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PSYCHOLOGY OF MUSIC PERCEPTION IN ADVERTISING

It is impossible to imagine the modern world without advertising which is considered to be a main tool of marketing. It influences demand, consumption and even fashion. A traditional commercial consists of image, speech and music. A beautiful picture shown in an advert is important for men, but women perceive an advertisement with ears. Additionally, all men and women are influenced by sounds subconsciously while other factors affect (or don't affect) consciously. Music appeals to instincts and hidden wishes.

It is proved that emotional memory is much more lasting than other types. As music affects exactly on emotions, it is one of the most important tools in making a good commercial or radio advertisement.

There are several factors to be highlighted in creating or choosing appropriate music for an advert. They are rhythm, speed and musical mode.

Calm rhythm creates soft and warm atmosphere. Intermittent rhythm, based on short and 'sharp' notes is perceived as danger and threat. Slow and monotonous beats show peaceful and measured movements. The volume of the sound intensifies the influence of this factor.

Major and minor modes are significant in any composition. Major melodies are light and bright, minor ones express sorrow.

Combining different modes and speeds marketers can gain great results: for example, fast minor music expresses rage and fast major tune means gladness and happiness. Short breaks in a fluent composition create a tender and gentle song. Unlikely, clangs mean something rough and tough. People perceive a mixture of long and short notes as something magnificent, high-minded and spiritual.

All the factors, including musical mode, volume, rhythm and speed create a special feeling. Results of surveys show that fifty per cent of people think that it is music that makes any commercial especial and unique. Jingles used in commercials become popular and continue to advertise the product indirectly.

Therefore, applying music properly marketers can enforce people to think good or bad of some product. That makes music a great tool in making high-quality advertisement.