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SPAM AS AN ADVERTISEMENT TYPE

Nowadays every modern Internet-user knows what term "Spam" means. It is the use of electronic messaging systems (including most broadcast media, digital delivery systems) to send unsolicited bulk messages indiscriminately. While the most widely recognized form of spam is e-mail spam, the term is applied to similar abuses in other media: instant messaging spam, spam in blogs, online classified ads spam, mobile phone messaging spam, Internet forum spam, etc.

Spamming remains economically viable because advertisers have no operating costs beyond the management of their mailing lists, and it is difficult to hold senders accountable for their mass mailings. Because the barrier to entry is so low, spammers are numerous, and the volume of unsolicited mail has become very high. In the year 2011, the estimated figure for spam messages is around seven trillion. Spamming has been the subject of legislation in many jurisdictions. A person who creates electronic spam is called a spammer.

The word "SPAM" appeared in 1936 and it used to have a different meaning. The Hormel Foods Corporation used the abbreviation: Shoulder of Pork and hAM (SPAM) or SPiced hAM (SPAM) in its advertisement. The word "SPAM" might be read everywhere: in a shop, on the board of each train and bus, in newspapers and heard at the radio. The advertising campaign was so intensive and widespread, that sitcom-show Monty Python's Flying Circus had one episode to this annoying omnipresent ad. Since that, the word "Spam" is applied to name each obtrusive advert.

The earliest documented spam (although the term had not yet been coined) was a message advertising the availability of a new model of Digital Equipment Corporation computers sent by Gary Thuerk to 393 recipients on ARPANET in 3 of May 1978. Rather than send a separate message to each person, which was the standard practice at that time, he had an assistant, Carl Gartley, who wrote a single mass e-mail. Reaction from the net community was fiercely negative, but the spam did generate some sales. Therefore, seeing that spam works, some entrepreneurs began to use spam in hope it will help to increase sales.

Spam may be called as a sort of direct mail. Direct mail allows the greatest degree of audience selectivity, where direct-mail companies can provide advertiser with a mailing list of their target consumers. But it is rather more expensive, than spam is, although a lot of people consider they are equal and think that direct mail is a kind of so-called "junk mail" like spam.

Spam is prevalent on the Internet because the transaction cost of electronic communications is radically less than any alternate form of communication, far outweighing the current potential losses, as seen by the amount of spam currently in existence. Spam continues to spread to new forms of electronic communication as the gain (number of potential recipients) increases to levels where the cost/benefit becomes positive. Spam has most recently evolved to include wikispam and blogspam as the levels of readership increase to levels where the overhead is no longer the dominating factor. According to the above analysis, spam levels will continue to increase until the cost/benefit analysis is balanced.