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**Master's Qualification Paper**

**A CONTRASTIVE ANALYSIS OF EMOTION EVOKING STRATEGIES  
IN ENGLISH AND UKRAINIAN SOCIAL ADVERTISING**

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## CONTENTS

<b>INTRODUCTION</b> .....	4
<b>CHAPTER ONE. EMOTIONAL PERSUASION IN MODERN ADVERTISING DISCOURSE</b>	
1.1. Advertising discourse: lingual and structural features.....	7
1.1.1. Social advertisement as a means of constructing reality.....	8
1.1.2. Types of social media advertisements.....	11
1.2. Pragmatic aspects of social advertising.....	17
1.2.1. Functions of social advertisements.....	17
1.2.2. Eliciting emotions in social advertising.....	25
<b>Conclusions to Chapter One</b> .....	34
<b>CHAPTER TWO. EMOTION EVOKING STRATEGIES IN THE STRUCTURE OF MODERN SOCIAL ADVERTISEMENT: A CONTRASTIVE ANALYSIS OF UKRAINIAN AND ENGLISH ADVERTISING</b>	
2.1. Characteristic features of Modern Ukrainian emotional advertising.....	36
2.2. Key features of Modern English emotional advertising .....	57
2.3. Isomorphic and allomorphic features of Modern English and Ukrainian emotional advertising.....	74
<b>Conclusions to Chapter Two</b> .....	79
<b>GENERAL CONCLUSIONS</b> .....	81
<b>РЕЗЮМЕ</b> .....	84
<b>LIST OF REFERENCE MATERIALS</b> .....	86
<b>Appendix A</b> .....	93
<b>Appendix B</b> .....	110
<b>Appendix C</b> .....	122

## INTRODUCTION

This paper concentrates on emotion evoking strategies in modern advertising discourse. Social English and Ukrainian advertisements serve as the material of the study in order to analyze the communicative functions of emotive language and track the pragmatic effect achieved.

Advertising, including social, has long been a factor in the cultural, political and economic life of society. As an important link between the producer and consumer, advertising contributes to the development of society. Social advertising is the most important tool of value formation, adjustment of value priorities, policing socially perilous model of behavior, etc. Social advertising appears as a powerful lever of influence on public consciousness and behavior, an effective tool for combating social diseases, an effective technology for forming public opinion. Social advertising, in essence, broadcasts information representing public and state interests and is aimed at achieving charitable goals; this type of communication is designed to catch people's attention to social problems, to intensify actions to solve them, to change the behavioral models of individuals in accordance with the needs of society, etc.

That is why it is very important to compare English and Ukrainian advertisements in order to understand similar trends or differences, what issues are covered by the society abroad and what our attention is focused on in Ukraine. It is equally important to compare emotional strategies, that is, how we feel about this or that advertising and how marketers focus our attention on the significant elements of advertising and which communication elements they choose to make a more effective appeal to our hearts.

**The subject** of the paper is emotion evoking strategies in English and Ukrainian social advertising.

**The object** is the pragmatic implication of emotion evoking strategies in the contrasted English and Ukrainian social advertising.

The **topicality** of the investigation lies in the interest of contemporary studies in the impact of social advertisements on the target audience. It is a powerful psychological weapon by which advertisers influence the individual to promote a healthy lifestyle, moral values or to prevent any dangerous situations. Such advertising makes people think and change their views on life. Therefore, it appears reasonable to compare English advertisements with Ukrainian ones, to identify isomorphic and allomorphic features of the emotional strategies used to achieve the goal of social advertising.

**Methods of research** used in the paper include: a contrastive analysis of English and Ukrainian social advertisements which is used to study their discrepancies or similarities, a contextual analysis used to analyze the texts of social advertisements that helps to characterize the information given in the source, a discourse analysis is used to examine how social context adds to the meaning of advertising, a pragmatic analysis helps to identify whether meaning of words is felicitous enough to provide its impact on people.

The **novelty** of the paper consists in identifying and contrasting emotional strategies of social advertisements in Modern English and Ukrainian.

The **aim** of the work is to reveal and compare the main features and emotion evoking techniques used in modern Ukrainian and English social advertisements.

To achieve the aim put forward in the research it is necessary to solve the following **tasks**:

- to describe language means as a fundamental basis of emotions;
- to define and characterize the significant features of English and Ukrainian social advertising discourse;
- to determine the features and techniques of emotional advertising in the contrasted languages.

- to analyze similar and different aspects of the pragmatic implications of emotion eliciting strategies in Modern English and Ukrainian social advertising.

**Structurally**, the paper consists of Introduction, two Chapters with five sections, Conclusions to Chapter One, Conclusions to Chapter Two, General Conclusions, Resume, List of References, Appendices.

The **Introduction** of the paper presents the object and the subject of the investigation, underlines the novelty of the paper, sets the main aim and the tasks by which it is achieved, provides the methods of research used in the paper, and discusses the content of each chapter separately.

Chapter One – “**Emotional persuasion in modern advertising discourse**” – deals with the investigations into advertising discourse from the standpoint of linguistics. Types of social advertising are outlined and pragmatic aspects are defined.

The second Chapter “**Emotion evoking strategies in the structure of modern social advertisement: a contrastive analysis of Ukrainian and English advertising**” aims at analyzing similar and different features of pragmatic intentions and implications in Ukrainian and English advertisements.

**General Conclusions** summarize the results of the study and estimate their validity and significance in the pragmatic analysis of emotional advertising

# **1. CHAPTER ONE. EMOTIONAL PERSUASION IN MODERN ADVERTISING DISCOURSE**

## **1.1. Advertising discourse: lingual and structural features**

In many settings today, academics and practitioners tend to refer to social marketing as all about "behavior change." In truth, such is probably the focus in the majority of social marketing campaigns around the world. However, it is also clear that many social programs have as their goal the prevention of behavior. The Office of National Drug Control Policy wants teens not to use drugs. The American Legacy Foundation wants teens not to smoke. The children, and the elderly. National Domestic Abuse Hotline seeks to prevent abuse of partners, spouses, children and the elderly. In one sense, social marketing has a major advantage over private sector marketing in achieving public support. In the social sector, although an indirect goal sometimes makes an organization or program grow, the ultimate goal is to improve the lives of individuals or the society of which they are a part. Social marketing is about making the world a better place for everyone—not just for investors or foundation executives.

The potential role for social marketers in influencing key individuals who can move social problems up the three key social agendas: public, media, and political. From a social marketing standpoint, the key questions need to focus on identifying the specific individuals whose behaviors can move a problem toward solution. The identity of these potential targets will vary by problem, of course, as will the linkages between causal forces and possible desirable outcomes. For example, whether the target individual is upstream or down, education could create awareness about the need for change, laws could break down barriers to change, and social marketing approaches could promote the significant benefits and low costs of the behavior, teach skills and build self-confidence, and bring other and individuals in to apply social pressure. Social marketing can also fight off any competition for the behavior. Most observers and many practitioners see social marketing as a downstream approach to influencing people with "bad behaviors"—

smoking, neglecting prenatal care, not recycling. However, this narrow view hugely underestimates social marketing's real potential. Social marketing is simply about influencing the behavior of target audiences. There are many more target audiences who need to act besides "problem people," if we are to solve major social problems (Alan R. Andreasen, 2006).

Persuasion — a conscious reasoned influence on another person or group of people, which aims to change their judgments, attitudes, intentions or decisions. Thus, filling social advertising with the necessary content of messages transmitted by various communication flows, it is possible to provide society not only with knowledge about the surrounding reality, but also purposefully form emotional and behavioral stereotypes, internal picture of the human world, a kind of cognitive-behavioral matrix, that is an orientation in the world.

### **1.1.1. Social advertisement as means of constructing reality**

Social advertising is a type of communication focused on attracting attention to the relevant problems of society and its moral values. In Ukraine, according to the law "On Advertising", social advertising is information of any kind, distributed in any form that aims to achieve socially useful goals, the promotion of universal values and the dissemination of which is not intended to make a profit (Law of Ukraine "About advertising" 1996 roky)

Researchers define social advertising as "one of the streams of mass information that is focused on the humanization of public relations" and "a type of communication focused on drawing attention to the most pressing problems of society and to its moral values." (Medielieeva). Social advertising is characterized by the fact that conveys a message, propagandizing any positive phenomenon. Accordingly, social advertising refers to non-commercial information designed to fulfill the tasks set by the state or the executive branch. The main difference between social advertising and commercial advertising is the purpose of its creation. And if any commercial video or poster is created in order to draw



attention to a product and develop a special attitude towards it, then a social product should draw the attention of citizens to a social phenomenon.

The situation with the spread of advertising in Ukrainian society is exacerbated by:

- Lack of a single concept of social advertising in Ukraine (although enshrined in law its basic principles);

- shortage of specialists who specialize in social advertising (its creation has its nuances and specifics);

- Lack of funds (social advertising is considered financially unprofitable (therefore uncommon and insignificant) and, as a consequence, the difficulty of access of social work sectors to accommodation channels social advertising;

- blurred boundaries between social advertising and political (often commercial as well);

- Uncertainty of the circle of advertisers of social advertising (staffing is not provided in the social services of a specialist in social advertising and image);

- insignificant volume of social advertising orders.

As a result, among all advertising products, social advertising is not more than one percentage (at least had 5%), and its quality and effectiveness are questionable.

It is not profitable to order social advertising from professionals, because this creative process requires a lot of money. Many media companies simply ignore the law of advertising, which says about the mandatory placement of social advertising on the air.

Moreover, social advertising is compared to an investment in the future. It is difficult to say how long it will take to achieve your goals, in a year, five or ten

years. To eradicate the problem, social advertising sometimes needs to change the views, values, attitudes, and worldview of the target audience.

“The main reason for the underdevelopment of social advertising in Ukraine is the lack of a coordinating center and a clear lack of funds allocated for it,” said Yevhen Romat, chairman of the Ukrainian Union of Advertisers: “In Ukraine, about UAH 50 million is spent on social advertising. Of these, about 40% are allocated by various government departments.” (Krasko, Romat, 2002).

The main purpose of social advertising is to draw the attention of the general public to a particular phenomenon of public life, and, as a rule, problematic. That is, most often, social advertising indicates certain social flaws or shortcomings: for example, a high level of drug addiction or prostitution, a low birth rate, lack of attention to the elderly, etc. But sometimes social advertising may not be directly related to social flaws, but, on the contrary, engage in promotion (primarily, direct advertising) of a particular social institution, for example, the armed forces.

In its modern meaning, social advertising is a manifestation of the goodwill of society, its principle position in relation to socially significant values. America treats social advertising as a kind of social medicine, a tool for the prevention of social ills. With the existing rates of evolution and development of society, this type of advertising is becoming a larger-scale type of communication, which can be conditionally called social PR.

Evaluating social advertising in particular and social projects in general, one important thing must be taken into account: unlike commercial and political advertising, social advertising does not bring quick and short money and that is why it is not so popular in the world. Like any quality technology, it develops and absorbs slowly, taking at least a generation to measure its effectiveness. It is necessary to start large-scale social programs and devote more information to advertising of social values.

### **1.1.2. Types of social media advertisements**

The range of problems covered by social advertising can be divided into 4 groups:

- 1) fight against defects and threats, prevention of ecological catastrophes or undesirable consequences, declaration of charitable purposes;
- 2) declaration of values (health, work, career, family, children, safety, etc.);
- 3) calls for change based on the desire to achieve social and individual ideals;
- 4) social psychotherapy. It is used in cases when negative emotional states and feelings are mass (fear, anxiety, anxiety about their own fate and the fate of loved ones, depression, etc.) (Zverieva, 2006).

Social advertising can be distinguished by the types of organizations that broadcast it. We distinguish three large groups: non-profit institutions, various associations and government agencies.

1. Advertising placed by non-profit organizations. Non-profit organizations are usually hospitals, churches, various charitable foundations. The nature of their activities - helping sick people who need a lot, determines the nature of social advertising, which they place. This is usually raising funds, either in various funds, such as the Red Cross, or targeted assistance to specific people in need of treatment. In addition, advertising often only mentions the existence of a problem, ie the purpose is to raise public awareness of the phenomenon (for example, in advertising about the blind). In the advertising of hospitals or blood transfusion stations, in addition to addressing the problems, there is a clear call, for example, to join the ranks of donors or vaccinate children against various diseases. In general, we can say that among all the volume of social advertising that is placed in the media, it is the advertising of these organizations is the most popular and, accordingly, finds a greater response among people.

2. Advertising placed by associations. Various professional, trade and civic associations also use advertising to achieve their goals. Often the purpose of such advertising is to create positive public opinion, public peace. Civic and charitable organizations participate in the development of topics and monitor the results of social advertising.

For example, the reminder of a phone call to parents received a wide public response, perhaps due to a clear call: "Call your parents!". Abroad, many media outlets place social advertising. For example, in the UK, the BBC has a special clause in its Charter on the placement of social advertising.

3. Advertising placed by state organizations. In Ukraine, government departments, government agencies: the tax inspectorate and the police have recently become active users of advertising media.

Observably, social advertising uses the same set of tools as commercial: TV commercials, print, street, transport advertising, etc. The main difference between social advertising and commercial is the purpose. While commercial advertisers encourage a friendly attitude to a product or increase its sales, the purpose of social advertising is to draw attention to the social phenomenon. For example, if the ultimate goal of commercial television advertising of a new type of coffee is to change consumer habits, then the purpose of a social advertising video, for example, to combat homelessness, is to draw attention to this problem, and in the strategic perspective - to change society's behavior. In addition, the target audiences of the two comparable types of advertising are significantly different: in commercial advertising - it is a fairly narrow marketing group, and in social - the whole society, or a significant part of it (Ward, Bernard).

Social advertising should change along with society, new advertising models, new ideas should be created. One of the essential issues is the choice of approaches to creating social advertising. As you know, there are two approaches to creating social advertising - hard and soft. The "hard" and "soft" approaches

differ from each other primarily in the nature of the presentation of the problem and the way of motivating the audience.

The “hard” approach implies a pronounced emphasis on the problem. Its other features: naturalism, reference to the victim's experience of negative behavior, the use of the recipient's negative motivation (primarily the fear motive) and the associated spectrum of negative emotions.

1. Focus on the problem. The emphasis in "hard" social advertising is on the description of the problem. There is a "looping" of the recipient on the experience of a negative situation in order to "feel it", the formation of a stereotyped reaction to a certain group of external signals.
2. Naturalism. The text contains such semantic components as “death”, “corpse”, “blood”, “pain”, etc. At the same time, these components are more often recorded in the iconic advertising message, and the text following the naturalistic "picture" often complements the image with depressing statistics or contains an idea to abandon the negative behavior model.
3. Using the fear motive. In modern psychology, fear is defined as an emotion that arises in situations of threat to the biological or social existence of an individual and is aimed at a source of real or imagined danger (Clinical Psychology 2002). Thanks to naturalism, the consequences of the way of thinking or behavior condemned in the "hard" social advertising, thanks to naturalism, often appear before the recipient in a frightening form. In this case, fear is the motive for changing a negative template to a positive one.
4. Reference to the victim's experience. The characters of "hard" social advertising can be divided into two groups: direct and indirect victims of negative behavior. A direct victim (for example, a smoker dying of lung cancer) suffers through his own fault, while an indirect victim (a passive smoker; a person hit by a drunk driver, etc.) is a hostage of the situation. In some cases, the hero-victim becomes an independent communicator.

Also, examples of social advertising with a tough approach include many advertisements against abortion, smoking and alcoholism, which clearly show human organs affected by these actions. This is confirmed, namely: value-oriented members of society do not need additional propaganda and the formation of moral and ethical concepts, while individuals prone to destructive behavior are practically not affected by soft propaganda of universal human values.

However, some are of a different opinion. For example, Nikolayishvili, Seliverstov, Alexandrov believe that in order to change the thinking or behavior of the audience it is not necessary to intimidate it. Speaking of serious social problems, one must be careful in choosing the means of influencing the audience, because excessive intimidation may not solve problems, but to introduce new fears, including unjustified ones, into the mass consciousness, therefore at the end of the advertising video related to human tragedies, the audience must be offered a way out of the problem situation: do not drive drunk, fasten your seat belts, donate blood, choose safe sex, etc.

According to Nikolayishvili, in Europe, shock makes a person come out of his cocoon and pay attention to the problem. But Ukrainians have been in a state of instability for many years and the shock in advertising causes only rejection. Seliverstov partly agrees with them. In a practical guide for advertisers, he writes: "Instead of locking a person on a problem, you need to offer a solution, help people" (Seliverstov 2006: 9).

In contrast to the "hard", "soft" approach is characterized by the absence of problematic accentuation, the use of positive motivation and the associated spectrum of positive emotions. The "soft" approach involves considering some experience in the framework of the result, and not in the framework of the problem.

The main features of the “soft” approach are:

1. Lack of emphasis on the problem. The semantic component of the problem may be hidden in the text, or it may be completely absent.
2. Using positive motives. These are the motives of pride, patriotism, love, importance, self-realization, etc.
3. Using positive emotions. These are emotions of joy, interest, etc. It is designed not to intimidate, but to delight and inspire. This is the purpose of the "soft" approach.

The "hard" approach is most effective and achieves more results than the "soft" one. However, both "soft" and "hard" approaches to creating social advertising have a right to exist. The advertiser chooses which of them to give preference. But it should be remembered that regardless of whether advertising scares or pleases, it should offer a way out of the problematic situation considered in it.

L.M. Dmitrieva identifies the following types of communicators (“main characters”) in social advertising: celebrities, experts, fantasy characters, typical representatives of the target audience and anonymous presenters (Dmitrieva 2009: 106-107). When assessing the speaker, other criteria should be taken into account: the peculiarities of his language, the way of motivating the audience and the attitude to the problem being raised. If we take such criteria as a basis, then we can distinguish a limited set of mask images that the communicator uses in social advertising (Dykin 2015).

1. Communicator-mentor. A distinctive feature of social advertising, created from the position of mentoring, is the predominance of normative information in the form of categorical speech constructions. The presence of imperative verbs in the text of social advertising can also indicate that it belongs to this type. Typical slogans: "Do not leave children!", "Take care of nature!" etc. However, it is important to understand that the presence of imperatives does not mean that the

communicator has taken a mentor position. A mentor is a kind of indisputable authority that encourages the audience to accept a certain type of thinking or behavior just because "it is necessary".

