

THE INFLUENCE OF ADVERTISEMENTS IN UKRAINIAN MEDIA ON THE BEHAVIOR OF READERS

© *Kitsa Mariana, 2019*

The article substantiates the expediency of advertising as a pathogenic phenomenon. The main features of the pathogenicity of the text are analyzed and an attempt is made to highlight the main criteria of the pathogenicity of the advertising text in the Ukrainian press. Tasks of the researching – to consider the work of Ukrainian researchers on the negative impact of advertising on the audience, to make a brief overview of the Ukrainian legislation in the field of advertising and, based on the legislative framework and the theoretical and practical principles of advertising skills, select the criteria unfair advertising.

In this article it is also analysed current trends of influence of the press on the readership, also it is focused on advertising in today's print and on its characteristics. It is justified the attitude of newspaper readers to the advertisement on the basis of the results of the sociological survey.

The object of our research is the works of Ukrainian researchers in the field of advertising and Ukrainian print media. Subject of the study is unscrupulous advertising in the Ukrainian press.

In order to eliminate the phenomenon of low-quality advertising from the Ukrainian media space, it is necessary to exercise clear control over advertising at all levels – from individual (at the level of self-control of a particular journalist) to editorial, regional and national. And this is possible only by creating an appropriate hierarchy of controlling bodies that would work for the good of the state and not their own interests.

Key words: advertising, pathogenicity, text content, figurative content.

Мар'яна Кіца

канд. наук із соц. ком.,
доц. кафедри ЖЗМК,
Національний університет
“Львівська політехніка”

ВПЛИВ РЕКЛАМИ В УКРАЇНСЬКИХ МЕДІА НА ПОВЕДІНКУ ЧИТАЧІВ

Обґрунтовано доцільність трактування реклами як явища, що впливає на поведінку читачів. Проаналізовано основні особливості неякісного рекламного тексту та

зроблено спробу виділити основні критерії патогенності рекламного тексту в українській пресі. Завдання дослідження – розглянути напрацювання українських дослідників щодо негативного впливу реклами на аудиторію, здійснити короткий огляд українського законодавства у сфері реклами відповідно до законодавчої бази та теоретичних і практичних принципів. Розглянуто рекламні засоби, використовувані для створення оманливої реклами.

У статті також проаналізовано сучасні тенденції впливу преси на читацьку аудиторію, а також рекламу в друкованих виданнях і її характеристики. Обґрунтовано ставлення читачів газети до реклами на підставі результатів соціологічного опитування.

Одним із найпопулярніших заборонених видів реклами в українських медіа, зокрема в газетах, є прихована реклама. Вона має кілька переваг для видавців. По-перше, не потребує сплати відповідних податків. По-друге, не займає тієї газетної площі, яка виділена для реклами. По-третє, сприймається читачами як журналістський матеріал. Тобто газети заробляють тіньові кошти, тим самим обманюючи читачів щодо призначення та справжньої мети матеріалу з прихованою рекламою. Найгірша ситуація з прихованою політичною рекламою, адже, діючи на підсвідомість читачів, вона спрямовує їх на неправильний чи не до кінця усвідомлений вибір.

Для того, щоб викоринити явище низькоякісної, недобросовісної реклами в українських медіа, потрібно запровадити суворий контроль за дотриманням українського законодавства у цій сфері, чітко визначити контролювальні органи, а також сферу відповідальності кожного із суб'єктів рекламного процесу за вчинені порушення.

Також варто запровадити контроль за поширенням комерційного контенту у ЗМІ на усіх рівнях – від самоконтролю, редакційної етики, контролю громадських організацій і до державного контролю.

Introduction. Trends in increasing the role of advertising in the life of society, apparently, are visible to everyone. Advertising can be considered in different roles: as a subject of discussions, a way of earning money, or nav packs, or material and moral losses. It's a pity, but media are one of the most enduring hostages of advertising in our time. And this is natural, since advertising forms the bulk of the media profits. In each medium, promotional messages look different, but the purpose of commercial ads is to sell goods or services.

Unfortunately, advertising in the Ukrainian mass media can seldom be called qualitative or even correct, therefore we are increasingly faced with the concept of poor quality – unfair – illegal advertising etc.

The global public has paid attention to the negative aspects of advertising influence for a long time. Foreign researchers such as B. Stern (Barbara Stern), M. Dzhouns (M. Jones), Neil Postman and others. In particular, B. Stern and M. Jones explore stereotypes that create TV commercials, and Neil Postman discusses advertising as a means of manipulating consciousness and propaganda.

