cosmopolitan imagery that parallels Singapore's mini world of diversity where strategic adaptations are much less required (Filimonau & Pérez, 2018).

Other regional instances thus mirrored cultural shock: EgyptAir (less restraint, more indulgence), Oman Air (a feminine shift viewed from the hospitality-tourism nexus), and Lufthansa (in a balanced manner, away from the high masculinity stereotype attributed to Germany). Yet, these typologies validate studies claiming that cultural dimensions are mostly portrayed at marketing contexts (Filimonau & Pérez, 2018; Park et al., 2017).

Representation types thus varied from region to region: Asian carriers relied more on traditional costumes and landmarks; Western Airlines used cues in behavior; and Middle Eastern airlines employed a more sophisticated approach, mixing visual, linguistic, and auditory cues-a pattern already mentioned in cross-cultural marketing literature (Park et al., 2017; Filimonau & Pérez, 2018).

Based on these findings and existing literature, Algerian airlines might improve their global attractiveness by integrating distinctive national symbols (e.g., Amazigh signification) into their identity that is aspirational yet authentic. This means a balance between heritage and hospitality, coupled with international hospitality codes, specifically Algerian, showcasing the culture and diversity of Algeria, whereas always putting in place professional safety standards. This can help the safety videos become operating culture ambassadors, attracting a greater audience by reflecting what works with the popular safety videos seen on other major global airlines.

Conclusion

These findings offer valuable insights into how airline branding strategies intersect with national culture. They suggest that while some airlines adhere closely to their cultural dimensions, others strategically modify or balance them to appeal to a broader, more globalized

market. This dynamic raises important considerations about the role of globalization in shaping national representation and the complex question of how cultural identity can be flexibly adapted for international communication without losing its inherent authenticity.

General Conclusion

This study explored how airline safety videos reflect Hofstede's cultural dimensions and examined whether deviations from national scores indicate cultural change or strategic branding. The analysis showed that cultural identity is often present in these videos, though not always aligned with Hofstede's national framework.

Notably, Middle Eastern airlines such as Qatar Airways and Emirates showed the most significant departures, suggesting a shift toward global branding to appeal to international audiences. In contrast, Western airlines emphasized linguistic and behavioral cues, while Asian carriers relied more on visual and symbolic elements. Middle Eastern airlines combined both approaches. These findings suggest that deviations from cultural dimensions are more indicative of branding strategies than cultural transformation. Singapore Airlines, which remains aligned with its national cultural profile despite global reach, supports this conclusion. Thus, cultural consistency can coexist with international brand appeal. The study is limited by its small sample size and the subjective nature of semiotic analysis. Broader sampling and triangulation with other methods would enhance the validity of these findings.

This research provides useful insights for Algerian airlines to merge safety messaging with cultural identity like Amazigh ,shawi traditions etc. It also enriches studies in semiotics, cultural analysis, and branding. Future work should explore broader datasets and advanced frameworks like the GLOBE model.

الملخص

تهدف هذه الدراسة إلى استكشاف مدى تجسيد فيديوهات السلامة الجوية للقيم الثقافية الوطنية من خلال منظور أبعاد هوفستيد الثقافية. وبالاعتماد على تحليل سيميائي نوعي وعابر للثقافات، تم فحص اثني عشر فيديو للسلامة الجوية من شركات طيران تنتمي إلى ثلاث مناطق جغرافية مختلفة: آسيا، والغرب، والشرق الأوسط. أظهرت النتائج أن الهوية الثقافية مضمّنة في جميع الفيديوهات، غير أن طريقة تمثيلها تختلف حسب السياق الجغرافي والثقافي. حيث تتماشى شركات الطيران الغربية في الغالب مع ملامحها الثقافية الوطنية، من خلال التركيز على المؤشرات اللغوية والسلوكية. في المقابل، تعتمد الشركات الآسيوية على الرموز البصرية والعناصر الدلالية، بما يعكس أبعادًا ثقافية مهيمنة مثل البُعد عن السلطة أو التوجه طويل الأمد. أما شركات الطيران في الشرق الأوسط، وعلى وجه الخصوص الخطوط الجوية القطرية وطيران الإمارات، فتتبنّى نهجًا استراتيجياً يتمثل في مزج الرموز التقليدية بالصور العالمية بهدف تقديم صورة للعلامة التجارية ذات طابع عالمي، مما يعكس توجهاً واعياً نحو التموقع الدولي بدلاً من التغيير الثقافي الجذري. وتُظهر الدراسة كيف تُستخدم فيديوهات السلامة الجوية كأدوات للتواصل الثقافي وبناء الهوية في السوق العالمية. ورغم أن حجم العينة المحدود يشكل قيداً على إمكانية تعميم النتائج، فإن هذه الدراسة تقدم دلالات عملية لشركات الطيران الجزائرية، وتسهم في إثراء النقاشات الأكاديمية في مجالات الدراسات الثقافية، والسيميائيات، والتسويق الدولي. كما توصي بأهمية توسيع نطاق العينة مستقبلاً، ودمج أطر ثقافية بديلة لتحقيق تحليل أكثر شمولاً وعمقاً.