2. Communicator-interlocutor. If it is necessary to save the advertising text from edification, then it is possible to abandon didactics in favor of descriptive constructions and additional statistical information, which allows the recipient to independently make a choice in favor of the advertising idea. The psychological distance between the "interlocutor" and the recipient is much less than between the recipient and the "mentor". The communicator-interlocutor gives his arguments, but does not try to position them as the only correct ones. Thus, the "Interlocutor" can appeal to both the mind and the feelings of the audience. He can be an ordinary person or a famous person. The key factor is the confidential tone of communication, communication with the recipient on an equal footing. To cite an example, a series of advertisements is suitable, where famous actors and cultural figures tell stories from their life.

3. Communicator-victim. When the text and visuals of social advertising are created from the perspective of the victim, the communicator's ability evokes sympathy from the recipient. The success or failure of an advertising message directly depends on the implementation of this ability using a variety of language means. To illustrate the poster by V. Shirokov and D. Maslov "Daddy, don't drink!" (2002), which shows a close-up of a child - a typical victim of family drama related to alcohol abuse.

4. Communicator-provocateur. The provocateur calls for the violation of norms and prohibitions. As a rule, the call is present verbally, while the visual series comes into conflict with it. It is assumed that such advertising will cause rejection from the recipient and force him to act on the contrary. Most often, provocative social advertising exists in the form of shock. It is most common in the West.



5. Communicator-aggressor. The essence of the image is that the word in social advertising is received by the subject who embodies the problem, i.e. which is its integral element. In the text of social advertising, the images of the communicator can be combined. However, it is always possible to single out the key verbal and non-verbal means of influencing the recipient, and therefore, to determine the key image with a certain degree of accuracy.

## **1.2. Pragmatic aspects of social advertising**

### **1.2.1. Functions of social advertisements**

Social advertising is divided into 4 types: public, state, non-profit and actually social. There are two levels of social advertising: tactical and strategic.

Tactical advertising is designed to introduce or establish specific rules and norms. Purpose - a proposal for a set of actions, tactical move, algorithmization of activities in a certain situation.

Advertising aimed at forming a strategic attitude to life, the world, paints the desired "image" of the world, designed to legitimize existing or proposed moral and behavioral norms.

The structure of social advertising has the following components: cognitive, emotional, communicative and motivational.

Cognitive - represented by socio-valuable information and symbols, the component which is important to realize, review, consolidate, pay more attention to the relevant information. The emotional component includes illustrations, color, voice and music - all that motivates to the mental response of the addressee.

The communicative component is characterized by a word, a slogan and a text block - all that is called "sticks" to the tongue, creates tangible "clues" in memory and then involuntarily follows in conversation.

Motivational - actualizes the problem, values, interests of the target audience – everything that contributes to the formation of their own moral code, attitudes and encourages the solution problems.

Purpose, content and objectives of social advertising involve the following functions of social advertising: information, economic, educational, socio-regulatory, aesthetic, communicative, image. The information function is carried out in informing citizens about the presence of a certain social problem and drawing attention to it.

Among the cognitive components of the effectiveness of the advertising message were:

- the ability to attract attention
- intelligibility
- memorability
- providing information
- clarity and specificity in formulation of the problem and how it is possible to participate in its solution
- the ability to make the issue covered in advertising relevant to the audience.
- ease of perception
- unambiguous and fast reading of the main thoughts of the advertising message
- originality of execution.

The conative component of efficiency is represented by the following indicators:

- creation of motivation at respondents to the action provoked by advertising
- motivation to concrete actions
- creating conditions for the formation or shift of attitude

The affective component of the effectiveness of social advertising includes:

- the ability to evoke an adequate emotional response in the target audience
- the use of negative emotions in advertising must be justified by the subject matter and objectives of specific advertising message advertising
- creating a person's sense of belonging to society, ie. Satisfaction of the desire for affiliation (Goncharova, 2010).

Wilcox and Nolte emphasize the following requirements for effective speech:

- speech is listened to, not read - therefore certain purely communication requirements arise, for instance, the listener cannot go back if he does not understand something;
- speech should correspond to the audience - it is necessary to rely on knowledge of factors: of age, profession, education, religion, interests, relationships, membership in public organizations, income level, etc .;
- speech should be specific - this is due to the fact that there is very little left in the memory of listeners, however, specific sentences have a better chance of fixing in memory;
- speech should receive a reaction - a speech that did not affect anyone, is not needed by anyone, it did not fulfill its function; new information is needed, certain emotions from receiving it, etc .;

- speech should have a purpose - speech should convince, inform, celebrate, etc .;
- speech should correspond to its time - speech should carry new information (Wilcox D.L., Nolte L.W. , 1995).

The special nature of mass communication follows from the fact that within its framework society implements technological methods of producing social values. American Professor William Gamson believes that different social groups are trying to impose on society their model of interpreting a particular event (Gamson W.A., 1989).

As we see, the effectiveness of social advertising is closely related to the psychological and socio-psychological mechanisms of perception of social advertising. Not the last role in production of effective advertising is played by an emotional component of the advertising message.

Social advertising in the long run is economically beneficial to the state because elimination of many social problems will lead to the welfare of the state.

The educational function involves the promotion of certain social values.

The socio-regulatory function is aimed at formation in the long run public consciousness, as well as changing behavioral model in relation to a particular social problem.

The aesthetic function of social advertising can have a positive and negative color. Positive: a positive attitude, a favorable mood, which in turn stimulates problem solving. Negative: Demonstration of unattractive aspects of the problem. Advertising is aggressive. It usually predicts and demonstrates "what if not...". For example, using fear in the advertisement allows to achieve a desired response to an advertising message: focused attention (due to the activation of anxiety centers), better memorability and activation of the mechanism of "finding a solution" in a dangerous situation. Thus, an advertising message can be based on a description of a problem (dangerous) situation and an offer of ways out of it. Let's consider the

example of the anti-speeding advertisement. The advertisement says that the number of car accidents involving children increases during school holidays. Therefore drivers should be more attentive and think of both sides. Drivers are responsible not only for their children but also for the children on the roads, so that their attention shouldn't be disrupted by phone calls and other distracting things. Such social advertisements may appeal not only to fear but for shame as well. The emotion of fear has a noticeable resonance with the emotion of shame. Shame is as motivating as fear. In essence, shame is a feeling of embarrassment from one's own shortcomings, misdeeds, inappropriate behavior – which, logically, can be equated with social fears (John Wiley & Sons Ltd, 2016).

The communicative function provides a certain connection between the state and the community.

The image function provides a positive image of new social values and norms. Leading principles of creating social advertising are: legality, accuracy, reliability, use of state and other languages in accordance with the legislation of Ukraine, use of forms and means that do not cause the consumer advertising any moral, physical or mental harm.

#### **Purpose of social advertising:**

- to solve a social problem that has arisen in society or prevent its occurrence;
- to show people how they can solve this problem on their own or get them to act more actively;
- to form in society certain value orientations or socially acceptable behavioral attitudes.

#### **Social advertising objectives:**

- to draw public attention to important problems;

- to inform how to solve these problems;
- to form a common opinion on important issues;
- to change the attitude of people towards certain topics (for example, towards the integration of HIV-infected people into society);
- to support those in need;
- to create a positive image of organizations like Ukrainian Red Cross Society or those in need of support from social institutions;
- to form in society the necessary value and moral guidelines;
- to report the provision of social assistance or services;
- to talk about holding of socially important events (Grigoryan N. Ethics of a Social Marketing Campaign: An Integrative Assessment Model. *Journal of Media Ethics*).

The most important goals of advertising are structured in the concept of "step action". Within this concept, American advertiser E. Lewis formulated the AIDA rule, which establishes the following tasks of advertising: Attention - attention, Interest - interest, Desire - desire, Action - action (Mitrofanov, Seliverstov, Butskaia, Evstratov, & Nikolaeva, 2017).

Over time, the model has undergone numerous changes, and sometimes interest was not considered as a consequence of attention, and as its premise (IADA), modification of the formula are AIDCA models, which includes the fifth step Confidence - trust, and AIDMA, which contains motivation – Motive.

Advertising plays economic, educational, aesthetic and political roles, but most interesting are social and psychological (Didyk, 2015; Doktorovych, 2014; Strelkovska, 2007). The social role of advertising is its impact on society. It promotes living standards, promotes material, social, environmental and cultural opportunities. Advertising promotes the development of public organizations, media, non-profit organizations, forms cultural, legal and economic mentality of each member of society. The psychological role is realized in the fact that

advertising is actively involved in the formation of psychological attitudes of man, the system of its assessments of the environment and self-esteem, nature of reactions, etc.

The main components of social advertising in accordance with the “Regulations on social advertising” are: relevance, the presence of advertising (social) ideas, clarity and clarity of the slogan, originality, visual and substantive unity, calculation of circulation, absence links to a specific product or manufacturer, advertiser, owned objects, social advertising producer or advertiser .

The visual method of influence in social advertising is characterized by the choice of non-verbal components (color, image, images etc.) to “create a definite opinion of the addressee about the problem or social phenomenon” (Wells 1999). Considering social advertising, it should be noted that visual images perform the function attracting attention. Plain text does not attract people's attention as much as advertising messages containing photographs and drawings. L. M. Dmitrieva also emphasizes that the basic information is fixed in the image. The visual component is perceived easier than the text, "which must be read to the end and delve into it essence " (Dmitrieva, 2009)

Visual images in social advertising convey different sides and moments of a social situation or affect people who need help, in other words, they touch the human factor.

The expressive function of the image is that different associations affect the unconscious sphere of a person. One of the most important considerations in the creation of an outdoor design revolves around the effective use of colour. Colour can convey different emotions and feelings. Let us consider the feelings associated with different colours. Talking about color, it is believed that the impact of color advertising is stronger than black and white.

Based on Kruti Shah’s research, red is considered to be the colour of physical self, survival instincts, procreation and connection to the earth. There is

nothing half-hearted about this colour. Red activates, creates movement and arrests attention. Red envelops, expresses passion, danger, anger, joy and celebration. Red creates heat and excitement, red stimulates our senses, keeps us awake, alert and aware. Red gives rise to determination and increases libido, the boost to circulation comes from red and the will to move forward to push through barriers, breaks free from the past, innovates and generates and demands we live in the here and now. Red stands proud and in your face. Moreover, red signifies blood, that is, life and passion. Its use in social advertising can be perceived by a person, as a sign of prohibition to any action. In social advertising directed against human vices, given color causes excitement, anxiety, increases the level of anxiety, so the most compels to pay more attention to this problem.

Blue signifies the ocean — a feeling of coolness and calm. It is the color of friendly affection. Blue is the color of peace and universal harmony. It is able to give a question or deed – globality and a favorable outcome. Blue helps to concentrate on the essentials: not to blur on trifles, not to be scattered.

Purple is the color of inner focus. This color contributes to the inner deepening: it will help to abstract from all unnecessary at the moment and concentrate on the main problem. Another interesting detail is that purple stimulates the brain well and helps to solve creative problems.

Green signifies trees and plants, that is, growth and spring time. Green is the color of positive emotions. Using this color in social advertising for a healthy lifestyle creates an atmosphere of calm and harmony.

Yellow suggests the sun which stands for warmth and vitality. Colour also affects the visibility and the legibility of the design.

Black is the color of self-immersion: it helps to isolate oneself from everything, isolate oneself and concentrate on solving a particular problem. At the same time, this color is able to adjust to melancholy and despondency. In black comes the feeling of loneliness and isolation from the outside world.



White is the color of complete openness, readiness to perceive the world in all its diversity. And this color is also good because it does not carry any unpleasant sensations (Kruti Shah , 2009).

### **1.2.2. Eliciting emotions in social advertising**

Putting feelings into words, or “affect labeling,” can attenuate our emotional experiences. However, unlike explicit emotion regulation techniques, affect labeling may not even feel like a regulatory process as it occurs. Nevertheless, research investigating affect labeling has found it produces a pattern of effects like those seen during explicit emotion regulation, suggesting affect labeling is a form of implicit emotion regulation. When we think about emotion regulation, we likely think of a process that requires effort, whether physical or mental, that “removes” us in some way from the cause of our emotion. We might avert our eyes from a gruesome car crash or try convincing ourselves it isn’t as bad as it looks. Successful emotion regulation might be thought of as an escape from something that elicits an emotional response in us, eliminating our feelings by avoiding or changing the way we think about the eliciting stimulus. Emerging evidence depicts a surprising kind of emotion regulation: putting feelings into words, an act called “affect labeling,” can itself be a form of implicit emotion regulation. This notion about the benefits of talking about our feelings has existed in various forms including therapy (Esterling, L’Abate, Murray, & Pennebaker, 1999; Greenberg, 2002) and expressive writing (Pennebaker, 1993; Pennebaker & Beall, 1986). Like reappraisal, the term “affect labeling” also describes a collection of related variations. As the research discussed in this section will show, affect labeling can involve labeling one’s own feelings (e.g., “I feel angry”) or labeling the emotionally evocative aspect of an affecting stimulus (e.g., “That person looks angry” or “That is blood”). Finally, labeling the emotion depicted in images has also been shown to reduce self-reported experience of negative valence and arousal from aversive images; reduce self-reported experience of positive valence within pleasant images; reduce self-reported physical symptoms after viewing negative images; as well as reduce self-reported experience of sadness when rating images

of evocative stimuli as either “pleasant,” “neutral,” or “unpleasant” (S. F. Taylor, Phan, Decker, & Liberzon, 2003). To put our feelings into words we must first identify what those feelings are, requiring a degree of self-reflection. Being aware of and observing our own experiences, especially emotional experiences, is a primary feature of dispositional mindfulness (Baer, 2004).

The social basis of emotions becomes particularly clear when we consider the rules of emotionality; rules that determine, to a great extent, how people feel, manifest, and process emotions (Hochschild, 1979).

We can distinguish at least four practices in the thematization of experiences and emotions:

- (a) verbal labeling of experiences and emotions,
- (b) description of experiences and emotions,
- (c) designation or description of the events and circumstances relevant to the experience,
- (d) description or narration of the situational circumstances of an experience.

Verbal labeling of experiences and emotions. Emotions can be thematized by verbal experience labels. Terms for emotions are socially preformed interpretative possibilities for personal experiences; they are socially standardized possibilities of typing and of defining an experience. The whole of these designations forms the emotion vocabulary or lexicon of a language. Emotion terms exist at both the general (feeling, mood, experiencing) and specific (fear, joy, fascination ) levels (Fiehler, 1990).

The construction of a picture of the world by advertising in the mind of the addressee takes place in the process of communication, which is not reducible to only one transmission of information.

Social advertising begins to change a person's attitudes only when it is viewed as a fragment of the media picture of the world. Analysis of social advertising texts allows us to conclude that it forms a social reality, the properties of which are harmony, health, norm, etc.

First of all, social advertising usually requires a deeper change of behavior than commercial. Moreover, social ads, by frequent use of negative emotions, can often evoke negative and unpleasant viewer reactions; therefore, the chance of raising defense mechanisms is greater. (Missaglia A, Oppo A, Mauri M, Ghiringhelli B, Ciceri A, Russo V. The impact of emotions on recall: An empirical study on social ads. *Journal of Consumer Behaviour*. 2017;16(5):424–433.)

Social campaigns are persuasive messages of eliciting positive ideas and practices. A number of factors affect the acceptance of information from social advertising and its inclusion in the recipient's belief system. First of all, it is the coherence and persuasive power of the information itself contained in the advertising message. Additional factors include credibility of the source, the type of appeal, such as whether the appeal is based on fear or humor, and of course due to the personality of the recipient. (Donovan R, Henley N. *Social marketing*. Melbourne, Australia: IP Communications; 2003)

G. G. Pocheptsov believes that the basis of advertising communication should be an orientation towards audience segmentation. This is caused by a change in orientation from direct to reverse, and it is the language of the audience, its value orientations, orientation, interests that become the basis for composing messages (Pocheptsov, 2004).

The communicative effectiveness of social advertising are based on four main criteria:

1. Recognizability is a property of an advertising message that allows you to quickly correlate it with a specific topic and perceive its basic information at a cursory viewing.

2. Memorability of advertising - the property of advertising to be retained in memory for a long time.
3. The attractive power of advertising is due to originality and the right choice of creative solutions.
4. Agitational power is the ability of advertising to force the addressee to change behavior, value norms.

Social advertising can be considered psychologically effective when the information contained in it is transformed into personal knowledge, turns into inner conviction, and becomes an incentive to action. Most often, when assessing the psychological effectiveness of social advertising, the scaling method is used, which determines the degree of attracting attention, memorability, accuracy of perception and understanding of the advertising message, the severity of emotions, and the willingness to take actions (Albouy J. Emotions and prosocial behaviours: A study of the effectiveness of shocking charity campaigns. *Recherche et Applications en Marketing (English Edition)*).

Dmitrieva believes that the psychological attitude of the recipient to the advertising message, in other words, the social attitude, which has a three-component structure, is the indicators of the psychological effectiveness of advertising (Dmitrieva, 2009).

The psychology of advertising has almost no experience of its own in the study of the emotional sphere. Knowledge accumulated in general psychology is used to explain the processes occurring in the emotional sphere. Existing studies mainly solve specific problems that are associated with a specific advertising message. That is, they record the emotional reaction to advertising of a certain group of recipients with certain physiological, psychological and social characteristics.

Karmin (Karmin, 2004), classifying the emotions experienced by the subject in the process of perceiving advertising, uses Izard's differential theory

(Izard, 2000), Dodonov's classification (Dodonov, 1978), based on the relationship with the satisfaction of needs.

According to Karmin, the main role in the perception of the advertising recipient belongs to the key emotions. The experiences that arise precede the activity and induce to it, being responsible for its general direction. They reveal to the subject of the significance, the meaning of the objective orientation. It is the mediation between needs and activity aimed at satisfying the need that makes the driving emotions most significant for advertising.

