

Manipulative advertising in Ukrainian media

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In the article the expediency of determination of advertisement is reasonable as the pathogenic phenomenon. The basic signs of pathogenicity of text are analysed and an attempt to distinguish the basic criteria of pathogenicity of advertising text in the Ukrainian press is done.

Keywords – advertising, manipulations, audience, law, media

Introduction

Trends in increasing role of advertising in the life of society, are, apparently, visible to everyone. Advertising acts in different roles: as a subject of discussions, a way of earning money, or vice versa, as material or moral losses. It's a pity, but media are one of the most enduring hostages of advertising in our time. And this is natural, since advertising forms the most amount of the media profits. In each medium, promotional messages look different, but the purpose of commercial ads is to sell goods or services.

Unfortunately, advertising in the Ukrainian mass media can seldom be called qualitative or even correct, therefore we can increasingly notice advertising of poor quality, unfair or illegal advertisements.

The global public has paid attention to the negative aspects of advertising influence for a long time. Foreign researchers such as B. Stern, M.Jones, N. Postman and others are interested in this topic. In particular, B. Stern and M. Jones explore stereotypes that create TV commercials, and N. Postman considers advertising as a method of manipulating consciousness and propaganda.

Ukrainian scientists L.Myasnyankin and L.Pavlyuk focus on language mistakes in advertising, and O.Kuznetsova and O.Mayeovsky are investigating prohibited types of advertising, such as hidden and unscrupulous advertising.

For the first time the text was named as pathogenic by Ukrainian scientists Boris Potiatynik and Marian Lozynsky, which have published a book with the corresponding title - "Pathogenic Text" [1]. The Ukrainian scholars K. Seragim, L. Masimov and S. Proskurin continued this topic. In their scientific works, scientists try to determine the criteria for pathogenicity of the text, taking into account, first of all, the influence of the text on the reader. We will consider the advertising text on the pathogenicity aspect and try to outline it's main criteria.

The purpose of the article is to substantiate the peculiarities of advertising, in particular its destabilizing influence in the media of Ukraine.

Before determining the criteria of manipulations in advertising in the Ukrainian press, it is necessary to find out what negative impact on the reader can have advertising, and whether it is appropriate to call such an act as particularly unfair?

Advertising in various media has its own peculiarities. If on television the main tool of the influence of an advertising message is visualization, which is manifested through the plot, the use of bright colors, musical accompaniment, then in print publications mainly text is a method of attracting the attention of the consumer.

The basis of the pathogenicity of the text explorer connects with a peculiar virus, which can affect the perception of the text by man. B. Potiatynyk notices that any text should be neutralized by the opposite in content with the words: "The preaching of violence can be neutralized by the preaching of non-violence, the preaching of atheism - the preaching of

religion, the propagation of a totalitarian ideology - the spread of democratic ideas and pluralism" [1, p.5].

According to the author, one of the few ways to neutralize or reduce the pathogenic impact of advertising on readers may be censorship. In Ukraine, restrictions on advertising concern mostly on such goods as alcohol, tobacco, weapons and drugs. However, the moral and ethical aspects of advertising in Ukrainian legislation are virtually ignored. So there is a problem of gender inequality, children's image in advertising, unmotivated comparisons in advertising messages, or illiteracy of the texts themselves remain on the conscience of advertisers, producers and distributors of advertising.

Another Ukrainian scientist K. Serazhym researches manipulative advertising texts which contain propaganda of class, racial hatred, pornography, hyperbolized advertising, totalitarian communication. She says that "it is not about individual cases, for example, involving inaccurate information, deception, which, of course, may have harmful or even fatal consequences for a common person. It is about the language of information in advertising (hypertrophied advertising), which, acting for a long time, have a significant impact on the way of life and worldview as an individual, and the human community, the nation, etc. "[2, p.157]. Returning to the peculiarities of the manipulative content in advertising, one must take into account the clarity of the illustration, its accessibility for perception and content. In accordance with the Law of Ukraine "On Advertising" [3], it is prohibited to portray children in dangerous situations and use them to advertise goods that do not directly affect the child's audience. Illustrations that contradict the norms of social morality are also prohibited, humiliates people's honor and dignity, or incite hostility. In this aspect, it is worth mentioning about the gender characteristics of advertising messages. The stereotyped image of women in the role of housewives, nannies or servants also does not advertise positive rice.

Conclusion

In order to eliminate the phenomenon of low-quality and manipulative advertising from the Ukrainian media space, it is necessary to provide clear control over advertising at all levels - from individual (at the level of self-control of a particular journalist) to editorial, regional and national. And this is possible only by creating an appropriate hierarchy of controlling bodies that would work for the interests of the state but not for their own.

References

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