Ukrainian scientists L. M 'yasnyankina and L. Pavlyuk focus on flaws in the language of advertising appeals and O. Kuznetsova with O. Mayevskyy explore forms of advertising prohibited by law, such as hidden and unfair advertising.

For the first time called the text pathogenic Ukrainian scientists Boris Potiatynik and Marian Lozynsky, publishing a book with the corresponding title – “Pathogenic Text” [1]. The Ukrainian researchers, K. Seragim, L. Masimova and S. Proskurina continued this topic. In her scientific works, the scholar is trying to determine the criteria of pathogenicity of the text, taking into account in general the influence of the text on the reader. We will consider the advertising text on the pathogenicity aspect and try to outline its main criteria.

The purpose of the article is to substantiate the peculiarities of advertising, in particular its destabilizing influence in the media of Ukraine.

Tasks of the researching – to consider the work of Ukrainian researchers on the negative impact of advertising on the audience, to make a brief overview of the Ukrainian legislation in the field of advertising and, based on the legislative framework and the theoretical and practical principles of advertising skills, select the criteria unfair advertising.

The object of our research is the works of Ukrainian researchers in the field of advertising and Ukrainian print media. Subject of the study is unscrupulous advertising in the Ukrainian press.

Before we define criteria of unscrupulous advertising in Ukrainian press we should first clarify the circumstances under which advertising can have a negative impact on the reader, and whether it is appropriate to call such action is unfair?

Advertising in various media has its own peculiarities. If on television the main tool of the influence of an advertising message is visualization, which is manifested through the plot, the use of bright colors, musical accompaniment, then in print publications method of attracting the attention of the consumer is mainly text.

Discussion. An attempt to justify the influence of the text on the people of his time made Boris Potiatynyk in his book "Pathogenic Text" (in co-authorship with M. Lozinsky) [3]. The basis of the pathogenicity of the text explorer connects with a peculiar virus, which can affect the perception of the text on the ma`s mind. The author stresses that any text should be neutralized opposing the content of the words: "The preaching of violence can be neutralized by the preaching of non-violence, the preaching of atheism – the preaching of religion, the propaganda of totalitarian ideology – the spread of democratic ideas and pluralism" [3, p. 5] – explains B. Potiatynyk/

According to the author, the censorship may become the bottom of a few ways to neutralize or reduce the pathogenic impact of advertising on readers. In Ukraine, restrictions on advertising relate mostly to such goods as alcohol, tobacco, weapons and drugs. However, the moral and ethical aspects of advertising in Ukrainian legislation are virtually ignored. So, the problems of gender inequality, the image of children in advertising, unmotivated comparisons in advertising messages, or the illiteracy of the texts themselves remain on the conscience of advertisers, producers and distributors of advertising.

Our Ukrainian researcher K. Serazhim refers to pathogenic those texts which contain propaganda of class, racial hatred, pornography, hyperbolized ads in, totalitarian communication [4, p.156]. She emphasizes that "it is not about individual cases, such as, for example, inaccurate information, deception, which, of course, can have for a certain person be harmful or even have fatal consequences. The language about information flows (hypertrophied advertising), which, while acting long time, have a noticeable effect on the way life and outlook as an individual, and so on people`s community, nation, etc." [4, p. 157].

In turn L. Masimova believes that " broad sense pathogenic is any poor text. In the narrow sense, it is the text in which built-in mechanism that makes the reader exactly waste your time. And this is not necessarily texts in which the erotica is depicted for the sake of erotica or violence for the sake of violence. These are texts on the first sight innocent because they influence on the subconscious ... The unifying element in this classification is the manipulation of consciousness and the negative impact on the audience" [5].

Another Ukrainian researcher S. Proskurina proposes to consider pathogenic texts, which "are aimed at the destruction of faith in God; aimed at undermining national and state interests; those that threaten the security of mankind; the texts that make up a threat to public morals; lyrics, which have a harmful psychological impact on man; texts that propagate evil in any form: this is both anarchy and cruelty, and hatred, and rudeness, and permissiveness, and so on ..." [6].