Derived emotions are the least significant - the reaction of the emotional sphere, which arises already in the process of activity and in the presence of a key emotion. This type of emotion characterizes the subject's attitude to the conditions of the activity, favors or hinders it (for example, the emotions of fear, anger), and also expresses the subject's reaction when it is achieved (for example, joy or grief) (Witte K, Allen M. A Meta-Analysis of Fear Appeals: Implications for Effective Public Health Campaigns. *Health Educ Behav*). Fear is one of the most important functions of the body, developed by nature to adapt a person to dangerous or beyond understanding phenomena. Experience, self-regulation, education and comprehensive awareness help a person to overcome their fears. Only social advertising is allowed to fully use the motivating force of fear, cause alarm and inspire horror. It shows the cirrhosis of the liver of alcoholics, blackened lungs of smokers, victims of domestic conflicts and traffic accidents, exhausted drug addicts, crying mothers, abandoned children, suicide survivors, environmental disasters, poaching, etc. Targets of social advertising - fear for yourself and your family; aversion to the sight of blood, injuries, violence; shame and guilt for ignorance, incompetence, inability, insolvency in anything. In European countries, where social advertising has existed for a long time and has accumulated a wealth of experience in its production, you can see many videos and posters of social topics with negative emotional content (Johnson-Cartee, Copeland, 1991).

However, there is a point of view according to which even negative advertising can achieve the goal of bringing a person to the desired action. "Advertising can outrage, irritate, annoy, but most importantly, it should not leave a person indifferent (Karmin A. S., 2004).

With regard to social advertising, this is its visibility, catchiness, something that hurts the eyes or affects the ear. "It is not uncommon to find social advertising that attracts the attention of recipients with its emotional content. For example, feeling sorry for a child growing up without parents, or cruelty to animals. Public service advertisers also use shock techniques to grab the audience's attention. For example, showing in advertising the consequences of a serious accident on the road. (Terblanche-Smit M, Terblanche N. HIV/Aids marketing communication and the role of fear, efficacy, and cultural characteristics in promoting social change (*J Public Aff.* 2011).

If a person is concerned about his safety and the safety of his family on the road, then he is more likely to pay attention to advertising, which says how important it is to wear a seat belt in the car.

Our emotional responses are rooted in our past experiences. Familiar and harmless events don't get much attention. Familiar and pleasant experiences generate more attention and attract us. Events that we perceive as painful or threatening cause rejection. When we are faced with something completely new, the first reaction of our brain is to try to relate it to something already familiar (Janis IL. Effects of fear arousal on attitude change: Recent developments in theory and experimental research In: Berkowitz L, ed. by. *Advances in Experimental Social Psychology*).

Fear is often used in public service ads. This is due to the specifics of social advertising and the tasks that it is designed to solve: to expose the burning issues of society and not leave anyone indifferent to pressing problems (Blondé J,

Girandola F. When Defensive Reactions Contribute to the Acceptance of Fear-Arousing Communications. *Curr Psychol.* 2017).

If it is better not to address the topic of fears, to which a person reacts irrationally and very painfully, then the topic of socially acquired fears is a “frequent visitor” in advertising. Socially acquired fears are due to the individual development of the individual, her life experience; conventions accepted in society. Fears cooperate well with negative feelings of shame and self-loathing (McCloud R, Okechukwu C, Sorensen G, Viswanath K. Cigarette graphic health warning labels and information avoidance among individuals from low socioeconomic position in the U.S. *Cancer Causes Control.*)

Social advertising contributes to the formation of worldview in the younger generation sets a clear line between good and evil. All influences in advertising are divided into conscious, unconscious, rational - logical reasoning, irrational – emotional feeling. A German psychologist G. Munsterberg believed that in any advertising it is the most effective psychological influence (Hergenhahn, B. R., 2000 p. 348.). It includes the suggestio - the influence on someone's consciousness. The basis of suggestion is the impact on emotions, feelings, and through them on the mind (Власов П. К., 2007). This is due to the weakening of the conscious attitude to information. If the material in social advertising was presented "dryly", concisely, dispassionately, such an approach would be less successful. People are more impressed by a specific event or situation than a lot of talk about the problem. That's why advertising appeals to the emotions and feelings of recipients, forcing them to think about important things.

Full-fledged high-quality social advertising contains the following components:

- 1) Cognitive - this includes symbols that represent important information for society and affect the logic, perception, memorization , imagination, etc .;
- 2) Emotional - images, music and other elements that affect the mental state of the recipient, his emotionality;

3) Communicative - may include the motto, slogan, various stable phrases that the average person is able to remember;

4) Motivational - increases the efficiency of citizens, encourages them to change, decisive action, which contribute to solving the problem and accordingly form new values (Doctorovych).

Talking about emotional influence, it is perhaps the most important factor, because it determines the attitude and acceptance of the recipient of the subject of advertising - sympathy, antipathy, neutrality or contradiction. Everyone has an emotional memory that is stronger than any other, so most social advertising messages focus on exacerbating or weakening guilt and some other feelings (MacKay, D. G., Shafto, M., Taylor, J. K., Marian, D. E., Abrams, L., & Dyer, J. R. (2004, 474–488.). Emotional motives can be both positive and negative. The positive ones are aimed at motivating the object to achieve a certain goal, and the negative ones are aimed at avoiding them.

Linguistic techniques include means of expressiveness of speech, stylistic figures of speech, etc. "They do not only decorate speech, make it more expressive, but also significantly affect consciousness, modify the picture of the world and have the "explanatory power" "[Issers 2011: 162]. Among the most effective tools of speech influence, we single out a metaphor, comparison, metonymy, epithet.

Metaphor is based on the similarity of any objects, phenomena (from the Greek *Metaphora* - transfer). An important property of metaphor is its ability to influence the vision of a situation. Metaphor is an instrument of cognition and explanation of reality. An important property of metaphor is its ability not only to change attitudes towards a situation, but also to control people's behavior. For a more powerful impact, not one metaphor can be used, but a whole complex of the same type metaphorical uses - a detailed metaphor [Issers 2011: 162 - 164].

The comparison indicates the similarity of one object to another, which may be permanent or transitory, real or apparent, somewhat limited or universal. In



addition to metaphors and comparisons, one of the leading speech means of creating imagery is metonymic hyphenation, or metonymy. It is based on the transfer of the name by contiguity and by its essence. A special case of metonymy is synecdoche, which is based on the ratio of the part and the whole. The intrinsic property of metonymic transfers - to identify an object by its characteristic connections, parts belonging to the whole, determines the resource of metonymy as a means of influence [Issers 2011: 169-171].

An epithet is a kind of definition that differs from its expressiveness, figurative (tropical) character. A definition becomes an epithet if it emphasizes any feature of the word being defined, highlights it, expresses emotional attitude to the subject of speech. In this case, the epithet is not only a means of "decorating" speech, but primarily a means of influence [Issers 2011: 173].

Another tool of great importance in influence and manipulation is an image. "Images have a strong potential for the psychological impact, it is well known that manipulating images was key elements of the technologies used. The mechanism of such impact is based on the association between the image and the relevant need, aspiration or motivational attitude "[Dotsenko 1997: 157].

## **Conclusions to Chapter One**

Social advertising is advertising, the main task of which is to change the model of social behavior of members of society by involving them in social problems. Social advertising is one of the ways to influence human consciousness.

The effectiveness of social advertisements is difficult to assess because it does not have a specific, calculated effect. Nevertheless, we can talk about its indirect benefits in the moral area. The effectiveness of social advertising, like any other type of advertising, largely depends on the ability of customers and manufacturers to find an approach to a specific target audience, to use values and motives that are important specifically for this audience. Means of influence in social advertising should be selected based on the addressee factor. To have a strong psychological impact, it is necessary to understand well the roots of the social problem that advertising solves, the motives of people's behavior, it is necessary to offer a really strong argument, to choose a reason for changing behavior or value systems which are relevant and significant for the audience.

An important factor that determines the effectiveness of advertising impact is creativity and non-standard forms in the creation of social advertising. Creativity in social advertising is a special type of creation based on the synthesis of scientific knowledge, artistic inspiration and professionalism; it is a creative component that helps not only to attract attention, but also to form new values among the target audience. The leading task of creativity in social advertising is to develop an innovative advertising object with a non-standard provocative form, to use the design on an unexpected medium, and to subordinate all the elements, graphics, and the chosen advertising medium to the socially significant meaning of the project.

The human psyche is built in such a way that both emotional and rational perception are important, so the most effective social advertising will be one in which logical arguments are supported by emotional appeal. Among rational and

social motives in social advertising most often are used: the motive of justice, health, protection of the environment. For advertising not to be neutral, it is necessary to place the accents correctly, depending on the problem they are soft - focused on positive behavior and hard - they show threats and real consequences socially important issues.

Thus, social advertising is not possible without a psychological influence. In order to motivate people to take certain actions, advertisements need to get their attention and use appropriate motives to cause an emotional shock, but it is worth remembering that in addition to emotions, there must be a logical argumentation, and correctly distributed attention. Thus, social advertising is not only socially useful, but also effective.

## **2. CHAPTER TWO. EMOTION EVOKING STRATEGIES IN THE STRUCTURE OF MODERN SOCIAL ADVERTISEMENT: A CONTRASTIVE ANALYSIS OF UKRAINIAN AND ENGLISH ADVERTISING**

### **2.1. Characteristic features of Modern Ukrainian emotional advertising**

At present, Ukrainian advertising is filled with mythologies isolated from their own context, which are characteristic of the mentality, stereotypes and priorities of modern society: family, homeland, friendship, liberty, holiday, freedom, etc. The creation of the Ukrainian advertising myth as a socio-cultural phenomenon of the set of presented advertising texts is based on mythological and historical-cultural means of conceptualization, of reality and it imitates archaic mythology in structural-semantic and functional terms and tends to perform production, transformation, maintenance the parameters of existence of the society, by influencing its members through a syncretic combination of the real and fantastic, rational and subconscious, along with the individual and collective consciousness and subconscious on a symbolic level. At the same time, advertising reflects the processes of globalization, the growth of open society, it also has features of transculturalism. The effectiveness of advertising in influencing the consumer is not only to address rational needs but also to appeal to the realm of the unconscious. Also, among other functions of advertising there is the function of unification and needs and tastes, the accumulation of social experience. Educational and aesthetic functions involve the formation of cultural background. To enable these functions, advertising uses a scheme of advertising communication, which traditionally contains the coding of the idea and its decoding, which is to identify signs, identify related social myths and the transition from mythical values to the advertised reality (Sharmanova, 2015 p. 213- 225).

It is the specifics of the chosen type of communication that determines the subordination of all structural components of the plot to the advertising goal - to influence the consumer behavior of the recipient of the message. A communicator

in an advertising field is a character through whom advertising information is broadcast. Its main task is to increase the efficiency of communication between the communicator and the recipient of the message (Podpruzhnikova, 2016).

That is why in order to determine the similarities and differences between English and Ukrainian social advertising, it is necessary to use contrastive analysis. Contrastive analysis – a set of logical methods of cognition of an object or phenomenon, which consists in determining the characteristics and elucidation of the qualities (properties) of the phenomenon by comparing it with other qualities or qualities of another phenomenon. Contrastive analysis makes it possible to establish patterns by comparing the state of the study of objects, English and Ukrainian social advertising. Comparative analysis helps to consider specific phenomena in the social background. Comparative analysis requires the comparison of elements, symbols and informative component in order to identify factors that motivate variability (Karamysheva, 2012).

It is meaningful to compare the trends of coverage of topics in social advertising, what are the issues covered in foreign countries and what is paid attention to in Ukraine. A contrastive analysis performs the evaluation of specific strategies and issues of advertising in English and Ukrainian social ads, forecasting the results of the universal impact on people's consciousness. A contrastive analysis provides data on variations in the characteristics of comparable social objects under the influence of variable social factors. Furthermore, we need to compare English and Ukrainian social advertisements with a long-term perspective, to prevent possible future social problems that can occur in our country. And by observing and analyzing the market of social advertising abroad, we can, firstly, avoid many possible problematic issues and secondly, we can adopt their experience and strategy of influencing people.

A contrastive analysis is carried out with the following methodological provisions: close representativeness of the compared data, comparison of whether the content of advertising corresponds to the topic; equivalence of semantics, ie the

semantic units used in advertising due to different social contexts. Contrastive analysis is also closely intertwined with synchronic. The point is that synchronic analysis involves the simultaneous comparison of two or more objects. Contrastive analysis is largely based on such a general scientific method as analogy. At the same time, such general scientific methods of thinking and cognition as analysis and synthesis, modeling, induction, deduction, and others are used in the comparative analysis of social phenomena. The main task of contrastive analysis is to obtain new information not only about the properties of the compared phenomena and processes, but also about their direct and indirect relationships and, possibly, about the general trends of their functioning and development. Contrastive analysis contributes to a critical review of views on certain social phenomena and processes that have developed in the study of a particular country and which people are willing to consider universal, ie acceptable to many other countries (Andreichuk, Babeliuk, 2019).

Thus, a contrastive analysis of various phenomena and processes of social life contributes to a deeper understanding of their common features and differences, trends in their development, as well as a more critical assessment of the experience of their country and other countries. This, in turn, raises the problem of learning from the experience of these countries.

Today in Ukraine there is a significant increase in the number of factors influencing the formation of value orientations and lifestyle of the modern younger generation. One of the attributes of modern youth life that stimulates further transformations in the field of social policy, economy, culture and life, is advertising. In particular, social advertising as a form of public reflection has ample opportunities to spread spiritual, aesthetic, moral, social values. It contributes to the solution of social problems, social support of the population, raises the level of culture and acts as a factor in the development of civil society. Social advertising is not just aimed at drawing attention to the problem, but provides solutions and calls for their practical implementation.

Social advertising is a separate type of advertising communication, which has come a long way of formation and development. However, in Ukraine, the use of social advertising to address a wide range of social issues in its pure (non-politicized) form has begun relatively recently. Such negative phenomena as the spread of alcoholism, drug addiction, HIV/AIDS, cause a significant danger. Ukrainian society needs a social recovery. Therefore, the issue of forming positively oriented behavior of young people, its focus on social, moral, legal norms and humanistic values is especially relevant (Slushaienko V. E., 2009).

Social advertising is one of the technological tools for influencing the individual. World experience proves that special information materials (brochures, booklets, posters, televisions, radio commercials) can counteract the negative social phenomena of our society. The overall goal of the creation and implementation of social advertising is to change the public's attitude to existing social problems, and in the long run - the formation of positive behavior of the individual, based on the system commonly recognized values (Tymoshenko, 2006).

The methods of verbal influence on the consumer include persuasion, suggestion and urge, which in turn suggest their own tools, using which the author of the advertising message influences the psyche of people by influencing both on a conscious and unconscious level.

Persuasion is an impact on the consciousness of a person through an appeal to her own critical judgment. The basis of belief is selection, logical ordering of facts and conclusions according to a single functional task, logical proof, possibly coupled with emotional impact, designed to ensure conscious acceptance by the recipient systems of assessments and judgments in accordance with a different point of view.

Suggestion is an impact on the subconscious, emotions and feelings of a person, indirectly providing an impact on his mind, will, behavior and carried out due to the weakening of the control and regulatory function of consciousness, a

decrease in consciousness and criticality in perception and implementation of the suggested content, due to the absence of purposeful active understanding, expanded logical analysis and evaluation on the part of the recipient.

In addition to persuasion and suggestion, we refer to the methods of speech impact motivation (expression of will) - external stimulation of the recipient by direct influence on his will (appeal, order and persuasion) (Shelestiuk 2009).

Based on the definition proposed by G. Nikolaishvili, social advertising acts as a form of communication focused on drawing attention to the problems of society and its moral values. That is, the main function of social advertising is related to the actualization of social problems and values of society. In today's information society, social advertising aims to promote, instill certain values, ideals and lifestyles, influencing people's behavior and changes in the mass consciousness and perception of social phenomena. In the Ukrainian information space, social advertising occupies an important place, developing as a separate area of advertising.

Unfortunately, today social advertising faces a number of problems: imperfection of the regulatory framework for the ordering, production and distribution of social advertising; lack of objective criteria for evaluating the effectiveness of social advertising; disregard or insufficient consideration of ethical and moral aspects of the content and form of social advertising. This situation necessitates constant monitoring of social advertising by research centers and institutions and identification of public opinion on the attitude and perception of Ukrainian social advertising (Vovk, 2006).

Non-profit and public organizations are one of the main and regular customers of non-profit advertising. Non-profit advertising is one of the main tools for working with public opinion, which is available to non-profit organizations. Such advertising is necessary for the "third sector" to support the main activities, image creation, promotion of the products and services it offers, the product in this



case is mainly intellectual goods needed for the development of the "third sector" - conferences, seminars, trainings, as well as the main ideas and slogans of these organizations). The "third sector" has long been and purposefully appealing to non-commercial advertising. Many nonprofits whose mission is to address specific social issues are interested in exploiting the potential of nonprofit advertising. "Public advertising" is advertising that conveys messages that promote positive phenomenon, such as abstinence from alcohol while driving or calling for caring for children. Advertising industry professionals create it for free, place and time in the media is also provided on a non-commercial basis (Kurban, 2007).

The main objects of social advertising are: young family, prevention of addictions in the youth environment, social support for children and youth with special needs, creative and gifted youth, volunteer movement, youth leisure, social support for young people returning from prisons, women's youth, hotline, social support for orphans, prevention of juvenile delinquency, social adaptation of rural youth, social support for pre-conscription and conscription youth, servicemen, who resigned from the Armed Forces of Ukraine, etc. (Buhaiova, 2013).

The most pressing problems of Ukrainian society are first of all: problems with addictions, bad habits and their consequences for the individual and the society as a whole (alcoholism, smoking, drug addiction), medical problems (AIDS, tuberculosis), environmental problems, problems of certain segments of the population (orphans, children, the elderly, people without permanent residence, people with disabilities) and socio-cultural problems of society.

The current state of Ukrainian society shows that there is a need for "social recovery" of the nation in terms of the economic growth of regions, crime reduction, protection of the population, solving family problems and the return of faith in the future of Ukraine. The public suffers from social instability, which includes declining economies, rising of unemployment, mortality, rising childhood illnesses, and many other problems (Savenko, 2011).

