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EFFICIENCY OF THE 25-th FRAME IN ADVERTISING

In 1957, due to American psychologists James Lefkowitz and Dylan Verrechia the idea of 25 fps appeared in advertising. The fact is if the 25th frame replaces each other into a standard speed of the film in the projector the viewer will not notice 24th frame, but the information carried by an "invisible" frame, firm stuck in the human subconscious. In reality all the information passing through the subconscious mind reaches brain and then for processing information the consciousness is got involved too. Thus, eliminating a lot of information the duration of perception can exceed 1 / 25 seconds (for example, usual advertising) and therefore in any case "hidden" advertising is less productive than usual.

At the frame change moment the projector closes the shutter to avoid flickers on the screen. While the shutter of the 1st unit is closed, the 2nd film projector opens its shutter and shows the "25"-the frame, ie: the frame is shown to the viewer, as a movie, 24 times per second exactly and hereby the overall frame rate is 48 frames per second. The duration and brightness of the "25"- the frame is also lower than the film. As the frame rate on television is from 25 to 29.97 frames per second (actually 50 or 60 half-frames), insert a side frame, which is invisible for the viewer is impossible.

In fact, the 25-th frame is not hidden: each frame is marked by the eye of the viewer, but because of the inertness of sight it merges with similar frames and it is not differentiated by the viewer. However, due to the same effect it is not difficult to notice the "extra" frame. You can even read a short word if it is typed in large print which is known for the viewer. It is easy to make sure in it using a home computer and software program (the frame rate can be set much higher than the standard of the 25th frames / sec, but the "25th" frame is not still evident). A simple analogy: it is difficult to distinguish the speech of people in a noisy crowd, but a crying baby can be heard clearly against the background.

The effect of 25th frame determined by the fact that our mind stores all

incoming information, but not all the information is realized by us. For example, if you are fallen into a deep trance, you will be able to remember the events of the distant past, while conscious memories of this period are missing. But the mind is not limited only by storage of incoming information, it also analyzes it and this fact can be very interesting. Remember how you recently watched a video or an interesting TV show and at the most "responsible" moment it was interrupted by advertisement. Advertising is not accidentally inserted in films. It is used the break of effect here. At this moment, your subconscious mind is more receptive and you begin to "sing" about the best toothpaste or the most delicious candy. As a result, the flow of information (eg: video) was interrupted and replaced by another (advertising), substituting the flow has a higher importance. The same thing happens with the 25th frame. It interrupts the flow of information wedging into it. It is like a red flashing light for the subconscious. Therefore, our mind perceives this information unconsciously.

Despite of the valid result is unknown the Ukrainian legislation prohibits the use of sublimated 25-th frame. The criminal liability is provided for breaking this law but this prohibition is only on paper. Unfortunately, it is often broken. For example, the 25-th frame is widely used in a variety of advertising programs for language learning, memory training, weight loss, smoking cessation and others. TV channels breaking the law can lose the broadcast license.

It can be concluded that the method of the "25th frame" usage needs additional and independent studies to obtain objective conclusions about its effectiveness.