

SOCIAL ADVERTISING AS A WAY OF INFLUENCING SOCIETY

N.Yu. Buryak, *Candidate of Cultural Studies, Associate Professor*
Academy of Marketing and Social Information Technologies
(Russia, Krasnodar)

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Abstract. *A large number of public issues and problems are in the focus of social advertising, the main purpose of which is a concise and expressive presentation of ideas, values, attitudes, assessments, behavioral models, information about a socially important problem that orients the target audience to positive actions. There is a large number of scientific studies devoted to the use of social advertising in the modern world. Currently, there is a lack of understanding of how social advertising is used and regulated in countries, and how it affects society as a whole. The study of how social advertising affects society deserves further research, since interest and investment in social advertising, as well as the range of its focus and coverage, are growing internationally. This is the subject of the research presented in this article.*

Keywords: *social advertising, society, target audience, cultural values, marketing.*

The main purpose of social advertising is a concise and expressive presentation of the idea, the value of the installation, evaluation, behavior model, information about socially important problems that orients the target audience to positive actions.

The practical significance of the article is to substantiate the possibility and necessity of using social advertising as an instrument of interaction between the state and society [1].

Many key values and behaviors that people consider important, such as empathy, benevolence and politeness, cannot be promoted through direct sales. They become real and tangible only if they turn into general norms of behavior.

One way to promote positive social attitudes and behaviors is to strive to combat negative attitudes and behaviors through the use of planned, sustainable norms and attitudes. This is exactly what social advertising is for; it not only draws attention to the problem, but also provides solutions to problems and calls for action. Social advertising has been used all over the world in politics for many years. The government and political leaders of countries use social advertising to agitate and promote their beliefs, which often leads to a positive result, both for individuals and for society as a whole.

It was argued that social advertising is actually as old as human civilization. In the history of mankind, people with power and in-

fluence have sought to influence others to create social norms.

Social advertising has long existed alongside government policy and political advertising. It began to be used when the leaders of the state realized the need to find contact with citizens, to strengthen power and the willingness of citizens to act in certain prescribed ways to promote the public good. This included health advice, calls to grow crops during the war, enlist in the army, or advice on taking a number of security measures.

It is believed that the history of social advertising began in the early twentieth century in America. In 1886, the public organization "American Civic Association" was established. This was the first social advertising aimed at protecting Niagara Falls from damage caused by the activities of energy companies. The Association has started purchasing advertising columns in magazines to attract the attention of citizens to the problem of nature conservation. Since then, the impact of social advertising has become so great that many corporations have also become interested in its capabilities and have started to conduct their own social advertising.

For example, a social advertising campaign aimed at the prevention and treatment of breast cancer was developed by the cosmetics company Avon. This campaign was very popular in America, and then spread all over the world.

The concept of social advertising implies the process of trying to make a positive contribution to social values and behavior. Social advertising is often aimed at solving issues affecting broad segments of society.

Social advertising is in many ways similar to non-commercial, public and government advertising. It tries to change human behavior and, accordingly, influences social ideology. For example, collecting donations during hostilities or propaganda about environmental protection. Posters on the streets, announcements on radio and television can be used for this, so social advertising can be considered as well as state advertising.

Social advertising can be divided into three types: non-commercial, public, state advertising.

Non-commercial advertising is sponsored by non-profit organizations or through donations. It aims to promote clear messages to a wide audience. Its task is to influence human consciousness and conscience.

Public advertising is used to promote what the state considers positive for society. Its main task is to draw attention to a certain social behavior.

Government advertising is usually used by various agencies, government departments and organizations, such as tax authorities, police, medical institutions, etc. The advertising they order reflects their main problems, as well as services related to their activities that they conduct.

Social advertising aims to attract attention and influence on the key social problems faced by countries around the world. Its tasks include improving the standard of living of individual citizens, as well as promoting social responsibility and the development of moral values. The mission of social advertising is to model social behavior. This leads to an increase in the level of moral and social outlook of citizens.

The goals of social advertising can be summarized as follows:

- drawing attention to social issues and problems.
- transfer of knowledge and understanding of social problems.
- modeling and influencing attitudes and beliefs of public opinion.

- modeling and influence on social relations.

- modeling and influencing social behavior.

- promotion of actions to solve social problems.

- promotion of positive social values.

- strengthening trust in socially significant public institutions.

Social advertising is directly related to marketing, but it is also related to and influenced by other areas, such as economics, social relations.

Social marketing also interacts with social advertising in promoting values, norms and behavior. For example, a social advertising campaign aimed at reducing smoking, which includes disappointing pictures on cigarette packs with diseases that smoking can lead to.

Social advertising can directly influence human interactions and influence their relationships. For example, in the field of promoting social responsibility, social advertising can be used to promote tolerance and general social development, as well as the development of living standards. For example, a social advertising program that promotes the reduction of alcohol abuse has a positive effect on health, but also on the economic efficiency of society.

Well-thought-out and targeted social advertising promotes the promotion and acceptance of positive social values, the strengthening of high social standards, the strengthening of traditions and positive behavioral norms. Social advertising can also illustrate positive human potential and as such is part of the promotion of humanism, social responsibility and general social development, if it is applied in the right way. Social advertising can also make a valuable contribution to improving the standard of living of citizens, influencing the lives of individuals and society as a whole. Currently, the main customers of social advertising are public organizations, charitable organizations, government agencies, as well as representatives of some types of business and entrepreneurship.

In conclusion, it is necessary to note that in relation to our country, social advertising has great potential. In fact, social advertising is a

powerful tool for influencing public opinion regarding the problems of society, and this is exactly what Russian society needs for this period. After all, social advertising promotes

the development of humanistic relations between all people, changes in social behavior, and this directly affects the quality of economic ties and the well-being of society.

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СОЦИАЛЬНАЯ РЕКЛАМА КАК СПОСОБ ВОЗДЕЙСТВИЯ НА ОБЩЕСТВО

Н.Ю. Буряк, кандидат культурологии, доцент

**Академии маркетинга и социально-информационных технологий
(Россия, г. Краснодар)**

***Аннотация.** Большое количество общественных вопросов и проблем находятся в центре внимания социальной рекламы, основной целью которой является лаконичное и выразительное представление идеи, ценности установки, оценки, модели поведения, информации о социально важной проблеме, которая ориентирует целевую аудиторию на положительные поступки. Существует большое количество научных исследований, посвященных использованию социальной рекламы в современном мире. В настоящее время существует дефицит понимания того, как социальная реклама используется и регулируется в странах, и как она воздействует на общество в целом. Изучение того, как социальная реклама воздействует на общество заслуживает дальнейших исследований, поскольку интерес и инвестиции в социальную рекламу, а также диапазон ее направленности и охвата растут на международном уровне. Это и является предметом исследования, представленного в этой статье.*

***Ключевые слова:** социальная реклама, общество, целевая аудитория, культурные ценности, маркетинг.*