The main problem of our time is the HIV/AIDS epidemic. As of January 1, 2017, 133,000 people living with HIV were under medical supervision, a third of whom were diagnosed with AIDS. As of December 2017, 48 cases of HIV infection were registered in Ukraine every day. This is all a consequence of not informing the population and in this case social advertising is quite important in solving this problem – informed — means armed (Retrieved from: <https://phc.org.ua/kontrol-zakhvoryuvan/vilnid/statistika-z-vilnidu>).

Today, the problems of drug addiction and alcoholism among minors are quite frequent. According to the Ministry of Health, between 8% and 26% of young people between the ages of 13 and 16 have tried drugs at least once. Ukraine is also a leader in alcohol consumption among adolescents - almost 40% of them consume at least once a month. Such statistic could be avoided and changed for the better if social advertising of healthy lifestyles were spread, explaining the dangers of drugs and alcohol.

Nature protection is also a topical issue. Thanks to social advertising aimed at preserving the environment, proper waste disposal, the state or charitable foundations will be able to develop a sense of patriotism towards Ukraine, to instill in citizens love for all living things around us. This is especially useful for the younger generation. Prominent examples are advertisements like “Collecting Trash Where You Go.”

Social advertising plays an important role in the processes of self-regulation of the society, as it can affect various spheres of public life from government innovations to environmental protection. It raises important issues and is therefore able to form a healthy nation that consciously approaches these problems. If the state is interested in the development of this sphere, then with the help of social advertising it is possible to change life attitudes and positions in society, establish relations between different groups and make Ukraine truly European by the state.

In Ukraine, social advertising addresses the main problems as regards traffic regulations, namely: drunkenness, speeding and fastening of seat belts. These three points of the rules are most often violated and lead to the majority of victims in road accidents.

Thus, we come to the conclusion that social advertising is a very effective tool for compliance with traffic regulations in Ukraine but, at the same time, it does not call for direct compliance with the rules, but only forces drivers to think about the consequences. As a result, following or violating the rules is the driver's choice. Furthermore, social advertising advocates a healthy lifestyle and is an important factor in encouraging people to quit smoking and change their lifestyle.

Using fear as a tool allows you to achieve the desired response to an advertising message: focused attention (due to the activation of anxiety centers), better memorability and activation of the mechanism of "finding a solution" in a dangerous situation. Thus, an advertising message can be based on a description of a problem (dangerous) situation and a proposal for ways out of it.

Social advertising, in contrast to the advertising of goods and services is able to penetrate into the depths of not only the human consciousness, but also the way of life, to suspend the deafening pain in the depths of the soul. It is also capable of declaring equality to society, ending domestic violence against women, and "modern slavery."

As we can see in Appendix B of Ukrainian social advertisements, social ads that focus on speeding have a lot in common, for instance using of capital letters that attract human's eyes, which bring much more attention because they are highlighted in red. And the red colour indicates a certain danger and encourages drivers to read. Also, red is the color of blood, so it will accelerate the reaction and bad association with the message of advertising even faster. Red provokes strong emotions, in this case it deals with danger and great attention. The semantics of

this color is "attention, do not pass by, act for the sake of action: boldly, recklessly, give in to the first feeling."

The text that is written in the ads is very cruel. Probably because marketers no longer know how to make drivers think about the inevitable consequences that can lead to a lifelong wheelchair, the death of a child or their own death.

Also, many Ukrainian advertisements are associated with a seat belt while driving. Of course, the message in the advertisement is quite cruel, but at first glance very clear and at the same time frightening. The creators of this advertisement depicted a trace of a belt in case a person survived. The text and image of the survivor's body are depicted in color, because she is alive. The text is also highlighted in green. Green - softens everything, relieves the sharpness of feelings. This color has a relaxing effect, so it encourages drivers and passengers to buckle up. And in comparison with the image of a living person, marketers depicted the dead and the autopsy. In that picture they used grey colour, which is gloomy, because people no longer see life in color and do not see at all, because the death came.

So, such advertisements are cruel but they are very effective in comparison with social advertisements, where a good and beautiful appearance calls for fastening a seat belt or lowering speed to a safe one.

The next type of social advertising in Ukraine is those related to the adoption of children. Looking at the first advertisement 3.1(See Appendix B, Figure 3.1), we see that such words as "FOSTER FAMILY" and "For ME" are emphasized and they want people to pay special attention to these phrases. Capital letters are used to emphasize and add great importance to these words of the child who is depicted in the background. It is also not difficult to notice that this child has "Mom, Dad and I" drawn on a piece of paper. Such simple words, which most people are familiar with, are completely unfamiliar to this child, who really wants to have parents and their support, love. After all, the word "Family" is highlighted in red,

which emphasizes that the family consists of great love, which is so lacking in a child from an orphanage.

While red signifies danger it can be used to good effect in marketing campaigns which need to evoke strong emotions. Red is associated with passion and love but its strong intensity also signifies excitement, determination and courage.

Another 4.1 (See Appendix B, Figure 4.1), example of this type of advertising depicts a girl with a small doll, which she tenderly and carefully hugs. The child also wants her parents to hug her so tightly and lovingly. The text is used minimally in this ad because the image itself says more than the text. Her words "I'm waiting for you" mean that the girl is looking forward to her parents. Regarding punctuation, three dots are used to show that the action is yours. It's like a certain non-negotiation. And the phrase-call "Adopt a child into the family" in the Ukrainian language rhymes quite well, so it is perceived easily and clearly. All phrases are highlighted in black, which is the color of self-immersion: it helps to isolate oneself from everything and concentrate on solving a problem. It is also the color of seriousness, which all the more emphasizes the importance and responsibility of a family that dares and agrees to become a family for a child from an orphanage.

In 5.1 advertising (See Appendix B, Figure 5.1), marketers of the Ministry of Social Policy of Ukraine use statistics data to show the seriousness and problems of such a social situation. The figures emphasize the large number of children who do not have parents, do not feel love, warmth and support of relatives. The advertisement is well arranged, because the text is well placed here, which is written in capital letters to emphasize and win people's attention and is written not on the side somewhere and not in the center. After all, most of this social advertising is occupied by a chalk drawing on the asphalt of a little girl who drew her mother in the form of a flower, a daisy. And the chamomile is a symbol of pure love, tenderness, devotion, and fidelity. That is, the girl wants such a

loving mother who will be devoted to her for the rest of her life and will not leave her. The girl also took off her shoes to show how obedient she is and lays down on her mother's tummy, squatting and hugging her mother. This advertisement is extremely sensual and conscious, the data is not suspicious, so doubts are not relevant here.

All ads about adoption evoke great feelings. They call for a meaningful decision and responsibility for the children. That is, willing families can think it over and make a positive decision for the child. Undoubtedly, such advertisements cause sadness and pity, because the child does not have parents. Moreover, they evoke empathy and a willingness to help. That is, most people who look at these ads will wonder what they can do to help such children if there is no opportunity to adopt them.

Ukrainian anti-smoking advertisements call for people to quit smoking, using famous singers holding a poster that says that bright shop windows, which attract children, are a kind of trap for children. Advertising 6.1 (See Appendix B, Figure 6.1), uses a purple color that is well perceived by children and has a strong effect, affects the heart, lungs, blood vessels. And smoking is known to have a negative effect on people's lungs. The call to quit smoking is written in white, and white helps to focus attention on important details, it is also the color of health. As promised, if you quit smoking, you will have less risk of getting ill. The cognitive component also contains statistics data on what percentage of children are at risk of starting to smoke. This greatly affects the mental state of the recipient, his emotionality. There is also a motivational component in advertising 6.1. "No tobacco and flavored cigarettes" and "No cigarettes in shop windows". Motivational components increase the responsibility of citizens, encourages them to change, decisive action that helps to solve the problem and, accordingly, form new values.

The human psyche is built in such a way that both emotional and rational perception are important, so the most effective social advertising will be one in

which logical arguments are supported by emotional appeal. For example, Advertising 7.1 (See Appendix B, Figure 7.1), depicts a no-smoking sign and uses red text, and the semantics of this color are “attention, do not pass by, act for the sake of action. This is where this social and rational motive for health promotion is used to protect one's family and oneself from secondhand smoke. And in the next advertisement there is an aggravation of guilt, most likely it depicts a child whose mother smoked while pregnant. As a result, a child may have black lungs, ear disease, bronchitis and pneumonia, asthma and cardiovascular disease. Here, suggestiveness, an increased tendency to motivate from the outside or by one's own desire, will be present in all people who look at this advertisement. That is, here the suggestibility will increase due to shock and fear, how much disease can occur in a child when the mother smoked during pregnancy. This advertisement is a kind of warning that pregnant women should take more care of themselves during their pregnancy and protect themselves from smoking. Advertising 8.1 says that tobacco smoke is an invisible killer. Advertising also has a cognitive component that says that smoke contains toxic substances that cause asthma, heart attack, stroke and cancer. The word "killer" greatly affects a person's perception and mental state of the recipient, already greatly exacerbates human feelings and automatically instills fear.

The next type of social advertising in Ukraine is associated with the support of the Ukrainian army with the support of the National Guard of Ukraine. In any case, the tragic events in Ukraine have given a new impetus to social advertising, which is still dominated by military themes. Social advertising 9.1, 10.1 and 11.1. (See Appendix B, Figure 9.1, 10.1 and 11.1), call on the people to join the military and also to defend their homeland, because we can stop the war together. If people cannot join the soldiers who are defending the temporarily occupied territories, they can help them differently. For example, volunteering may help financially and provide soldiers with special military clothing, food, or medicine. Moreover, women doctors and nurses can join the help. Advertising of the National Guard depicts part of the face of two people. The first man is a medic in a mask and

medical clothing, and the other part of the face is the face of a military man who is wearing a helmet and camouflage military clothing. What does it mean? It is possible that in war every profession will be needed and no one is superfluous. People unite because the goal is to stop the war.

Advertisement 10.1(See Appendix B, Figure 10.1), is, at first glance, too simple, but very clear and evokes a certain sense of guilt, perhaps because you are reading this advertisement under a peaceful sky in Kyiv, which is provided by fighters in eastern Ukraine. The slogan "Don't be indifferent" is quite empathetic and calls for helping soldiers and supporting the Ukrainian army. This motivational advertisement encourages decisive action, changes in the country and the solution of such a socially important problem, which is actually very important for Ukraine, but by the 7th year of the war people have, unfortunately, come to terms with the war while our brave warriors do not give up and defend Ukrainian positions in the east.

And social advertising 11.1 (See Appendix B, Figure 11.1), in support of the Ukrainian army, causes a bunch of goosebumps, which immediately explode on your skin as soon as you read the information. The motto "None of us was born for war" resonates with incomprehensibility, fear, innocence and boundless patriotism. You can see armed soldiers in bulletproof vests marching in the background on the battlefield, with weapons that emphasize seriousness and hopelessness. After all, they were not born for war, they could be undisputed IT specialists or excellent directors of leading companies and earn a lot of money in peaceful cities of Ukraine, but they are patriots and went to war to protect civilians and children. This slogan was chosen, not just like that, but for a specific purpose. And deliberately to prove to people that all Ukrainians are the same, and none of them was born for war. Many people think that they should not go and defend their country, because what for? If there are other "stupid" volunteers who have agreed to risk their lives for the sake of out cowardly souls. Why do we need to go and defend our borders, we are better for something better, not for the war. This phrase



"None of us was born for war" shows that all Ukrainians are equal and no one deserves to be at war, we all deserve something more, but first we must win back our temporarily occupied territories. Because if we surrender, will we, Ukrainians, not be ashamed to look into the eyes of those families of thousands of young soldiers who gave their lives for the sake of Ukraine, for the country which will never rise from its knees?

The next type of Ukrainian social advertising, created to support the state language of Ukraine - the Ukrainian language. Patriotic Russian-speaking Kyivans and residents of large cities in eastern Ukraine through social networks call to speak Ukrainian with children in the hope of educating a new generation of native speakers. For the first time in several decades, speaking Ukrainian has become fashionable. The growing popularity of the Ukrainian language - especially among young people and the middle class - has a unifying effect on the social structures of the country. It increases social mobility between East and West of Ukraine. Therefore, it is very important for Ukraine to include in this cultural context the linguistic dimension and other achievements that distinguish us from the "Russian world".

Language is an important feature of national identity, culture and history of the people. Because, as Lina Kostenko wrote: "Nations do not die of a heart attack. First, it takes away their language". We must be aware that the language problem is relevant for us at the beginning of the 21st century. And if we don't come to our senses, we will have a very disappointing prospect. "Nations do not die of a heart attack, they are first deprived of their language," are the words of the most famous Ukrainian poetess Lina Kostenko, which are used in advertising 12.1 (See Appendix B, Figure 12.1),. These are the words that inspire fear in Ukrainians and urge the Russian-speaking population to start communicating in Ukrainian, because then it may be too late. Despite the fact that there are millions of us, we can be destroyed if we do not respect ourselves, our country, our language and our culture, which is simply incredible. And most importantly, it is necessary to speak

Ukrainian with children, because often children in kindergarten or school are taught Ukrainian, and in the family parents speak Russian. In this way, we are losing our state. Although this advertisement is very simple, it uses a heartbeat, which seems to reveal the meaning of Lina Kostenko's quote. A nation is a rather complex, but at the same time extremely important social construction, which is one of the foundations of the modern human world. A nation is made up of people who are united by something important - a common land, culture, morality. Sometimes none of this can unite people, in which case their unity is ensured by a common language used by the nation. At the same time, sometimes nations cease to exist, the most important thing that happens to them is the alienation of the native language.

Advertising 13.1. (See Appendix B, Figure 13.1), contains a Ukrainian ornament that already subconsciously adjusts to something patriotic, exclusively Ukrainian. The information component of the advertisement consists of three small phrases "there is a language, there are Ukrainians, there is a state" and the main phrase, which is written in huge letters "THERE IS A FUTURE". The information component is selected very well, in my opinion. After all, everything goes consistently, if there is a language that unites people, then there are people, that is, Ukrainians, and already, following everything, there is a state. And of course, if we summarize everything, if we combine all these "factors", then the country will have a fruitful future.

In general, advertising14.1 encourages people to switch to Ukrainian and speak their native language. The words "native language" are highlighted in blue and yellow, patriotic colors. That is, these colors already subconsciously say that it is the Ukrainian language. The background is blue-yellow as well, in the colors of the Ukrainian flag. Moreover, the whole advertisement evokes only a sense of patriotism and the desire to switch to everything of Ukrainian origin.

Advertising 15.1 (See Appendix B, Figure 15.1), uses a little smiling girl wrapped in a Ukrainian blue and yellow flag. This advertisement uses this photo,

which was taken at a language demonstration, which was aimed at protecting the Ukrainian language as the state language of Ukraine. The girl is holding a small poster: "Please speak Ukrainian to me. Glory to Ukraine." It is obvious that the information on the poster was written by the girl, because her child's handwriting is immediately noticeable. She highlighted the words "please" and "Ukrainian" in red to draw people's attention and emphasize on the importance of this issue. Red is used to draw urgent attention to an immediate problem, it causes the effect of urgency. The girl evokes a lot of emotions. First, it is a feeling of pride, it is that we are proud that in our country, even such small children from an early age realize what their native language is and are great patriots of their country. Secondly, the girl did not just emphasize the word "please" in red, she had done it on purpose, because she seems to be begging people to stop communicating in the language of our eastern neighbors and she wants people to start communicating in Ukrainian, our native language. At the end, she wrote the phrase "Glory to Ukraine." And this phrase, as we know, is a Ukrainian greeting, a national slogan, in particular for the fighters for Ukraine's independence.

Anti-corruption advertisements are the next type of Ukrainian social advertisements. Take, for example, advertisement 16.1 (See Appendix B, Figure 16.1), which represents Lesya Ukrainka, who is depicted on a note of 200 UAH. The bundle of money is twisted and wrapped with an elastic band, which serves as a rope for the mouth to keep the person silent. The twisted bundle of money here is a symbol of a bribe, which is brought to some official or high-ranking official for the promotion of further business. And the slogan of this ad "She would not be silent" means that Lesya Ukrainka, "with her mouth tied" because of a rope on banknotes, would never be silent about a bribe or some other crime.

The next advertisement 17.1 (See Appendix B, Figure 17.1) depicts a TV presenter in an embroidered shirt, whom we automatically take for as a Ukrainian, who says: "I do not give bribes, a whole lot of nothing." That is, marketers use an ironic Ukrainian phraseologism that means "nothing, absolutely nothing." And the

slogan "Corruption, no excuses" confirms the seriousness of the problem of corruption, which can not be justified and forgiven. And at the same time, this advertisement urges people to fight corruption and not succumb to any desire of an official to get money just for some deal.

Other types of advertising focus on safety in the forest, in safe handling of fire. The ads contain images of a forest and one burning match, which means that even a single spark from one match can cause a large fire and this can lead to deforestation in Ukraine. The phrase "It's easier to put out a fire than a forest" in advertisement 18.1 encourages forest visitors or tourists to put out a fire after a picnic to avoid fires. Such advertisements are catchy and in fact are a kind of reminder for people to be more careful in the woods.

If we take advertising 19.1(See Appendix B, Figure 19.1), for instance, it calls for the preservation of biodiversity, because if the forest disappears, so do we. The ellipsis in the information component means that everything depends on our deeds, our behavior. The illustrative component is very well chosen for this advertisement, because it uses the image of the forest and the area of felled trees in the form of a bear. And below is statistical information on the number of animals, plants and fungi that are listed in the Red List of endangered species. Furthermore, they warn that human activity is the main reason for the loss of diversity. Such advertising warns people and apprises of the inevitable consequences of harm. People need to learn to live in harmony with nature and protect it, because everything depends on people and their attitude to nature.

The next advertisement 20.1(See Appendix B, Figure 20.1) focuses on safety rules, because when the house is cold, people start heating their homes, using heaters completely forgetting about safety. Therefore, the rescue service 101 warns not to cover the heaters with flammable fabric. Marketers have used the red colour, which is the color of fire and it is for reason, to bring people closer to the truth and to the probable result of carelessness with fire. Red is also a color of danger and urgency, so if there are any problems with the fire, you need to call 101, the public

emergency service. This advertisement is quite informative and encourages people to be careful with various devices at home.