Appendices

Cultural Profiles Coding Criteria

Table 13

Coding criteria for identifying Hofstede's cultural dimensions in Western region airline safety videos.

Country	Dimension	Related Elements
USA	Power Distance	**Low power distance:** Informal leadership, meritocracy, decentralized decision-making.
	Individualism vs. Collectivism	Extremely high individualism: Personal freedom, self-reliance, entrepreneurial mindset.
	Masculinity vs. Femininity	**Highly masculine:** Competitive, ambitious, material success-driven.
	Uncertainty Avoidance	**Moderate to low uncertainty avoidance:** Risk-taking, innovation, pragmatic flexibility.
	Long-Term vs. Short-Term	**Strong short-term focus:** Immediate results, fast-paced decision-making, rapid adaptation.
	Indulgence vs. Restraint	**Indulgence:** Pleasure-seeking, optimistic culture, freedom of expression encouraged.
Canada	Power Distance	**Low power distance:** Egalitarian, participatory leadership, open communication.
	Individualism vs. Collectivism	**Very high individualism:** Strong personal independence, balanced with social responsibility.
	Masculinity vs. Femininity	**Moderate masculinity:** Work-life balance, achievement-oriented but cooperative.
	Uncertainty Avoidance	**Moderate to low uncertainty avoidance:** Pragmatic, open to change, legal stability.
	Long-Term vs. Short-Term	**Short-term focus:** Consumer-driven, adaptable, values tradition but embraces innovation.
	Indulgence vs. Restraint	**Indulgence:** Leisure-friendly, positive attitude, value on personal freedom and well-being.
Germany	Power Distance	**Low power distance:** Egalitarian, expertise-based leadership, transparent communication.
	Individualism vs. Collectivism	**Moderate individualism:** Balance between independence and structured teamwork.
	Masculinity vs. Femininity	**High masculinity:** Performance-oriented, efficiency-driven, meritocratic society.
	Uncertainty Avoidance	**High uncertainty avoidance:** Structured planning, rules-based decision-making.
	Long-Term vs. Short-Term	**Long-term focus:** Future-oriented, sustainability-focused, research-driven.
	Indulgence vs. Restraint	**Restraint:** Controlled gratification, norm-driven behavior, modest self-expression.
UK	Power Distance	**Low power distance:** Egalitarian, informal leadership, open communication.
	Individualism vs. Collectivism	**High individualism:** Self-reliance, privacy, critical thinking.
	Masculinity vs. Femininity	**Moderate masculinity:** Balance of ambition, cooperation, and modesty.
	Uncertainty Avoidance	**Low uncertainty avoidance:** Adaptability, pragmatism, comfort with risk.
	Long-Term vs. Short-Term	**Short-term focus:** Mix of tradition and adaptability, consumer-driven.
	Indulgence vs. Restraint	**Indulgence:** Open enjoyment of life, individual happiness prioritized, expressive culture.

Asian Region:

Table 14

Coding criteria for Asian region airline safety videos.