Psychologists have already investigated that it is advisable to call a lot of advertising messages as a pathogenic phenomenon that can provoke disorders associated with the functioning of the psyche. The main characteristics of advertising as a pathogenic phenomenon are its repeatability and the imposition of automatic thinking. Advertising causes perseveration of the human personality, when, as a result of the resulting references, it seems to a person that he is mentally working, although in reality this is not so. In this way, the human psyche, consciousness, and man become degraded over time incapable of making meaningful decisions. Information must change, make us think, and advertising only uses our nervous energy, affecting the basic instincts and consciousness of people. And this can lead to disastrous consequences within the whole of humanity.

Designing these features is precisely on promotional texts, it is necessary to consider the signs of the advertisement itself. As we mentioned above, one of the peculiarities of advertising in the press is its static nature. Therefore, for better memorability and for attracting the attention of readers, advertisers use a variety of printing approaches. This is a color selection, a font size and structure, a line spacing, and so on. And even those

seemingly purely technical approaches can have a negative impact on the reader. Firstly, it's not the main characteristics of the product, but the secondary ones - packaging, design, etc. In addition, others font stand out and "a sale price" of goods that the compulsory in the end has the number nine. So 9.99 UAH the reader is perceived as nine hryvnias rather than ten, and this is already "cheaper".

Returning to the peculiarities of the figurative content of advertising, one must take into account the clarity of the illustration, its accessibility for perception and content. Of relevant law of Ukraine "On Advertising" [7], it is forbidden to depict children in dangerous situations and use them to promote products that are not directly related to children's audience.

It is forbidden also to illustrate things that are contrary to the norm of public morality, etc. and humiliating human dignity or incite hatred. In this aspect, it is worth mentioning about the gender characteristics of advertising messages. It's no secret that the sexy female body attracts the attention of the audience. However, these images are humiliating the fair sex, because they are personified as "easy prey." In addition, the stereotypical image of women in the role of housewives, nannies or servants also does not advertise positive rice.

The swaddling of the reader's time is one of the main signs of unscrupulous print advertising in the Ukrainian press. So a typical ad is often served in the form of a large volume of journalistic material, where the mention of advertised and the product appears approximately in the middle or at the end of the material. So, at first the reader is impose a certain opinion on the benefits or harm of some goods, and then there is a proposal to solve the problem – appears the advertisement of a particular product or service. In this case, the reader peculiarly deceives, because the mark "Advertising" near the text is often invisible (if not absent-MK), and on external signs, the advertising message does not differ from the journalistic material. Thus, the reader initially formed a certain attitude to the topic (problems), and already with accordingly information reader perceives advertising. Such advertising includes two criteria of pathogenicity – both the waste of time and the subconscious misconduct of the reader.

Ukrainian legislation prohibits such forms of advertising like hidden and unfair advertising. We do not know if to determine the concealment of advertising is possible, because with the criterion of unfair fidelity is more difficult. After all, often the ad text does not correspond to the real properties of the advertised product. And to verify the integrity of such advertising can only be purchased goods. In order to classify advertising as unfair at the legislative level, it is necessary to check all labels required for the promotion of some product groups (bank services, alcohol), to verify the legality of advertising of certain groups of goods (weapons, tobacco, services, wizards, etc.) and so on. In any case, any advertisement that violates Ukrainian legislation is unfair. And its pathogenicity is both in the negative impact on the audience, and in the alignment of the laws.

Violation the rules of Ukrainian legislation is the criterion by which we can identify unfair advertising. In Ukrainian newspapers there is also such a widespread phenomenon as hidden political advertising. And although advertising is often considered just the form and type of political marketing, however, the presence in the Ukrainian media of indirect political advertising in information content indicates its pathogenicity and certain shortcomings in the advertising business. After all, political hidden advertising manipulates the minds of readers and is aimed at getting the editors of shadow funds for which you do not need to pay taxes.

Summing up, we can highlight key signs of unfairness of print advertising. The first and most common criterion is the time spent by the reader. This sign can be manifested in a large volume, uninteresting and informative text, and in various manipulations, when the reader smoothly "leads" to the ad at the end of the text.

Another criterion is the manipulative attention of the recipient. This feature includes the intentional ting of the price of the reduced product unit, and paying attention by technical means (allocation bright bold "tempting" offers "with an asterisk) and others.

The next criterion is incorrect application of technical means. Psychologists and scientists believe that it leads to an incorrect perception or understanding of advertising, which in turn affects the reader. And the highlighting of secondary features of the product, poor quality image or inappropriate font are the main technical techniques that distract the recipient from the important characteristics of the advertised product or service, as we have already mentioned above.