Advertisements 21.1. and 22.1(See Appendix B, Figures 21.1 and 22.1) are aimed at the future of our country, ie they mostly push for something better, because the current reality is frightening. Advertisement 21 depicts a mother of a small child who is rocking in a stroller, but at the same time is smoking and drinking alcohol. And probably due to the fact that very often now young people speak about a better life in another country, the creators of this ad decided to ask the counter question "Do you want to live in a better country?", "Reality begins with you" and these words inspire you responsibility, ie people feel that they are really responsible and if we want to live in a better environment, we need to create it and it all starts with each of us. By uniting, we can create a wonderful, better country.

Besides advertising 22.1 compares two lifestyles. The first picture is depicted in black and white, firstly, it shows a bad lifestyle, with bad habits, because it illustrates a guy with a bottle in his hands. Secondly, we are used to black and white pictures, these are movies made in the past, so it seems to show their intention to change our reality to the past and create a colorful picture on the right, which shows and stimulates young people to a healthy fruitful lifestyle.

Advertisement 23.1 (See Appendix B, Figure 23.1) focuses on domestic violence against women. The authors of the advertisement urge women not to tremble from such "gifts" from their husbands and to call the numbers indicated on the advertisement. Increasing the isolation of women who suffer from domestic violence affects their psychological health. Women are left alone with the abuser and do not have the opportunity to receive social support from a neighbor, relatives or friends. The advertisement called for the victim of domestic violence to be informed by the police about the rights and services that victims may receive. In fact, this advertisement causes fear for those women who are really silent and do not turn to the police or other social services for help. We see bruises on the

woman's neck and it is like a sign from some necklace and a purple dress that fits the bruises very well. That's why there is such an ambiguous symbol: the dress seems to fit into a necklace, which in fact does not exist, and instead there is a bruise. That is, it is such a gift from a man, and it could be a real necklace. Therefore, women do not need to tolerate such violence and abuse of a man. This advertisement warns such poor women and arouses pity for them. This gives hope for a better life.

Advertisement 24.1(See Appendix B, Figure 24.1). aimed at improving manners and behavior in public transport. The woman depicted in this advertisement is pregnant, she is carrying life, and the guy who is sitting and reading a book is not carrying a child, but is carrying a chicken, which he had eaten before. That is, a pregnant woman should sit in the place of a guy, not the other way around. Therefore, young people should give way in transport to pregnant women and the elderly. In my humble opinion, this advertisement is excellent and instructive, although it is quite concise, but understandable. It instructs the younger generation to behave better and treat pregnant women appropriately.

During the pandemic Covid 19 advertisement 25.1(See Appendix B, Figure 25.1) encourages people to be vaccinated. The font of "Get vaccinated" is highlighted in bold, because this call is the most important in this ad. As an image of the vaccination itself used a globe, which is a symbol of travel. And if people want to see the world, they have to get vaccinated to protect themselves and the people around them first. This is an advertisement of one of the public organizations "Parents for Vaccination". Advertising evokes awareness and encourages to get vaccinated. Advertising is quite informative, and does not appeal to fear. It has more promotional value, not to scare people and get people vaccinated. The creators of this ad decided to take a softer approach to this problem.

There are very few such advertisements in Ukraine, but they still exist, which is good. Advertisement 26.1(See Appendix B, Figure 26.1) are focused on the protection and giving shelter of homeless animals. On a dark background of advertising, in the darkness, at night a homeless dog is depicted, curled up in a ball and two dolls are placed next to him: a man and a woman, symbolizing the family. In other words, the dog is looking for and waiting for his family. The informative component of this advertisement contains the counter "one, two, three, four, five I will wait again". The Ukrainian language uses a rhyme that is very well-remembered by people and there is a great chance that people will easily remember it. This advertisement evokes grief, sadness and empathy. Looking at this sad dog, I want to shelter someone and take it into my family.

The next type of Ukrainian social advertising shows people who did not have a very prosperous past, associated with poverty, excessive alcohol consumption(See Appendix B, Figure 27.1). Advertising uses contrast, divides the image into two parts: colourful side and black and white. Black and white depicts a woman's past whereas colourful side shows a better future. The saying "They had a past. Let's help them find a future." urges people to ignore people's past, because if they want, we can help them change for the better. Such advertising, in fact, can well motivate the homeless and people from disadvantaged families, advertising gives them hope for change and something better. It can give them more confidence so that they are not afraid to change, because they have a chance to have better future. Perhaps people will be able to sympathize, to some extent, and be willing to help such people.

Advertisements 28.1 and 29.1(See Appendix B, Figures 28.1 and 29.1) focus on the rules of the road with cyclists. These advertisements warn drivers to be careful, in particular 28 advertisements emphasize that it is not necessary to open the car door abruptly, because a cyclist can move at speed. The car door is shown in black and reflects a damaged bicycle, which is the cause of the accident. This advertisement is more of a call and warns both drivers and cyclists to be careful.

Advertising 29.1. focuses only on cyclists and urges them to turn on the lights on their bikes so that car drivers can see them in the darkness. The phrase "Notable cyclist-living cyclist" is quite harsh, but understandable. Therefore, if cyclists want to survive on the road, let them turn on the lights while traveling on the road. The advertisement depicts fog and bad weather conditions, so they seem to create a probable situation in life and call for the lights on the bike. In general, such advertising does not appeal to any emotions, except that calls for compliance with traffic rules and prevention of inevitable consequences.

Advertising 30.1 (See Appendix B, Figure 30.1) refers to advertising on social support. The first thing we pay attention to is the appearance of such advertising. The design is very interesting, because it seems to be focused on advertising, which is glued at the entrances of houses, on the poles by the road, that is, where needy people can find it and get such support. "I want to meet a pregnant woman, without housing, work, support, problems." It's probably a phrase one of them never expected to hear, but it's essentially a characteristic that derails people and makes them give up. Especially pregnant women who are left without anything may need help, so such social advertising is very useful because they will know that someone can give them a hand. Such advertising motivates them, but will not evoke fear, and they can be sure that someone will not offend them.

And the last advertising, social advertising 31.1.(See Appendix B, Figure 31.1) urges people not to pollute nature. The advertisement depicts a bear throwing garbage in a garbage container in the woods. And the phrase "If you pollute your home, do not litter in someone else's house." The bear symbolizes nature and garbage, appeals to people who unceremoniously throw their remains in the woods after picnics and walks. The purpose of this advertisement is to call to live in harmony with nature and not to pollute nature. Such advertising causes fear for the future of nature and the world and motivates people to be better in relation to nature and animals.



## **2.2. Key features of Modern English emotional advertising**

In today's information society, social advertising is an integral mechanism for shaping public opinion, moral values. Howard Gosage said that advertising only pays off when it serves the public interest, and David Ogilvy Gosage argued that advertising is too powerful a mechanism to be used for commercial purposes alone. In the world, social advertising is quite developed (Sydorenko). It has become an important means of information in the communication space in countries such as the United States and the United Kingdom. In contrast to Ukraine, the United States has a special Advertising Council, whose a great amount of money is allocated to the needs of the public, spent on creating social advertising (Horbenko).

New creative and effective approaches are being used in this area in the West and in Europe to solve socially important problems. Social advertising is used as a means of combating accidents. For example, in one of the U.S. locations where high-speed traffic accidents often occurred, special signs were installed that recorded speed and instead displayed on the screen the number of days the driver can spend in the hospital. The death toll has dropped (See Appendix A, Figure 1).

Social advertising should address the causes of accidents. Speeding on this section is not a single problem, so there is a possibility that accidents may recur in the future. You should install a banner or warning in the social advertising format at the entrance to this section of the road. This will make drivers feel responsible for their lives and for the lives of their passengers, which should reduce the number of accidents.

These social advertisements that are made to reduce speeding have little text, its images are intuitive and the text is contrasting. This allows drivers to read quickly and easily understand the contents of the banner, which does not distract drivers from the road and force them to look at the text of the banner. Undoubtedly, social advertising is beneficial. But to achieve results, the agency

and the advertiser must clearly define their goals, study the pain points of society in advance and, most importantly, strictly monitor their results and move on. But people and themselves must not forget that life depends only on ourselves, and which path you choose, you decide.

Unlike Ukraine, where the main problems of society are not only road accidents, but also drugs, alcoholism, smoking, in the United States social advertising struggles mainly with psychological and physical violence against children. There is a monthly campaign on this issue every year (D. Karamyshev).

If the material in social advertising was presented "in a dry way", dispassionately, then such an approach would be less successful. People are more impressed by a specific event or situation than a lot of talk about the problem. That's why advertising appeals to the emotions and feelings of recipients, forcing them to think about important things.

Let's take the first type of English-language social advertising which is focused on exceeding the speed limit. Advertisement 1 (See Appendix A, Figure 1) is like a billboard that says how many days you will have to spend in a hospital bed if you exceed the speed limit by more than 25 kilometers. The slogan "Slower is better" urges drivers to drive slowly and not to exceed the speed limit. This advertisement does not frighten, but warns of possible consequences.

The advertisement 2 (See Appendix A, Figure 2) is in the form of a telephone message, because it symbolizes the writing of a message while driving a car. The message says "Your typing while you drive is as bad as your driving while you type". This message is spelled correctly to indicate that you will make mistakes while driving, not only in the message, but also while driving. That is, in fact, the driver will be distracted from the road and the message will be written with errors.

Advertising 3 (See Appendix A, Figure 3) is, in my opinion, the most effective. This advertisement depicts a quarrel between a couple traveling in a car

with a child. In addition, the man talks on the phone behind the wheel and does not look at the road during an argument with a woman. In the interior mirror of the car you can see a small child of this family sitting in the back seat, but in front of the car, another child crosses the road, who opened his mouth in fright. And that's why the slogan "Think of two sides" is written, which encourages the driver to think about his child and someone else who can move on the road. The inscription "Think of both sides" is written in red, which greatly emphasizes the attention to such a possible situation and symbolizes danger. Therefore, this color calls for immediate action and compliance with the rules. This advertisement causes fear for children crossing the road and worries, because you never know whether a conscious driver is in the car or inattentive. Also below, in small print, the creators of the ad note that "The number of car accidents involving children increases during school holidays. Please be extremely careful!". To conclude, this advertisement urges drivers to be careful during the holidays, because more and more children are wandering on the street and can run out on the road.

The next advertisement 4(See Appendix A, Figure 4), is very cruel. If previous ads had softer approach in achieving the goal, then this is tough to evoke the right emotions and motivate people. This advertisement contains the person's year of birth and the seat belt covers the date of death, which encourages drivers and passengers to buckle up. And the slogan "Buckle up, stay alive" clearly explains that if you want to survive, you have to buckle up. This advertisement uses black as the color of death, which further depresses a person subconsciously and pushes him to fasten his seat belt. Such an advertisement causes unspeakable fear for your life and strengthens the sense of responsibility, because everything depends on your actions. If a person wants to live, he/she must buckle up.

Advertising 5 (See Appendix A, Figure 5) fully uses the advertising scheme, which changes under the influence of weather. In general, the ad uses a photo of a little boy and the text "Rain changes everything. Please drive to the conditions." We see sunny weather behind the billboard, so the advertisement looks rather

incomprehensible. And already looking at this advertisement during the rain, red spots appeared on it like blood stains. The reason is that this ad contains such indicators that respond to moisture, rainy weather conditions. If it rains, such red spots will appear on the advertisement, and thanks to such an interesting empathic approach, drivers will be careful immediately after viewing the advertisement and will not exceed the speed limit in such rainy weather. Advertising is frightening, because advertising appeals to the blood, to a possible accident where your child may be injured.

Taking advertising 6 (See Appendix A, Figure 6) as an example, marketers portray a woman talking on the phone at home with her boyfriend / husband / dad or brother who is driving now. This phone seems to have a huge amount of blood and is written in red, the color of blood "Don't talk while he drives", which emphasizes to women that you can not talk on the phone with drivers because it is very distracting from the process of driving. The woman narrowed her eyes because of that blood which was flying at her. Judging by her emotions, you can see in her face this unexpectedness, disgust and fear of such an unpleasant situation. The advertisement uses neutral colors to intentionally focus on the blood and on this inscription, which is also written in blood. In other words, this is done to highlight the problem of drivers using telephones, which can lead to road accidents and deadly consequences.

In addition, there is an advertisement 7 (See Appendix A, Figure 7), which contains the slogan "Stop the violence! Don't drink and drive." The information component urges drivers not to drink, who are then going to get behind the wheel, because it could lead to an accident. The advertisement depicts a huge hand of a man clenched into a fist ready for a punch and also on the opposite side depicts a man who is most likely drunk. A car which is painted on the man's hand is green, and the green color symbolizes calm, and the drunken driver's car is red, the color of which represents speed and danger. By the way, the text of the phrase "Don't drink and drive" is written in red which matches the color of the red car, so it once

again emphasizes that the red car is followed by a driver who is potentially perilous on the road and can go into the oncoming lane, where the same innocent car, which is depicted on the man's fist, will drive calmly.

The next type of English-language social advertising is "Anti-child-abuse advertisements". Let's start with ad 8 (See Appendix A, Figure 8), which says "You can lose more than your patience", the font of this phrase is quite simple, but rather eye-catching. What is meant is that if parents lose patience, they can hit the child or harm him, but it is not necessary to treat children like that, because they are still young and do not deserve it. Thus, parents can not only physically harm the child, but also lose his love and trust. You can easily see that this kitchen, where the child is sitting at the table, is very clean and there is nothing superfluous, it is specially created so that the main emphasis was on the child and it seemed to be even more depressing. White background helps to focus on important details. In addition, the child lowered his head on the table, and when the child lowers his head on the table, he is very sad, and here even more depicts the fragments of the face, which are scattered like pieces on the table. This advertisement causes sadness and pity for this child, who may suffer from beatings and lack of love in the family.

Advertisement 9 (See Appendix A, Figure 9) shows a man with a child. The drunk, angry man is depicted with a glass bottle, which is going to hit a little boy who is afraid and covers himself with his hands so as not to be hit. There is no text here, because the illustrative component speaks for itself. The ads used white and black to highlight the problem of domestic violence against children. Advertising appeals to the fear and immediate solution of the problems of such troubled disadvantaged families.

In the same way, someone forces children to work instead of the child receiving an education. Take for example the advertisement 10 (See Appendix A, Figure 10) "Bricks or books? You decide." Advertising uses this question to show that there really should be a choice, but there isn't. Because children are forced to

pull bricks without being able to choose books. And a little poor boy is depicted carrying a brick and several books on top. This advertising evokes feelings of pity and actually helps people understand and begin to appreciate what we have now, because someone may not even have what we consider commonplace.

Advertising 11 (See Appendix A, Figure 11) is similar in motive, which is also an example of difficult life circumstances forcing children to work. The words of a little girl who sews on a sewing machine "I make dresses I'll never wear." confirm that her work is only used and not rewarded. The advertisement is shown on a grey background so that people feel all the sadness, heaviness and bitterness of this problem.

The twelfth advertisement (See Appendix A, Figure 12) also focuses on child slavery, depicting a sad boy who is very focused on his work, but in addition to all that still attached a price tag for a child, which the poor man is valued at \$ 65. And the slogan of this advertisement is "Some things should never be for sale", ie it means that children are not a commodity and cannot be sold and their work should not be used as earnings. This advertisement appeals to compassion, pity and a desire to help such children.

Other advertising 13 (See Appendix A, Figure 13) is generally focused on prejudice against the child because of his skin color. A photo from the maternity hospital is shown, where each of the babies is lying in his cradle, but the baby of colour is already dressed in a hat, bathrobe and holding a mop and a rag. And the caption "Your skin colour shouldn't dictate your future" emphasizes that regardless of skin color, it is the child who must choose his profession and future path, not society, which must dictate who he will be in the future. All people are equal, no matter what skin colour or appearance they have. This advertising evokes empathy, compassion for such people of colour, because they may not be treated fairly. That is, the feeling of injustice prevails here.

Advertisement 14 (See Appendix A, Figure 14) supports those children who suffer from parental violence and encourages them to call the number indicated on the screen to help their children. The advertisement depicts a frightened little boy with a broken lip and bruises from beatings. It is also possible to note that the whole advertising is embodied in grey, neutral tones to make the main emphasis on bruises and beatings. This advertisement also evokes fear for such children and sympathy.

The next type of English-language social advertising concerns the topic of "Domestic violence against women". Advertising №15 and №16 (See Appendix A, Figures 15 and 16) are very similar, they differ only in the victim, ie a woman who suffers from domestic violence and the information component is different. The first woman is a Muslim, and marketers have created it as if her mouth is shut and she can not say anything in response, that is, to express their opinion, she is forced to do something against her will. For example, it says, "women need to be put in their place, women need to know their place, women need to be controlled, women need to be disciplined." This attitude towards girls is dictated by other circumstances, the desired role of a woman to be a housewife, mother and a good wife. Even in countries where women's work is officially permitted and does not require additional permits from men, society considers it best for a woman to stay at home and raise children and be under the control of her husband. Obedience to a man and obedience are the most important traits of a Muslim woman, which are brought up in her from childhood so that she can use them in the family and society, so in the future she is forced to speak and obey her husband. Moreover, at the bottom, in such a small font, as if someone wrote with fear: "Women need to be seen as equal". This phrase calls on government officials from different countries, men to make women feel equal in society and not feel any violence from men's side. This woman evokes empathy and fear, and looking into her sad eyes, full of horror, people will want to help such women.

The sixteenth advertisement (See Appendix A, Figure 16) depicts another woman who also looks like a victim of domestic violence. And this ad contains the following statements: "Women should stay at home, women should be slaves, women should be in the kitchen, women should not speak in church", ie again chose the most common "roles" of women that are inherent in such dictatorial countries. And after all the statements, such a remark was written "Women should have the right to make their own decisions", that is, women must decide for themselves what to do, she should not obey her husband, and do whatever he says. Speaking of emotions, this ad evokes pity and fear that anyone can be such a woman, because the previous ad depicted a Muslim woman, but here this ad shows that in her place can be anyone, regardless of religion or any other factors.

