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THE POSTER, AS THE MAIN TYPE OF ADVERTISING

Today the poster is the most popular type of graphical edition, performing visual tasks of political propaganda or serving as mass media, advertising and instruction.

"Poster is an urban art. It is designed to attract our unthinking automatic views, taking away from the ever-lasting rush and returning for a moment the meaning of life" (Sergey Serov). [2]

The high speed of modern city life, an increasing number of cars and fast movement on the streets - dictates and determines the "language" of the creation of posters: the relatively large size, briefness, clarity and preciseness, generalization and simplification of images, the dropping of secondary details, symbolic designations, the maximally short and clear text. Thanks to these well-defined functions, a poster will be able to keep its leading position in the advertising market for quite a long time.

Poster's history began in Ancient Rome and Egypt, and the "father" in its modern form is the Frenchman Jules Shere, who also stated the basic principles of the modern poster, which are functioning nowadays.

The stylistic devices of the latter-day poster are:

1. First of all, a poster functions from a distance and quickly. It deals with the masses, the crowd, rapidly changing, so it must act at first sight, his call should be a lightning.

2. A poster is associated with the wall, pillar, window, etc. Therefore, it is somehow akin to decorative painting, murals, and mosaics.

3. However, it possesses a significant difference from the decorative painting (which is often neglected). ...A poster is supported by the wall and acting on it, isn't organically connected with it. It is only attached to it, sticked to it, but it still has autonomous, independent existence from the wall. [5]

Types of posters are various and are divided according to the purpose into following groups:

a) a political poster is one of the most effective forms of political agitation, embodies the policy goals and slogans.

b) a information and advertising poster solves the tasks of informing about variety of cultural and educational activities as well as tasks of advertising - introducing products and services to the customers.

c) a educational and guidance poster - pursues the aim of promoting scientific knowledge, methods of work, different rules, etc.

One of the most important indicators of economic effectiveness of advertising or advertising products is the development cost of an advertising contact with potential customer. Entrepreneurs realize that if they want their advertised products to be noticed and recognized, one of the best decisions - to release a colorful and memorable advertising poster, because a poster made by offset printing is not much more expensive than regular flyer or brochure, but hundreds and even thousands of people will be able to see it. [1]

In recent years, outdoor advertising has become very popular. In terms of profits it comes second only to the Internet–advertising. It attracts a large number of spectators and in effectiveness is comparable to television. [3]

So, we can make a conclusion - some posters glimpse before our eyes and then disappear from memory. Others - burn a desire to possess this product and make an instant purchase, and others are just remembered for time by their originality and creativity. Therefore compelling advertising poster is always art. [4] In its most general form, regardless of time or place, a poster is the message to the public and is seen as informative, psychological and commercial instrument, depending on what is prevailing - information, suggestion or sale.

References:

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