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DEVELOPMENT AND TENDENCIES OF SOCIAL ADVERTISING IN EUROPEAN COUNTRIES: EXPERIENCE FOR UKRAINE

The article reviews the experience and trends in PSA in Europe in terms of possibilities of its use in Ukraine, definition of immediate changes in social advertising in Ukraine.

Keywords: PSA (public service advertising), government regulation of advertising, media advertising, shocking PSA.

Problem statement. In the modern world social advertising is an important factor for human behavior shaping. It is one of the technological instruments of influence on human behavior. The world experience shows us that special information materials (such as brochures, booklets, posters, audio and video advertising) are able to counteract negative social phenomena in our society.

Nowadays, in Ukrainian society we have a situation when due to the absence of established system of social norms, the deviation problems in the society has drastically grown. Such negative phenomena as spreading of alcoholism, drug addiction, HIV and AIDS infections, and others, present considerable danger [3]. The Ukrainian society needs social improvement, and social advertising is one of the best tools to achieve this aim. It contains a message, which promotes certain positive phenomena, demonstrates social guidelines, and examples to follow.

However, in Ukraine, current activities in the field of social advertising are underdeveloped, and this may be explained by both economic, and political and mental factors. A number of such problems as low quality, lack of state financing, as well as irrelevant problems covered by social advertising impede its positive influence on the society, and may lead to a reason for negative attitude to it. This may cause the worsening of the difficult situation, which Ukraine has already got into.

Analyzing the problems, which arose before Ukrainian social advertising, we have found a necessity to investigate and generalize the experience of social advertising development in European countries in the context of its possible use in Ukraine. The experience of functioning of social advertising in these countries is greater than that one in Ukraine, and the social campaign effect is higher.

Analysis of the latest researches and publications. Counting that social advertising phenomenon is not new for Ukrainian information space, it is increasingly subjected in scientific works of such national researchers as S. Andriyashkin [1], A. Vovk [2], L. Geidar [3], G. Dovbakh [3], O. Kurban [4], G. Nikolaishvili [5], T. Prymak [6], E. Romata [7] and others. In their publications, scientists mainly concentrate on problems of Ukrainian social advertising, its main aims and tasks, efficiency factors, etc.

The objective of the study. The objective of the study is to summarize experience of social advertising development in European countries in the context of its possible application in Ukraine.

Results and Discussions. Social advertising has existed since the times of Roman democracy, when the development of patriotic feelings was the urgent requirements of the society of that time. However, an official history of social advertising began in 1906 when American Public Works Association created their first social advertising, which appeared to protect Niagara Falls from the damage inflicted by energetic companies [1].

The first and the most large-scale social advertising in Europe was the campaign under the slogan “Your country needs you”, that ran in England during the First World War. A little later, in the twentieth, similar posters with the slogan “Have you volunteered?” appeared in the USSR.

Further advertising campaigns were connected with various crisis situations that took place in Europe in different periods of time. They are the Second World War and post-war problems, disease control, deviations in society, etc.

Social advertising in today’s Europe distinguishes itself by a great number of social topics, the way of regulation of activities in social advertising field, advertising mediums, and motives used in it.

It should be noted that in Europe the PSA term – public service advertising is used for any social advertising [2, 6]; it is the term which notably differs from state and political advertising. Generally speaking, there is no “social advertising” concept abroad. The most ordinary terms used abroad are “non-commercial advertising”, “public advertising”, and social values advertising.

In Europe, the regulation of social advertising management and financing follows two patterns [7]:

1) English pattern is rather accurate and relatively centralized: Central Office of Information (COI) under the government collects orders from all state structures, distributes it among various advertising agencies, thus, it is the only customer of social advertising in mass media.

For example, in Great Britain social advertising issue is not regulated by

law, and advertising itself is ordered by the government and financed from the state budget. Such model resembles the social institute, slightly controlled by the state.

2) German pattern is determined by Germany's domestic policy, which is oriented on the stimulation of public initiatives in the field of social work with population. Bundestag, the federal government, the parliament, territorial parliaments and councils sponsor public initiatives of social orientation. At the same time, a great part of money provided for social needs is spent on social advertising.

There is also an American system, where an independent public organization, the Advertising Council is the main coordinator and centralized customer of social advertising in mass media. It deals with planning, production, and placing of social advertising (coordination of work of advertising agencies and advertisers). This model is used in the United States of America.

