

SHOCK IN SOCIAL ADVERTISING

Urgency of the problem

Have you ever thought what makes our life more purely, kindly and better? It is certainly nice weather and a stable salary, a healthy family and good news, happy children's eyes and pride of our country. However, how often we close the eyes to the things that spoil our life!

We consider dirty entrances, thrown children, accidents on roads, drugs and prostitution, and dozens hundreds other indicators of a "sick" society as the ordinary phenomena. How it is possible to change a spirit of people, to draw attention to the daily problems which have, apparently, become a habit, to open society ulcers, to make people think about "simple" issues? One of such means is social advertising. Mission of social advertising is changing models of behavioral in society. The most known examples of such advertising are campaigns for struggle against drugs, to observance of rules on traffic, propagation of a healthy way of life, environment control and etc.

Essence of shock and its influence on a person.

Psychic shock - the psychosis, arising under sudden circumstances menacing to life or situations and causing sharply expressed effect of fear. The shock exists in all cultures, whether it is West, East, north or South. But anywhere this concept is not so accurately expressed, as in modern culture of consumption, in industrial and postindustrial societies. It is connected by that the western culture is closer than the others has approached to an exception of shocking, unpleasant and sharp "things" of the everyday life, of attitude and culture. After all the culture of consumption is directed first of all on reception of pleasures and satisfaction of requirements. From here and emotional "hunger" for adrenaline buzz. Thus external, artificial the caused shock becomes a necessary part of postindustrial culture.

Shock in social advertising.

Today on Internet open spaces have spread quantity of various video clips of propaganda character which very strongly draw attention of people. What is it? These are preview trailers which propagandize a healthy way of life, refusal of smoking and narcotics, condemnation of prostitution and abortions and so forth. But what is so

interesting in these rollers for common people. I can mark at least two reasons. First, the information which shocks people, will be most actual, and therefore, percent of viewing of such information more above, than the neutral information. Secondly, shocking social advertising mobilizes consciousness of the person, forces it not only to pay attention to the information, but also somehow to commensurate the received information with the sights at this point in question or a problem. That's why in social advertising are used shocking pictures of the real, for example car accidents in which children die, physical consequences of smoking, death of animals etc.

Shock classification in social advertising.

Shock in social advertising can be divided depending on force of influence and used themes.

1. The Shock-horror or «not sparing shock».

This cluster represents actually shocking advertising causing sharp aversion and strong negative emotions. As a rule, violence demonstration, blood, parts of a human body and other horrors are used or indirectly meant. Such advertising is directed on "hooking" object of influence, to pay its attention, to make it to remember. In most cases such advertising does not offer an exit from a situation.

2. A shock without a shock or «a sparing shock».

This cluster represents the shocking advertising which does not have obvious and rigid elements of a shock. It is the advertising mentioning concrete social groups which the object of influence does not concern; the veiled shock for which comprehension is necessary for subject of influence to make known intellectual efforts or to pay steadfast attention to the advertising that at first sight seeming not shock.

Shock in social advertising of foreign countries.

Social advertising in the different countries is different on degree of use of shock. The United States of America as it is not strange, are not leaders in the field. Using of shock in social advertising makes up no more of 30% from total mass. Americans prefer to create the positive social advertising offering a simple and pleasant exit from a current situation, phones and addresses of the organizations co-ordinating the help and so forth. And if they start on shock, quite often it turns out cynically or with humor. In general social advert, especially in the West, is frequently more interesting and more creative than the commercial.

The European advertising does not keep pace with the American about use of shock. Moreover, European examples of social advertising show, that such

advertising rather frequently can be unpleasant: rough, bloody, frank, provocative and even cynical, powerfully trading on emotional sphere of the person, on his public spirit. But from the point of view of public interests such advertising is extremely useful and even effective.

Features of social advertising in the CIS countries.

Of course social advertising which is broadcast in Europe and the USA, cannot be completely transferred on TV of the CIS countries. Shocking social advertising in the CIS countries is inappropriate, moreover — is dangerous. Ukrainians, Russians, Byelorussians and Moldavians, thanks to modern TV, are in pressure because of a considerable quantity on telescreens of scenes of violence, murders etc. Many people say that social advertising in Ukraine and Russia is softer, in comparing with European. However don't forget that "soft" - does not mean "none", and except fear person has also other strong emotions - at least pity so peculiar to the Russian person.

Rigid, naturalistic rollers cause aggression and desire to operate contrary to. In Europe the shock forces person to leave the cocoon and to pay attention to problem. But inhabitants of the CIS for many years are in a condition of instability, regular mental blows and pressure. And the shock in advertising causes in them only divestment. Consequently and the concept of social advertising should be a little another.

The conclusion

Social advertising till now remains "the poor relative" of advertising commercial. Though for social advertising legislatively to 10 % of the advertising areas, the question is what kind of areas, is not regulated.

Frequently, especially in regions, representatives of state institutions and public organizations in general undertake working out of ideas and plots of social advertising, "own forces" - it is natural, not from a good life, and from a lack of financing or from inability of this financing to dispose.

However what most of all does not suffice in present social advertising is an understanding of the audience: after all the speech is not about narrow group of potential consumers of any goods, but about the whole society and its stereotypes and behavior models.