Country	Dimension	Indicating Elements
China	Power Distance	**Very high power distance:** Strong hierarchy, centralized authority, Confucian respect for superiors.
	Individualism vs. Collectivism	**Strongly collectivist:** Group loyalty, relationships ("guanxi"), emphasis on social harmony.
	Masculinity vs. Femininity	**Moderately masculine:** Economic success, ambition, but balanced with cooperation.
	Uncertainty Avoidance	**Moderate to low uncertainty avoidance**: Pragmatic, adaptable to change, flexible decision-making.
	Long-Term vs. Short-Term	**Very long-term oriented:** Strategic, future-focused, values perseverance and stability.
	Indulgence vs. Restraint	**Restraint:** Controlled gratification, focus on duty, modest expression of desires.
Japan	Power Distance	**Moderate to high power distance:** Hierarchical, but leaders seek consensus.
	Individualism vs. Collectivism	**Moderately collectivist:** Group-oriented but allows for individual success.
	Masculinity vs. Femininity	**Very masculine:** Competitive, achievement-focused, disciplined work ethic.
	Uncertainty Avoidance	**Very high uncertainty avoidance:** Strict rules, structured decision-making, risk aversion.
	Long-Term vs. Short-Term	**Very long-term oriented:** Future-focused, strategic planning, emphasis on stability.
	Indulgence vs. Restraint	**Restraint:** Conservative lifestyle, value discipline and social norms, limited indulgence.
Singapore	Power Distance	**Very high power distance:** Hierarchical but stable leadership.
	Individualism vs. Collectivism	**Highly collectivist:** Emphasis on group welfare, strong national identity.
	Masculinity vs. Femininity	**Moderately masculine:** Balance of ambition and social harmony.
	Uncertainty Avoidance	**Moderate to high uncertainty avoidance:** Preference for order but adaptable to change.
	Long-Term vs. Short-Term	**Extremely long-term oriented:** Strategic, future-focused, values perseverance.
	Indulgence vs. Restraint	**Restraint:** Emphasis on control, modest lifestyles, focus on societal rules.
Kazakhstan	Power Distance	**High power distance:** Strong hierarchical respect, centralized authority.
	Individualism vs. Collectivism	**Moderately collectivist:** Family-oriented but increasingly individualistic.
	Masculinity vs. Femininity	**Moderate to high masculinity:** Success-driven, ambitious, material wealth valued.
	Uncertainty Avoidance	**Moderate to high uncertainty avoidance**: Preference for stability but adaptable to change.
	Long-Term vs. Short-Term	**Moderate to long-term orientation:** Tradition and modern progress balanced.
	Indulgence vs. Restraint	**Restraint:** Cultural conservatism, traditional moral values, restrained gratification.

Middle Eastern Region:

Table 15

Coding criteria for Middle Eastern region airline safety videos.

Country	Dimension	Indicating Elements
Oman	Power Distance	**High power distance:** Strong hierarchical respect, traditional leadership structures.
	Individualism vs. Collectivism	**Highly collectivist:** Family, tribe, and community play a central role.
	Masculinity vs. Femininity	**Moderately masculine:** Balance between ambition and social harmony.
	Uncertainty Avoidance	**High uncertainty avoidance:** Preference for stability, adherence to tradition.
	Long-Term vs. Short-Term	**Moderate to long-term focus:** Balances heritage with gradual modernization.
	Indulgence vs. Restraint	**Restraint:** Cultural modesty, emphasis on discipline, limited expression of desires.
Egypt	Power Distance	**Very high power distance:** Strong hierarchical respect, centralized leadership.
	Individualism vs. Collectivism	**Highly collectivist:** Family and social relationships influence daily life.
	Masculinity vs. Femininity	**Moderately masculine:** Balance between ambition and cooperation.
	Uncertainty Avoidance	**Very high uncertainty avoidance**: Preference for structure, stability, and strong governance.
	Long-Term vs. Short-Term	**Short-term focus:** Tradition-oriented, prioritizing immediate goals over long-term vision.
	Indulgence vs. Restraint	**Restraint:** Strong societal control over gratification, traditional values emphasized.
UAE	Power Distance	**Very high power distance:** Highly centralized leadership, strong respect for authority.
	Individualism vs. Collectivism	**Highly collectivist:** Emphasis on family, national unity, and loyalty.
	Masculinity vs. Femininity	**Highly masculine:** Competition, status, and ambition are prioritized.
	Uncertainty Avoidance	**Moderate to high uncertainty avoidance:** Structured but open to innovation.
	Long-Term vs. Short-Term	**Very long-term oriented:** Future-focused economic and social planning.
	Indulgence vs. Restraint	**Indulgence:** Embracing luxury, higher levels of consumption, future-oriented optimism.
Qatar	Power Distance	**Very high power distance:** Hierarchical, leadership authority is highly respected.
	Individualism vs. Collectivism	**Strongly collectivist:** Family and tribal connections shape identity and decisions.
	Masculinity vs. Femininity	**Highly masculine:** Status, success, and ambition are valued.
	Uncertainty Avoidance	**Very high uncertainty avoidance:** Structured society, strong adherence to tradition.
	Long-Term vs. Short-Term	**Moderate to long-term focus**: Balances tradition with economic progress.
	Indulgence vs. Restraint	**Indulgence:** Wealth display, enjoyment of modern lifestyles, rising openness to pleasure.

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