Advertising №17 (See Appendix A, Figure 17) uses the image of a woman with bruises, and a huge male hand covers her mouth, that is, makes her silent about beatings, domestic violence. The background of this advertisement is very dark, gloomy, because it resonates with the mood and adjusts to the seriousness of such a problem. At the bottom "Silence hurts" is written which means that if a woman is silent about such a problem, about such inappropriate treatment, it can continue and it will make her life even worse. Below is also a phone number that can be used to help women cope with domestic violence. This assures that marketers are not only covering such a problem of society, but also ready to help and solve it. Reflecting on this advertisement, it causes shame for such men, pity for women who suffer and get bruises from such men.

The next type of advertising is focused on animals as victims. For instance, advertisement 18 (See Appendix A, Figure 18) shows a small leopard with an S-size label and a large leopard with an XL label. And it follows that their leather as a material will go to make some clothes under the sizes as they look now. And the inscription above: "Fashion claims more victims than you think" emphasizes that when buying some clothes made of genuine leather, we do not even think about the number of victims in the animal world. This advertisement causes pity and fear for



the future of the animal world, the population of which may decrease due to such killing of animals.

Advertisements 19 and 20 (See Appendix A, Figures 19 and 20) call for taking a pet from a shelter to a family. Advertisements use a contrasting approach, depicting the same cat and dog, but with different owners. In the first photo, the cat/dog looks very tired, sad, very thin, malnourished, careless and filthy. Compared to the right photo, here the cat/dog is depicted in an excellent shape, he is very clean, chubby, full and happy. Advertisers are calling for the adoption of someone from the shelter and thus save the poor animal. The first photos in this ad cause shame and reproach, blame for such cruel owners of such a cat, and the second photos evoke happiness, pride for those people who dared to adopt a cat from a shelter and give him hope for a much better life. If I didn't have pets, without doubts I would adopt a cat or a dog.

Advertising 21 (See Appendix A, Figure 21) looks very horrific. The advertisement shows a photograph of a dead bird that had been autopsied, showing how much debris is in the middle of the bird. And the slogan of this ad is "If you don't pick it up they will", which emphasizes that people should pick up their garbage and not litter, because if they litter, the birds will pick up this garbage, thinking that it is food. As a consequence of such pollution of nature and the environment, we risk to have huge losses of our fauna and flora. This advertisement causes not only fear for the future of our environment, but also shame for those people who pollute the environment.

Advertisement 22 (See Appendix A, Figure 22) looks like a tic-tac-toe game. But instead of crosses and zeros there is a leather bag and a crocodile. The essence of this game is that there is only the last turn and this move is yours. That is, what do you choose? A crocodile life or a leather bag for yourself? I really like the game approach of this advertisement, it is definitely extraordinary and interests people at first sight. The life of a crocodile depends on your choice, whether you leave the crocodile in the animal world or reduce their population, by choosing a bag for

yourself. Honestly speaking, compared to other ads, it is very difficult for me to say what emotions this ad evokes in me. It seems to me without emotional, but at the same time very interesting, because I have never seen such a simple, but at the same time meaningful advertising. I would choose a crocodile because I don't like crocodile leather bags.

The next type of English-language social advertising concerns nature disasters. And advertising №23 (See Appendix A, Figure 23) is very meaningful and provocative to emotions. The advertisement depicts forests in the form of human lungs. Because as they say, the forest is the lungs of our planet. Forests are called the "lungs of the planet" because they process carbon dioxide into oxygen, which is so necessary for the life of living organisms. In the process of processing oxygen in the body, it is converted into carbon dioxide, which a person then exhales. Trees, in turn, need this gas, and therefore they absorb it through the pores of their leaves. And here in the image part of the forest is cut down. Deforestation can foretell us a sad fate, as it is a source of oxygen, a regulator of moisture and a life-giving treasure for the Earth. Thus, deforestation takes our air and we harm ourselves, but so far people do not understand or understand, but they have no alternative to replace firewood. And the phrase, which is barely noticeable in this ad, in my opinion, should be written in capital letters "Before it's too late". In other words, the purpose of this advertisement is to protect society from even greater problems and to warn people against deforestation. We must not remain indifferent to environmental issues, especially in the interests of the health of each of us. This advertising causes fear, guides people to the true path, calls to become conscious and act.

If you take the advertisement 24 (See Appendix A, Figure 24), then it compares two photos. Only one shark's wing and the inscription "horrifying" are visible in the ocean, and in the second photo nothing is visible at all and it is written "more horrifying", so it hints at the extinction of species. Ocean pollution is a global process in the world's oceans its waters a significant amount of

anthropogenic pollutants (petroleum carbohydrates, nutrients, etc.). Therefore, as a conclusion, polluting the ecosystem, we harm ourselves. This advertisement frightens and at the same time calls to fight garbage and counteract such a global environmental problem.

The twenty-fifth advertisement (See Appendix A, Figure 25) depicts a tree that is half-alive, half-green, and says: "Use mobile. Save paper." Nowadays, trees are often cut down to get raw materials for making paper. And if people use less paper, then as a result, it will be less produced and thus we can reduce the number of felled trees. Advertising encourages being aware of the use of paper and evokes feelings of anxiety about what will happen to trees in the future, and perhaps scientists will invent another alternative to raw materials for making paper, not wood.

When you look at advertising 26 (See Appendix A, Figure 26), you are actually thinking about the importance and global nature of the problem of environmental pollution. Most people love sushi, and the photos show sushi, but without the use of fish, sushi is wrapped in plastic bags and other films that are not suitable for consumption. I really like this marketing approach, because sushi almost always attracts people's attention and they love them, so they certainly will not remain indifferent. This idea is apt because there should be fish instead of this film, but it is not there. This causes fear that in a few years the fish may no longer be there and then it will be worth its weight in gold. Below is written "What goes around, comes around. Keep the sea clean." The consequences of one's actions will have to be dealt with eventually, and therefore there is no need to litter and everything will be fine, so we will avoid the inevitable negative consequences.

Advertising 27 (See Appendix A, Figure 27) is quite ambiguous. And the advertisement shows two cigarettes with smoke coming from the pipes of a garbage processing plant in the middle of the city. The slogan of this advertisement is "Stop burning our life", ie here it can be perceived as a call to quit smoking and on the other hand, it can be a call again not to pollute our air, our environment.

The following types of advertising relate to the topic of volunteering. Let's start with advertising 28 (See Appendix A, Figure 28). The advertisement depicts a woman in a hospital gown, as if embracing the soul of a man who most likely saved her life. The information component contains the phrase "Thousands of people owe their lives to organ donors." Now, of course, that spirit is the spirit of a person who has died and sacrificed his organs in advance to other people who would still need them and be able to save their lives. In fact, this ad evokes an incredible sense of pride for people who have decided to leave this world not just like that, but to do their last good deed, and maybe more than one.

Advertisements 29 and 30 (See Appendix A, Figures 29 and 30) focus on specific health issues where volunteers are involved. And when volunteers cover such information with a plea for help, most people simply like the posts, but do not help. That is why the phrase "Liking isn't helping" evokes a sense of reproach, because it sounds like a blame. We only swear and do not help with money or anything necessary. People should not only show compassion, but also help whenever possible. Liking will not help people to recover or overcome life's difficulties.

Advertising 31 (See Appendix A, Figure 31) depicts a garbage container with a large pile of food. And this hole, where people throw garbage, looks like a plate, and on the sides of this container there are a fork and a knife. And below is the phrase "For the homeless every day is a struggle", which means that it is very difficult for homeless people to get food, they do not have the opportunity to buy it, they are absolutely undemanding about what they will eat, the main thing is to find something to eat to survive . This ad encourages people to appreciate what they eat and not throw away their food. If the food is edible, people can leave it in special packages and the homeless will find it, for which they will be very grateful. Unfortunately, this advertisement causes sadness for people who may be innocent, that they found themselves on the streets and became homeless.

The following advertising 32 (See Appendix A, Figure 32) focuses on the rules of conduct in public transport. In the advertisement, we see a pregnant woman holding a handrail and standing, while a young man is sitting in front of her, listening to music on headphones. Advertisers also used this comparison, a woman's fetus in her abdomen and a glass of beer in a boy's abdomen. And on top of the advertisement there is the phrase "Give up your seat to someone carrying something more important.", it emphasizes that a woman is carrying a child and therefore it is quite difficult for her, she should take the place of a guy. Comparing the same advertisement with the Ukrainian social advertisement, which is absolutely identical, but differs in one detail. In Ukrainian advertising, a roast chicken is inside of a man, and this man has a mug of beer in English advertising. Here, it seems to me, it turned out a little with a sharp ridicule, deliberately to offend people and emphasize such rudeness and disrespect for pregnant women. Such advertising causes reproach and shame to those men and, possibly, women who do not concede a place in public transport. I hope that after this advertisement, people will become kinder and will treat pregnant women with respect.

The advertisement 33 (See Appendix A, Figure 33) features two children at school, a boy carefully holding a chocolate Kinder Surprise, and a girl holding a weapon. And the ad contains a text component in the middle of "One's child is holding something that's been banned in America to protect them." As soon as the Italian company Ferrero released Kinder eggs, they were automatically banned from importing into the United States. And all because under a thin layer of chocolate was an inedible plastic toy. Despite all their attractiveness, Kinder eggs cause great harm, so they are banned in the United States. And below the remark is written "We won't sell Kinder chocolate eggs in the interest of child safety. Why not assault weapons?". Moms demand actions because they are worried that chocolate eggs are not allowed, but weapons are still common and not as strictly forbidden as chocolate. Moms consider this ban illogical, because then why you can buy a weapon and it is not dangerous, and chocolate eggs are perilous. Now it is clear why the boy holds the Kinder chocolate egg so carefully, because he values

it because he is forbidden to eat it, he does not even see it on the shelves of American supermarkets. Advertising is a concern for children, to whom weapons may be more accessible than a chocolate egg. And also the indignation of mothers is very much felt, that is, there is such an empathic feeling.

The thirty-fourth advertisement (See Appendix A, Figure 34) clearly depicts the effects of smoking on the human body. In the advertisement, we see an elderly woman holding a cigarette and wanting to light it from a candle, which shows the age of 42 on the cake. And below is written "Smoking causes premature aging". A woman does not look 42 years old at all, but looks as if she is already 70 years old. I think that this advertisement will make all girls quit smoking, especially at school age, because girls focus more on beauty, and for them aging is something they try to avoid. If I smoked, I would have a feeling of fear and anxiety for my health and appearance. But as far as I do not smoke at all, and I know about the possible consequences of smoking, for me this advertising is more like awareness, that is, once again informs and shows the result of smoking.

Advertisement 35 (See Appendix A, Figure 35) shows us censorship. The photo used by this ad shows Barack Obama and Hillary Clinton. In fact, Barack Obama is holding Hillary by the shoulder, but the creators of the photo pretended that he was touching her chest. This is completely rude, and Barack Obama, especially as President of the United States would never have done so. "Censorship tells the wrong story" and it is true that advertisers want to gain more views and at the expense of such well-known politicians they want to make their sites popular by using viewers' views. This advertisement evokes shame for those photographers who came up with such ideas of censorship.

The next type of English-language social advertising is child adoption advertisements. Take, for example, the advertisement 36 (See Appendix A, Figure 36) which depicts a small child's palm with clearly marked lines on the palms. And the slogan of this ad is "Adopt. Change a child's destiny." Thus, this slogan urges people to adopt a child and change its fate to a happy one. Due to the fact that

advertising looks very simple, but nevertheless it is quite clear and nothing else distracts from the main purpose of this advertising. If people have the financial opportunities to have another child, why not to adopt. People are able to change the unfortunate fate of orphans. Advertising evokes feelings of sadness for such poor children, but there is an even greater desire to change the fate of one child in the future.

Advertising 37 (See Appendix A, Figure 37) looks quite cluttered, it seems that advertisers have decided to use every piece of advertising. The slogan of this ad is "Every child deserves a loving home", which in turn emphasizes that all children deserve a loving family and home. On the left is a little girl looking forward to her mom and dad. The words "We are currently seeking adoptive families" once again emphasize the need for adoption. Advertisers strongly encourage people to adopt a child, indicate the number to call her and find out the necessary information. And the words "If you or a family you know is interested please visit", which show that they seem to be begging for help and giving one child a chance to have a better future in a loving family.

The advertisement 38 (See Appendix A, Figure 38) is, frankly speaking, my favourite of all child adoption ads. I am amazed at how advertisers have come up with such an interesting concept of adoption. The advertisement depicts the child and mother who adopted him. The child, who is supposed to be small, is depicted as very tall, and the adult mother is depicted as so small that the child takes her in his arms and hugs her very tightly with love. The child looks very happy, smiles and hugs his mother so tightly that he seems to be afraid of the fact that she will fall. And the slogan of this social advertising, although written in a very small font, but what it is accurate and appropriate "Adopt. You will receive more than you can ever give." This phrase emphasizes that even by adopting a child and providing for it fully, the family receives far more than they give. Children who lacked love and care in the orphanage will be extremely loving and caring, appreciating the family. This ad evokes an incredible sense of pride for parents who dare to adopt a child

and I am overwhelmed with happiness for the child who now has a loving family and is surrounded by love and family comfort.

Another type of English-language social advertising is anti-smoking advertisements. As an example, advertisement 39 (See Appendix A, Figure 39) depicts a tiny child with completely black lungs. But the information component contains the accusatory phrase "You smoke. Your child smokes." At present, many young pregnant mothers are not aware of the seriousness and responsibility for the little life they carry within themselves. Their life and the life of the child are very interconnected. Moreover, at the bottom of the ad are statistics from one of the studies "By the time he is 6 years old child would have inhaled the equivalent of 102 packs of cigarette." These statistics are intended to scare women who smoke and get their heads together, not to harm their children. Feelings of fear, reproach and shame should be present in every woman who smokes and negatively affects their children.

Comparing Ukrainian and English-language social advertisements about smoking, English-language ones, are heartless. For example, advertising 40 (See Appendix A, Figure 40) depicts blood clots that seem to flow from a cigarette. Blood clots occupy most of this advertising, i.e. the main focus is on them. Since they are red in colour because it is blood, it symbolizes danger to your health. And the caption "Every time you smoke your blood gets thick and dirty with toxins. Search 'Smokefree'." After reading these words and contemplating that cigarette, I have a feeling of disgust. Advertisers are also encouraged to see what 'Smokefree' is. You can see that the creators of this ad are very cunning, they do not have a direct message, such as "quit smoking", they act through the minds of people. Smokers see a visual component that makes people disgusted and scary, and they immediately have the idea of quitting.

The forty-first advertisement (See Appendix A, Figure 41) depicts a beautiful girl depicted on a cigarette. In general, the ad contains three photos that symbolize the three stages of smoking. The first photo was taken when the girl



does not smoke at all, she has a beautiful smile and we see that in a pack of cigarettes, all the cigarettes are present. Looking at the second photo, the girl seems to be pulling out 3 cigarettes and she no longer has one tooth, the point is not that she does not have one tooth. It simply emphasizes that she has already started having health problems. And the next stage is when there are no more cigarettes in the pack, that is, it means that the girl smokes the whole pack of cigarettes in a day. And she is depicted completely without teeth. This means that her health deteriorates greatly with excessive smoking. This social ad does not contain text, because the visual component speaks for itself. This ad shows in detail what happens when you smoke. Of course, such advertising frightens, alarms and encourages to quit smoking.

And at the very end, the last advertisement 42 (See Appendix A, Figure 42) contains a rifle that is filled with cigarettes. "Smoking kills" is written in huge letters, which emphasizes the detrimental effects of smoking on your health. The advertisement lists the diseases and how smoking affects your appearance, your skin and your immune system. This slogan "Smoking kills" was chosen not just like that, because literally analyzing the slogan, smoking kills, but how exactly, not immediately. We see a man refueling his rifle with cigars like ammunition. As a result, every time you smoke one cigarette, you seem to shoot yourself and it kills you. Because step by step, cigarette after cigarette and your health is deteriorating. Yes, it certainly causes fear, but it also makes citizens aware, because advertisers have listed all the possible consequences after smoking.

### **2.3. Isomorphic and allomorphic features of Modern English and Ukrainian emotional advertising**

Comparing the topics of English and Ukrainian social advertising, it should be noted that we have several common themes that are raised in advertising, such as advertising against speeding or inattention of drivers, advertising about nature disasters, child adoption and anti-smoking advertisements. There is also a topic of domestic violence against women, but there is a small nuance, abroad this topic is

frequently used and is often covered in contrast to Ukraine, which has very few of such ads. Violence cannot always be seen, the results of domestic violence are not visible at all, because they are hidden under fear and shame. Ukrainian women are very patient and can keep silence about such a problem, but if we covered such a topic more in social advertisements, women would know where to call for help and what to do.

And it goes without saying, that there are topics of social problems in English advertising, which are not revealed in Ukrainian. For instance, anti-child abuse and volunteering. In fact, these topics are quite important in society. Bad and prejudiced treatment of children occurs in families and Ukrainian society needs to be informed and prevented. The topic of volunteering is very relevant in Ukraine, because there are currently a lot of suspicious volunteers to whom people are afraid to donate money to help those in need, because people can not be sure of the accuracy and veracity of the information they provide. This is exactly the kind of social advertising that is really lacking in Ukraine and which would officially shed light on such problems of the needy and people would come to the rescue, without doubting that the money will be appropriated to someone or will not reach people in need of treatment or immediate help in an intricate situation.

On the other hand, there are topics in Ukrainian social advertising that do not rise abroad. There are themes that are not socially or politically relevant. For example, these are social advertisements related to the war in eastern Ukraine, ie propaganda advertisements calling to join the soldiers of the Ukrainian Guard and defend the borders of our country (See Appendix B, Figures 9.1 and 10.1). Since 2014 the amount of these advertisements has increased significantly and this trend echoes the changes in socio-political situation in Ukraine, the marketers do not only call for an end of the war, but encourage people to support the soldiers financially whenever possible. It is very important for the soldiers to feel our support in order to understand that they are defending us at the front for a reason. Also in recent years, there has been a raise in social advertising aimed at protecting

the state language, the Ukrainian language, because over the years fewer and fewer people speak Ukrainian and use Russian. Advertisements encourage people to speak Ukrainian, using quotes from the poems of a well-known poetess Lina Kostenko (See Appendix B, Figure 12.1). Apparently, there is no such a language problem in English-speaking countries, so this kind of advertising seems redundant. Moreover, we have anti-corruption social advertisements urging people to ignore bribes and not to give them to officials or employees in institutions, so that a case or promotion of a case starts faster or "more conveniently" (See Appendix B, Figures 16.1 and 17.1). Conspicuously, such problems are not raised in the English speaking world.