The criteria of illiteracy of advertising texts worries us from a professional point of view. It's no secret that the overwhelming majority of commercial communications are written by journalists, but language mistakes in ad texts are a common occurrence. We suggest identifying language mistakes in banners as a sign of unfairness, which has a detrimental effect on the purity of the Ukrainian language as a whole, and on the education of the culture of speech in the young audience.

The next criterion poor-quality advertising refers to a gender perspective. The stereotypical image of women as housewives, servants or toys in the hands of men humiliates people for belonging to a particular sex and negatively affects society as a whole.

The use of images of children in the advertisement of "non-childish" goods or the display of dangerous situations involving children is another sign of unscrupulous advertising. This criterion is formulated as "the incorrect image of children in print advertising".

Another group of criteria for poor advertising follows the principle of legality. From this aspect, it is necessary to take into account those signs that the printed advertising violates the norms of Ukrainian legislation. This is hidden advertising and all advertising that violates one norm of the Law of Ukraine "On Advertising".

Summarizing, we can draw the following **conclusions**.

1. The presence of unscrupulous advertising is to blame for all subjects of the advertising process. Advertisers violate the law on protection against unfair competition. Provide information that does not corresponds to reality, exaggerates, indicates the properties that are uncharacteristic of the advertised product. Uses non-motivated comparisons.

2. Newspapers serve unfair advertising for several reasons – depending on the economic principles of the activity of newspapers. Some newspapers occupy themselves because of the high cost of a copy, mandatory subscription (state, district, thematic newspapers), and some cover the cost of a copy at the expense of advertising, thereby reducing the price of one copy. In this case, newspapers such as "Lvivska Gazeta", "Express", "High Castle" are forced to actively cooperate with advertisers. When advertisers are not enough, the newspaper's advertising department offers a variety of unscrupulous ads, including hidden ones. For such advertising, the newspaper does not pay taxes, and advertisers are offered better than official conditions. "High Castle" in previous years was recognized as one of the most insolent taxpayers, but half of the advertising in this newspaper is hidden, for which taxes are not paid.

3. Such a kind of unscrupulous advertising as a hidden profit is profitable for advertisers and the fact that it affects the readers' subconsciousness and is perceived by them as objective journalistic material. Moreover, materials are often printed in such Lviv magazines as "Lvivska Gazeta", "Express", "High Castle", which are trusted.

4. Such newspapers as "Ukraine Young" earn for the most part on political advertising. In particular, in 2016, during the election campaign in parliament, this newspaper was issued as a whole special issue devoted to one political party.

In order to eliminate the phenomenon of low-quality advertising from the Ukrainian media space, it is necessary to exercise clear control over advertising at all levels – from individual (at the level of self-control of a particular journalist) to editorial, regional and national. And this is possible only by creating an appropriate hierarchy of controlling bodies that would work for the good of the state and not their own interests.

REFERENCES

1. Potiatynyk B., Lozynsky M. *Pathogenic text*. – Lviv : PAIS, 1996. – 296 pp.
2. *Great explanatory dictionary of modern Ukrainian language* ; Irpen: VTF Perun , 2001 . – P. 356.
3. Pisarek W. *O Mediach i Języku* / W. Pisarek; pod red Z. Bauer i E. Chudzińskiego. – Kraków : Universitas, 2007 – 392 s. – (Seria "Dziennikarstwo i świat mediów").
4. Serazhim K. S. *Text-study: a textbook* / K. S. Serazim. – K. : VPK "Kyiv University", 2008. – 527 p.
5. Masimova L. *Criteria for pathogenicity of the text [Electronic source]*. Available on: // http://nbuv.gov.ua/portal/socgum/nzizh/2010_41/Masimova.pdf
6. Proskurkina S. *Semantic space of modern journalistic text [Electronic source]*. Available on: // <http://bibl.kma.mk.ua/pdf/naukpraci/movoznavstvo/2010/138-125-12.pdf>
7. *About advertising: Law of Ukraine dated July 3, 1996 # 271/96-VR (With amendments and additions introduced in accordance with the Law N 1407-IV (1407-15) dated February 3, 2004) [Electronic source]*. Available on: // <http://zakon.rada.gov.ua/cgi-bin/laws/main.cgi?nreg=270%2F96%E2%F0>