It should be noted that today in Great Britain state ministries, interested in creation of social advertising, might work both through COI and independently. However, the experience confirms that it is more effective to work through COI. It could be explained by the fact that sometimes the ministries, which apply to the advertising agency, do not get professional advertising.

Costs on social advertising in European countries are 9 - 12 times higher than those in Ukraine, and make up approximately 240 million euro a year [2]. The size of social advertising financing affects not only its volume, but also its quality; since with insufficient financing only less effective social advertising mediums can be used, and just advertisers without psychologists and sociologists help create the advertising.

The number of social problems, highlighted in European social advertising, is really wide. For example, quite prosperous European countries could not keep their citizens from drug addiction, alcoholism, and HIV. Counteraction to these threats has complex character. Medical and psychological assistance for people is on the first place. Nevertheless, advertising component is also very important. Many things depend on awareness level of consequences of random sex and test marijuana puffs. Various printed products are dedicated to explain such consequences. Famous figures take part in popularization of healthy way of life. For example, in Great Britain members of the Royal Family participate in social advertising campaigns.

In Western countries, sets of humoristic pictures, comics that describe serious issues rather understandably and unobtrusive are an integral part of social advertising genres. This model is used in order to explain the danger of AIDS, and is effective in public discussions of intimate problems.

Social advertising also pays attention to one of the most acute problems of European countries in our days – the condition of immigrants. The principal direction of social advertising in such conditions is to promote tolerance and mutual respect.

The subject of environmental protection takes a special place in European social advertising. This subject has few directions in advertising: struggle against nuclear weapon, use of nuclear power plants, deforestation, and industrial waste pollution of water body, etc.

Today, on the West the use of social advertising instruments for construction of communicative space in the crisis situation is one of dominating tendencies. The governments of European countries consider social advertising a method of communication with their citizens [8].

The next growing tendency is striving for creation of shocking advertising. Every year social advertising is getting more and more aggressive. For example, the videos that appeal to abstain from smoking lead its viewers not to the sense of guilt and inexpressive anxiety, but to real horror. One is unlikely to give up smoking after that, but is likely to have some unpleasant moments during the review of such PSA.

The results of researches made prove that such advertising is very effective on the West, and it can really change narrow-minded attitude to many current problems of modern society.

Conclusions. Thus, it may be stated that social advertising in Europe is a constant form of communication, made between public organizations, state, big business companies, and society. It covers broad spectrum of social policy problems and management of social processes (from the problems of environmental protection to health). It is necessary with note that the “social advertising” concept has not been set forth by the law, and all issues connected to judicial or financial regulation of this segment are decided by a non-governmental organization. Costs on social advertising are rather high, and this explains effectiveness, high quality, and large scale of advertising campaigns.

Considering the experience of European countries, Ukraine should create its own model of advertising development. However, above everything in this context we need to define the character of legislative regulation of this sphere, the coordinator of the domestic social advertising, and its authorities.

Ukrainian experts shall use more progressive and interesting mediums of social advertising, for example, Internet, elevator cabins, movie theaters, etc.

As it was said above, the use of shocking social advertising is quite effective in European countries. Ukrainian advertisers should adopt their prac-

tices while developing the idea and implementing social advertising, having in mind that shocking social advertising is easy to remember, draws attention and causes wide response in mass media, and contradicting thoughts among experts and population.

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ТЕНДЕНЦІЇ РОЗВИТКУ СОЦІАЛЬНОЇ РЕКЛАМИ В ЄВРОПЕЙСЬКИХ КРАЇНАХ: ДОСВІД ДЛЯ УКРАЇНИ

У статті розглядається досвід і тенденції в PSA в Європі з точки зору можливості його використання в Україні, визначення негайних змін в соціальній рекламі в Україні.

Ключові слова: ПСА (соціальна реклама), державне регулювання реклами, медійна реклама, шокуючі PSA.

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ТЕНДЕНЦИИ РАЗВИТИЯ СОЦИАЛЬНОЙ РЕКЛАМЫ В ЕВРОПЕЙСКИХ СТРАНАХ: ОПЫТ ДЛЯ УКРАИНЫ

В статье рассматривается опыт и тенденции в PSA в Европе с точки зрения возможности его использования в Украине, определение немедленных изменений в социальной рекламе в Украине.

Ключевые слова: ПСА (социальная реклама), государственное регулирование рекламы, медийная реклама, шокирующие PSA.