After analyzing English and Ukrainian social advertisements, I divided them into the emotions they evoke and produced pie-charts (See Appendix C, Pie-chart 1 and Pie-chart 2). It can be seen that most English social ads use the emotion of fear (See Appendix C, Pie-chart 1). 20 out of 42 social advertisements analyzed, appeal to the emotion of fear as the emotion of influencing people. This is due to the fact that the advertisements use a hard approach, with the help of the emotion of fear, they strongly and effectively affect people's consciousness and warn them of the inevitable negative consequences. Fear amplifies the effect of advertising, and by provoking people to feel this negative emotion marketers can achieve their goals and change people's mindsets. This happens when a person needs to be warned against actions that imperil danger, loss of property, health, etc.

While in Ukrainian social advertising, only 4 of the 31 selected ads appeal to the emotions of fear. With a softer approach to social problems, Ukrainian social marketology aims at mitigating the acuteness of the existing problematic issues and channel the public opinion in a more socially and politically relevant direction.

The second place among the emotions evoked by English advertising is the emotion of shame, as many as 16 advertisements out of 42 appeal to this emotion. Shame is not inferior to fear in the strength of motivation. In essence, shame is a feeling of awkwardness from actions that can lead to bad consequences, shame of

inappropriate behavior, such as in public transport or or after not throwing garbage into a trash can while having picnics.

And surprisingly, only 6 advertisements out of 42 English are intended to call for good deeds, compared to Ukrainian advertisements, the vast majority of advertisements, 14 out of 31 social advertisements, focus on helping the needy, or the soldiers (See Appendix C, Pie-chart 2). In English advertising, the call for help is used in advertising related to volunteering and adoption of children. Encouraging, they use strong visual components that cause goosebumps and people who will see those advertisements will really want to give a hand. In Ukrainian advertising, the number of appeals to such emotions increases due to the help to the National Guard of Ukraine and the call to help them, as well as the adoption of children and help for homeless animals.

The second most common emotion in Ukrainian advertising is a warning. As many as 9 out of 31 advertisements warn people to avoid unpleasant dreadful situations. These are warnings to fasten in a car, warnings about the consequences of smoking and health effects, warnings about bad behavior in the environment and their negative impact on the environment, warnings about safety rules with electrical appliances and about traffic rules by cyclists or drivers.

And the reproach is the emotion that is not present in English social advertising, whereas 4 out of 31 ads appeal to reproach in Ukrainian advertising. Rebukes arise in Ukrainian advertising to condemn the wrongful behavior of people. This emotion shows dissatisfaction and disagreement. The reproach was used in advertisements showing a child whose mother smoked during pregnancy (See Appendix B, Figure 7.1). Also, the hue of reproach is used in advertising in defense of the Ukrainian language (See Appendix B, Figure 12.1), which is to blame us of low social awareness.

After analyzing advertisements, we can say that most of them resort to the method of emotional persuasion as there is a conscious, reasoned and purposeful

influence on other people's emotions, aimed to shape judgments, attitudes, beliefs, intentions or decisions. Thus, filling social advertising with the necessary content of messages transmitted by various communication flows, it is possible to provide a society not only with the knowledge about the surrounding world, but also purposefully form emotional and behavioral stereotypes, the inner picture of the human world, a cognitive-behavioral matrix.

The method of emotional persuasion performs the function of moral education, evokes noble motives, activates civic feelings. The purpose of the method of persuasion is to change a person's worldview for the better and motivate him to actions. Moreover, social advertising can be the first motivating factor for a person to quit smoking.

There are several types of persuasions that have been used in advertising:

Logical persuasion— a statement of a convincing set of facts and arguments. For example, this kind was used in the English advertisement "Smoking kills" (See Appendix A, Figure 42). That is, there were strong arguments as to why a person should quit smoking. Such a logical persuasion is not found in Ukrainian advertising at all, because most social advertising uses emotional belief and agitation.

Emotional persuasion is mostly the influence on the senses, the realm of instincts, irrational, to induce certain actions or the emergence of certain motivations. Examples are adoption advertisements (See Appendix B, Figure 3.1) or Ukrainian language advertisements (See Appendix B, Figure 12.1) or Figure 18.1, which aims to motivate people to be careful with the fire in the forest. All these ads are aimed at our feelings, instincts, they do not give us a bunch of facts, but only focus on our emotions. There are also many of them in English advertising, such as advertising with social advertising strategy to reduce speeding (See Appendix A, Figure 1 or Figure 3). They also appeal to our emotions, to the

awakening of fear and awareness of the possible consequences of life incompatible.

Persuasion through agitation is used by those advertisements that have an impact on the mass audience. Examples of Ukrainian advertisements are army advertisements (See Appendix B, Figure 9.1, 10.1, 11.1) or advertisements urging everyone to offer one's seat in public transport (See Appendix B, Figure 24.1) or advertisements urging people not to pollute nature (See Appendix B, Figure 31.1). In English advertising, it is mostly advertising about Volunteering, which does not exist in Ukraine. They call for volunteering, to save someone's life even at the cost of their own, for example (See Appendix A, Figure 28). The advertisers of this ad (See Appendix A, Figure 29) are agitating not only to comment on posts with volunteering, but also to really help people in need.

## **Conclusions to Chapter Two**

With the help of psychological influence, advertising forms in its recipients stereotypes, values, standards, and later - a model of life. Social advertising is now very important, it lays the foundation of society with its moral norms and regulations. Creating social advertising that is psychologically effective and has an educational impact on the younger generation should be one of the main tasks, because it is thanks to this that you can create a healthy mind. a nation that will develop the country.

Thus, the development and structure of social advertising in Europe and the West differs significantly from the Ukrainian one. Foreigners always know how effective their advertising campaign or promotion was. Their main features are competence and a non-standard approach. Their social advertising is more well thought out, organized and functions in harmony with the state. Due to sufficient research base, innovative technologies, comprehensive sociological research, creativity, highly effective psychological technologies and regularity, social advertising abroad is more effective, by difference from Ukrainian.

If the state does not realize the importance of social advertising and does not encourage its development, this area will remain underdeveloped.

Foreign and Ukrainian social advertising differs in development technology. Abroad, the approach to its creation is responsible and comprehensive. If such advertising does not solve the problem completely, then at least it partially eliminates it, which cannot be said about domestic. It is very important to know and understand the structure of social advertising, its goals, technology, because it is one of the components of success. Only highly effective advertising can change the views of society, solve problems.

The process of successful assimilation of information is as follows: perception - emotional impression - understanding - emotional attitude - activity. It is very important that the commercial is not overloaded with small details, as

attention is distracted and the recipient's concentration decreases. To prevent this, it is necessary to alternate language and musical accompaniment, diversity of frames, use of novelty, significance, repetition, intensity, the presence of emotional coloring.

So, social advertising is not possible without psychological influence. In order to motivate people to take certain actions, you need to get their attention and use appropriate motives to cause emotional shock, but you should remember that in addition to emotions, there must be logical argumentation, correctly distributed attention. Thus, social advertising is not only socially useful, but also effective.



## GENERAL CONCLUSIONS

Modern conditions of society development, the presence of a wide range of social problems require purposeful activities of the state to formulate a policy on social advertising, which will be based on moral and spiritual traditions and cultural achievements of the Ukrainian people. Social advertising should be aimed at the formation of stable moral qualities of people, which determine inner freedom and social value in all spheres of public and private life.

Social advertising represents public and state interests and is aimed at achieving goals of the public good. It calls for the solution of social problems, addresses the person as a citizen, a representative of society. It is a method of suppressing the indifference of society and drawing its attention to social problems. Social advertising does not encourage shopping, but inspires for actions.

The manipulation of the recipient's consciousness is carried out by appealing to the emotions of fear, reproach, shame, warning and call to good deeds. It is interesting to note that it is difficult to assess the effectiveness of social advertising, because in fact it has no calculated effect. The important thing here is that social advertising is advertising not of a specific product, but of some "attitude to the world". It can manifest (or not manifest) only in the long run. And the result is unknown in advance and any predictions may not come true.

There are a huge number of problems in the world, focusing on which social advertising contributes to their solution. Analysis of English and Ukrainian social advertising has identified the problems most often addressed by social advertising. These include: ecology, car accidents, homeless problems, animal extermination, garbage control, prevention of domestic violence, volunteering, adoption of children, anti-smoking, advertising to promote a healthy lifestyle, encouragement to help the Ukrainian military, advertisements which encourage people not to give bribes and speak the state language.

Social advertising is a way to mobilize and coordinate the voluntary activity of members of society in order to solve pressing, common social problems. Social advertising contained information aimed at promoting universal, social, moral, spiritual, national values, healthy lifestyles, prevention of negative social phenomena, achieving socially useful goals, drawing attention to problems in society and ways to solve them.

The most meaningful feature of social advertisements is emotional content of advertising and its impact on memorability and effectiveness of advertising. While it is obvious that emotions are the basis of advertising and the key to its success, it is emotions that contribute to the memorability of certain life situations and leave them in memory for a long time. It is logical to assume that advertising that elicits an emotional response will also be remembered. In the case of social advertising, when the main goal is either to draw public attention to the problem or to change patterns of behavior, advertising must have a strong emotional impact to achieve its goals. By social advertising we mean communication, an emotional form of influence, aimed at destroying or transforming negative stereotypes of society and forming new social values and attitudes, changing lifestyles and behavior of social groups or society as a whole. The task of social advertising is to affect the audience, not to leave indifferent, to provoke a response, to start a dialogue.

Therefore, the main focus of this work was grounded in comparing the strategies and types of emotions used in English and Ukrainian advertising.

The effectiveness of social advertising depends on the approach to a specific target audience, to use important values and motives for this audience. Means of influence in social advertising should be chosen based on the factor of the addressee. To have a strong psychological impact, it is necessary to understand the roots of the social problem that advertising solves, the motives of people's behavior, it is necessary to offer a really strong argument, choose a relevant and meaningful reason for the audience to change behavior or values.

The intensity of feelings or emotions generated by the advertising appeal depends on many factors. Advertising that is designed to respond emotionally should be credible and touching. All social advertisements in Appendix A and B were believable. Credibility does not mean referring only to real events and real people – events and actors can be fictional, but the viewer must feel that this could happen in real life. Then this will act as an amplifier of the emotional reaction.

A study with contrast analysis showed that English advertisements differ from Ukrainian ones not only in the emotions they appeal to, but also in their approaches of creating social advertising. Characteristic features of Ukrainian and English advertisements are analysed, which emotional appeal is manifested in social advertisement discourse, which techniques of eliciting emotions are applied and isomorphic and allomorphic features of English and Ukrainian emotional advertising are also defined.

At present, social advertising in Ukraine is underdeveloped, due to both economic and political factors. However, the current social situation necessitates increased attention and interest in social advertising. The Ukrainian social advertising market lacks advertisements for volunteers and advertisements aimed at protecting children from disadvantaged families suffering from domestic violence. It is the problem of domestic violence that needs to be raised more often and not kept silent.

## РЕЗЮМЕ

Реклама, в тому числі соціальна, довгий час була чинником культурного, політичного та економічного життя суспільства. Як важлива ланка між виробником і споживачем реклама сприяє розвитку суспільства. Соціальна реклама є найважливішим інструментом формування цінностей у масовій свідомості, коригування ціннісних пріоритетів, соціально небезпечної моделі поведінки тощо. Соціальна реклама постає як потужний важіль впливу на суспільну свідомість і поведінку, ефективний інструмент боротьби з соціальними хворобами, ефективна технологія формування громадської думки. Соціальна реклама, по суті, транслює інформацію, що представляє суспільні та державні інтереси та спрямовану на досягнення благодійних цілей; цей тип спілкування покликаний привернути увагу людей до соціальних проблем, активізувати дії щодо їх вирішення, змінити моделі поведінки індивідів відповідно до потреб суспільства тощо.

Тому дуже важливо порівняти англійську та українську рекламу, щоб зрозуміти схожі тенденції чи відмінні, які питання висвітлюються суспільством за кордоном і на чому зосереджена наша увага в Україні. Не менш важливо зіставити емоційні стратегії, тобто те, як ми ставимося до тієї чи іншої реклами і як маркетологи зосереджують нашу увагу на значущих елементах реклами та які елементи комунікації вони вибирають, щоб більш ефективно звертатися до наших сердець.

Магістерська робота складається зі вступу, двох розділів та висновків. Обсяг роботи 85 сторінок. Список використаних джерел – 74.

У першому розділі роботи визначено яку роль відіграє реклама у суспільстві, які є типи соціальних реклам, прагматичні аспекти, функції соціальних реклам та емоційні стратегії, до яких вдаються маркетологи.

У другому розділі визначено та охарактеризовано основні особливості рекламного дискурсу як англійської так і української соціальної реклами,

визначено особливості емоційної реклами, проаналізовано і порівняно емоції, які викликають англомовні та україномовні реклами та визначено ізоморфні та аломорфні риси сучасних англійських та українських соціальних реклам.

Ключові слова: соціальна реклама, соціальні проблеми, емоції, рекламний дискурс, прагматичний ефект.

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## Appendix A

### ENGLISH SOCIAL ADVERTISING

- Social advertising strategy to reduce speeding

Figure 1



Figure 2

Your typing while you drive  
is as bad as your driving while  
you type

Figure 3



Figure 4



Figure 5



Figure 6



Figure 7



- **Anti-child-abuse advertisements**

Figure 8

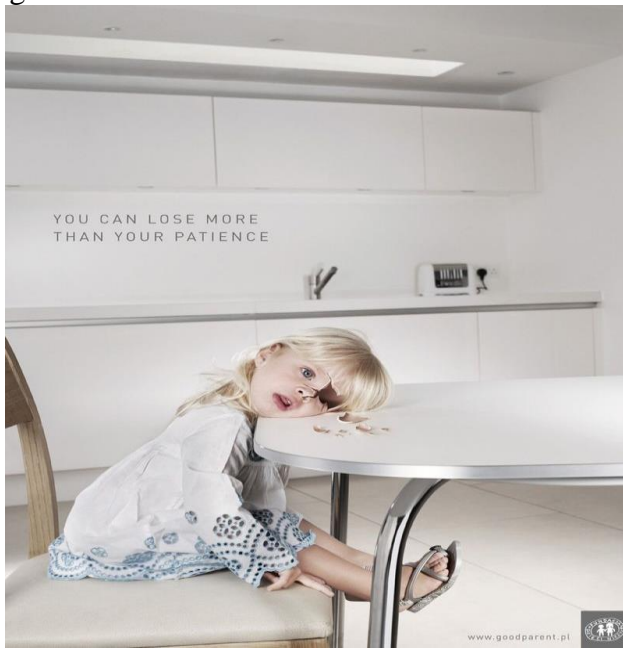


Figure 9



Figure 10

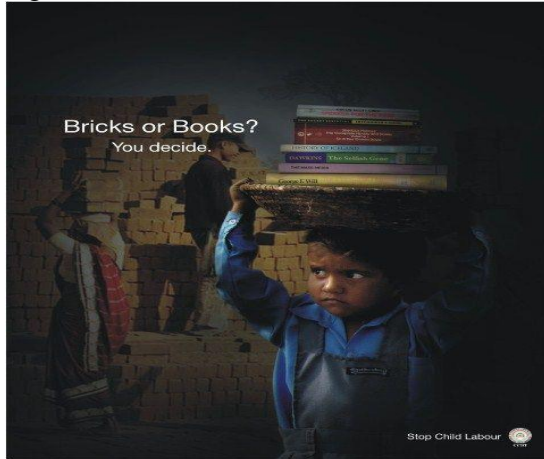


Figure 11



Figure 12



Figure 13

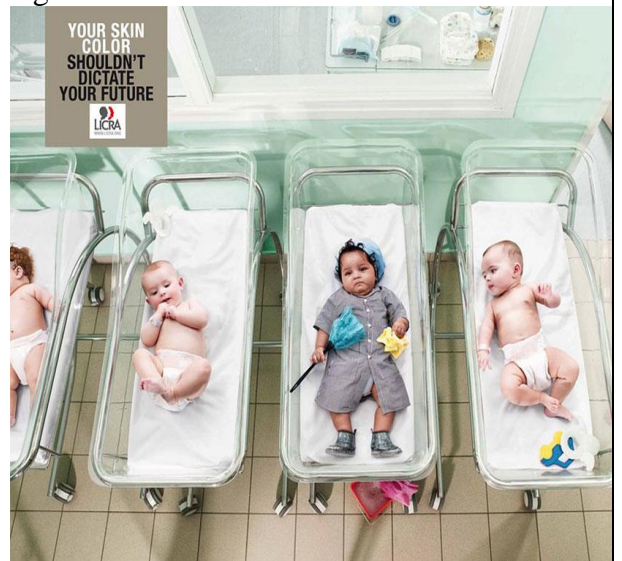


Figure 14





- **Domestic violence against women**

Figure 15

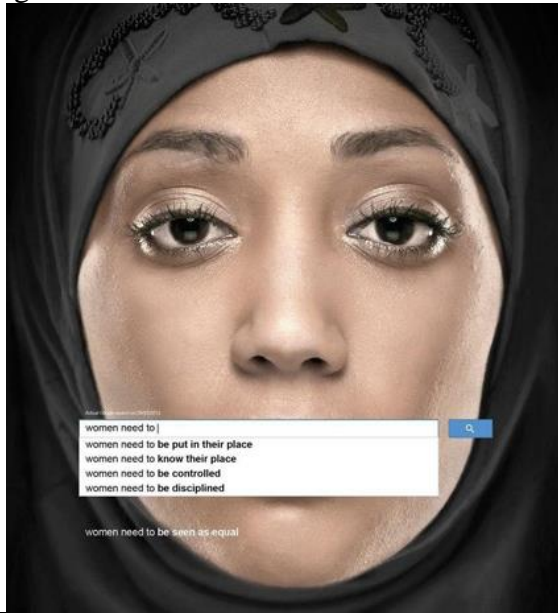


Figure 16



Figure 17 “Silence hurts”



- **Animals as victims**

Figure 18

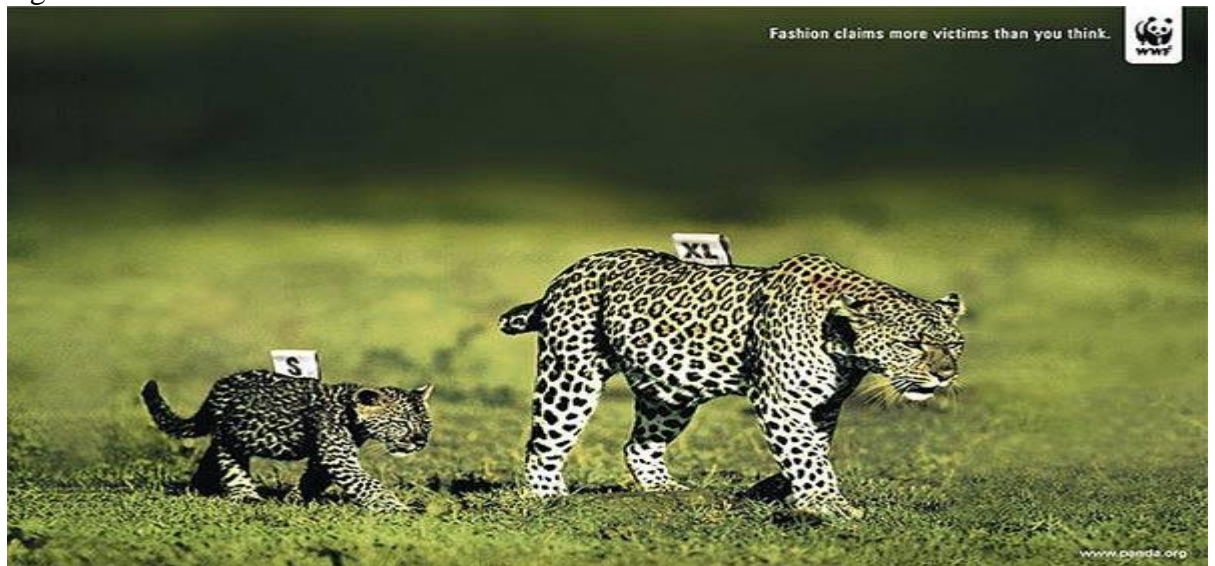


Figure 19

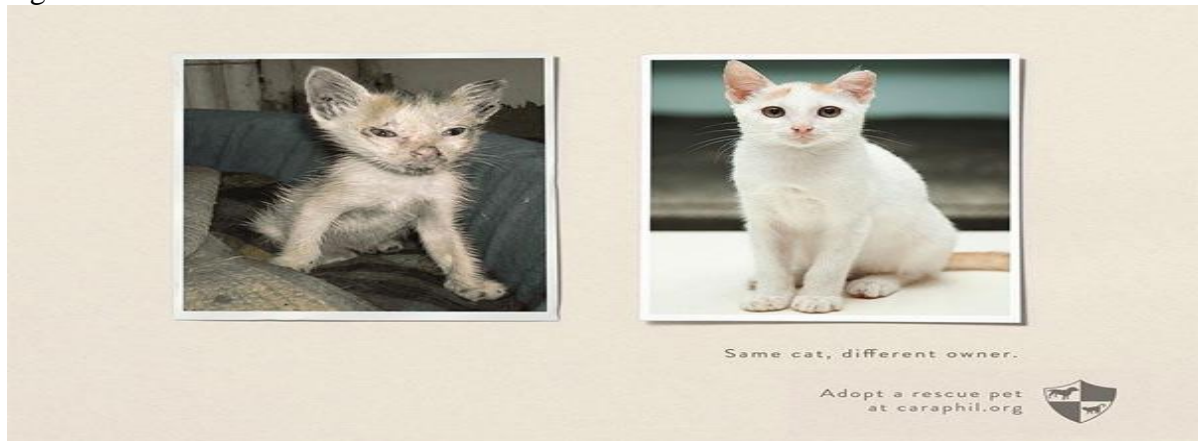


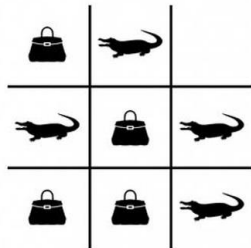
Figure 20



Figure 21



Figure 22 "It's your turn"



- **Nature disasters**

Figure 23 *“Before it’s too late”*



Figure 24

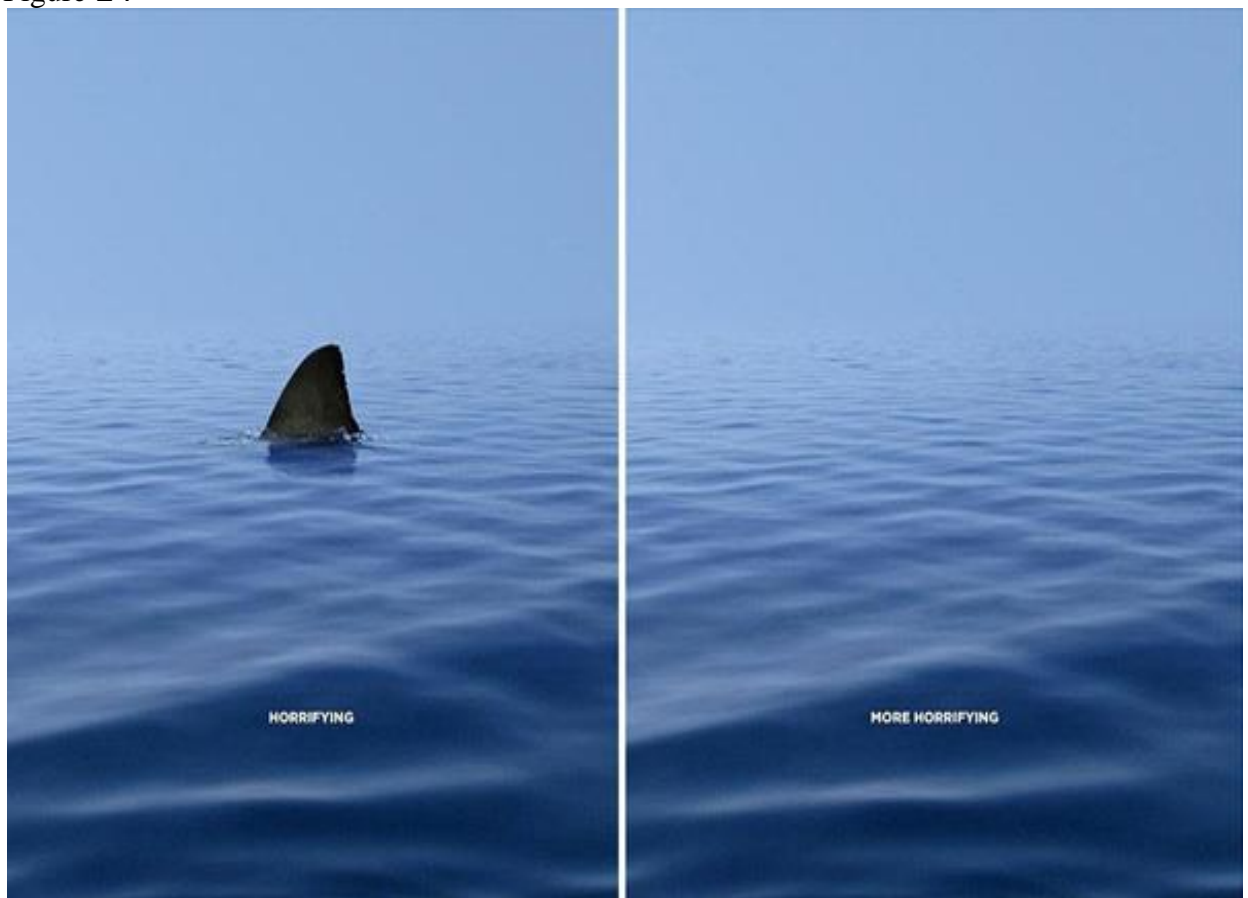


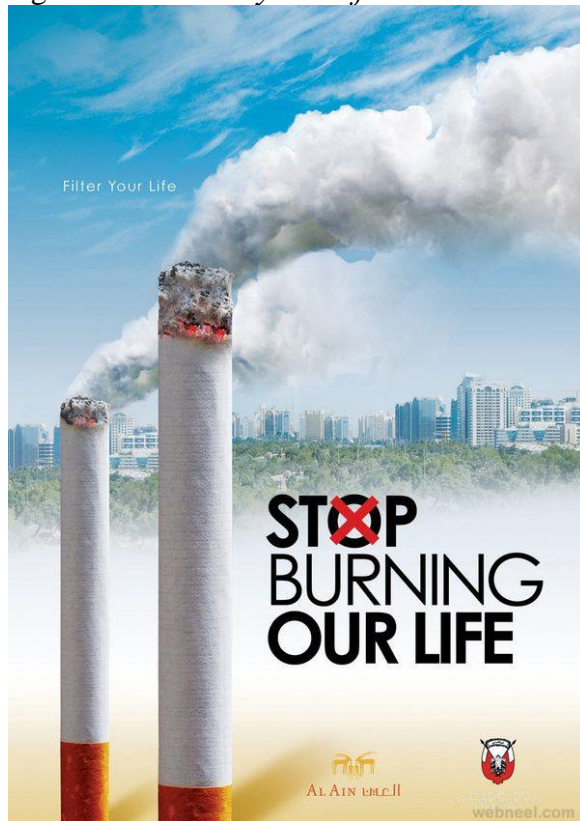
Figure 25



Figure 26 “What goes around, comes around. Keep the sea clean.”



Figure 27 "Filter your life"



## Volunteering

Figure 28



Figure 29 "As a volunteer, change a life."



Figure 30



Figure 31



- Others

Figure 32





Figure 33



Figure 34



Figure 35 “Censorship tells the wrong story”



- **Child Adoption Advertisements**

Figure 36

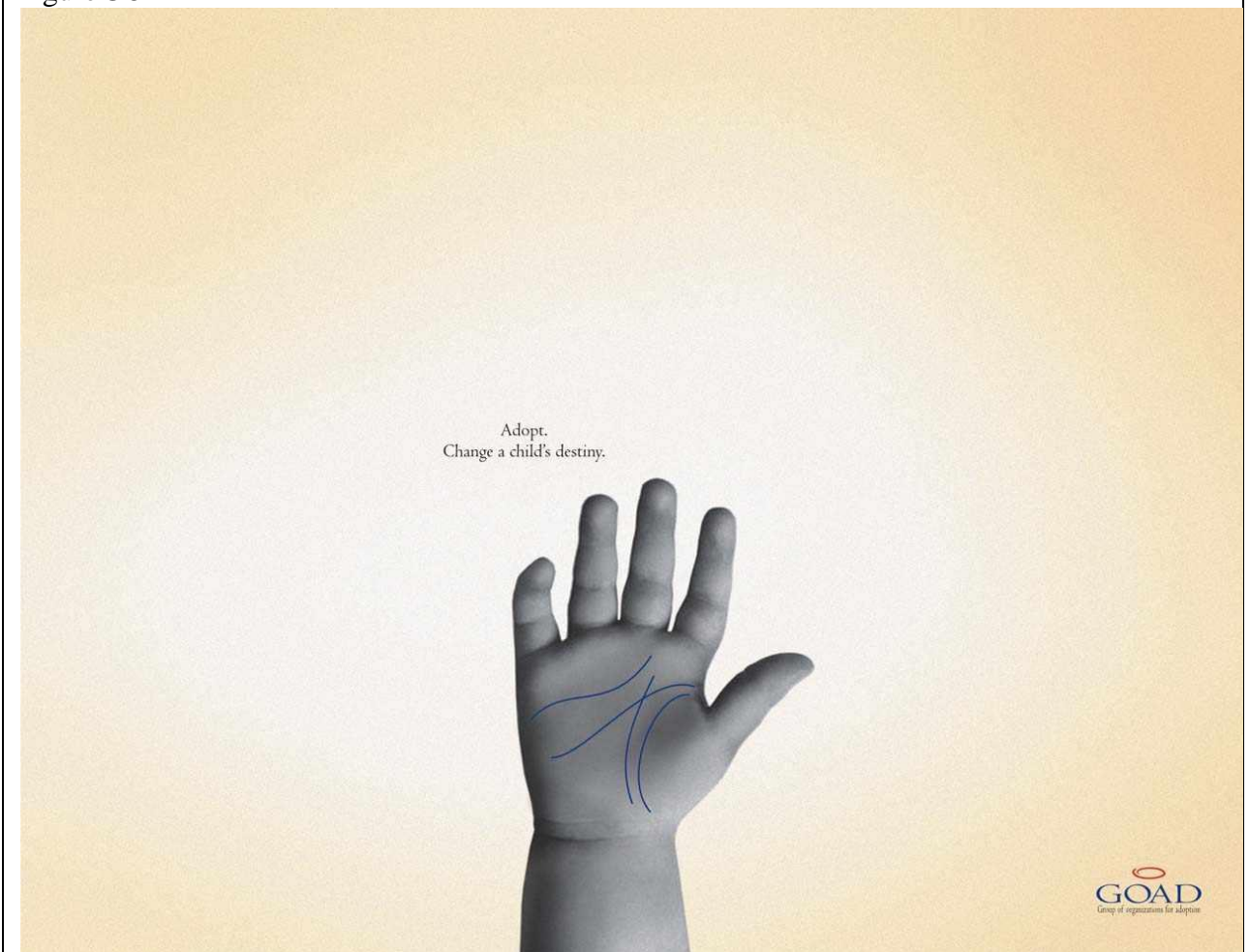


Figure 37



Every child deserves  
**A LOVING HOME**

We are currently seeking  
adoptive families!  
call us at:  
**609-695-6274**

The  
Children's  
Home Society  
OF NEW JERSEY

If you or a family you know is interested,  
please visit:  
<https://www.chsofnj.org/adoption/domestic-adoption/>  
for more information about adoption through CHSoFNJ

Figure 38



Adopt. You will receive more than you can ever give.

- **Anti-smoking advertisements**

Figure 39



Figure 40



Figure 41



Figure 42

- major cause of stroke
- very addictive
- raises blood pressure
- suppresses immune function
- dulls senses of smell and taste
- reduces stamina
- wrinkles your skin
- leads to depression and fatigue
- may cause fatal heart attacks
- may cause emphysema
- may cause gum disease
- may cause cancer

# Smoking Kills

...so why bother starting?

## APPENDIX B

### UKRAINIAN SOCIAL ADVERTISING

- Social advertising strategy to reduce speeding

Figure 1.1



Figure 2.1



- Adoption advertisements

Figure 3.1



Figure 4.1



Figure 5.1



- Anti-smoking advertisements

Figure 6.1



Figure 7.1





Figure 8.1



**ТЮТЮНОВИЙ ДИМ — НЕВИДИМИЙ ВБИВЦЯ**

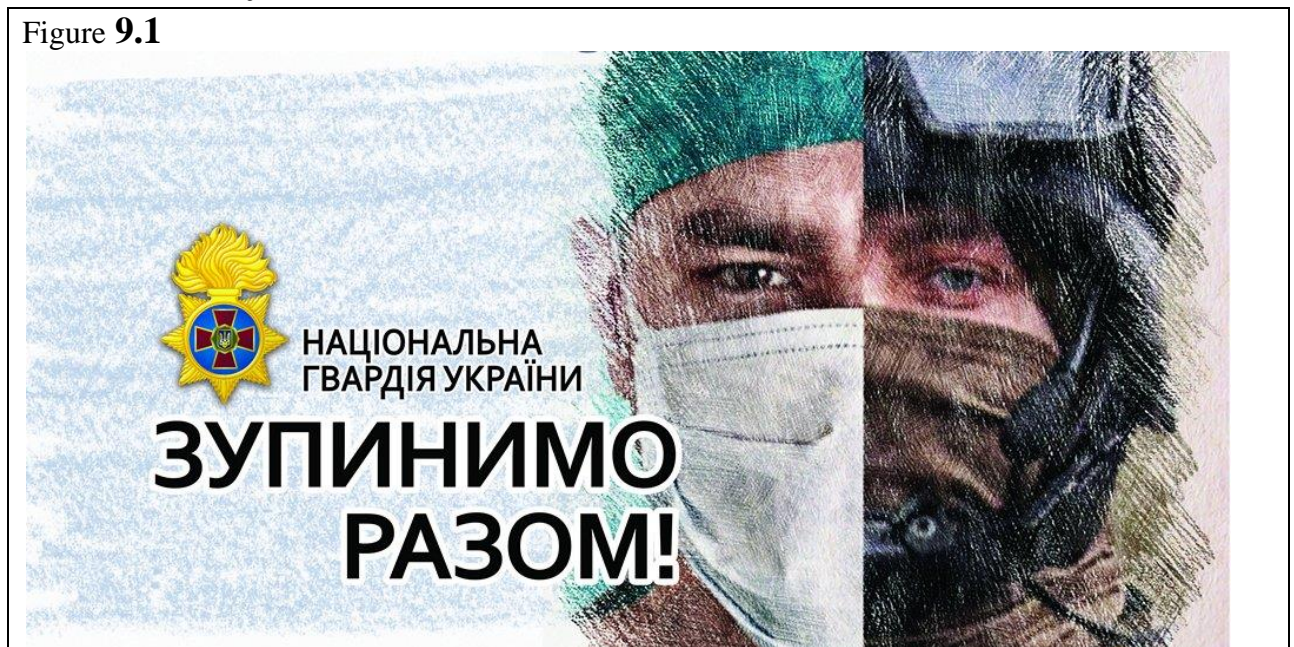
**Захисти себе та своїх рідних від пасивного куріння!**

Дим містить токсичні речовини, які спричиняють

астму інфаркт інсульт рак

- Army advertisements

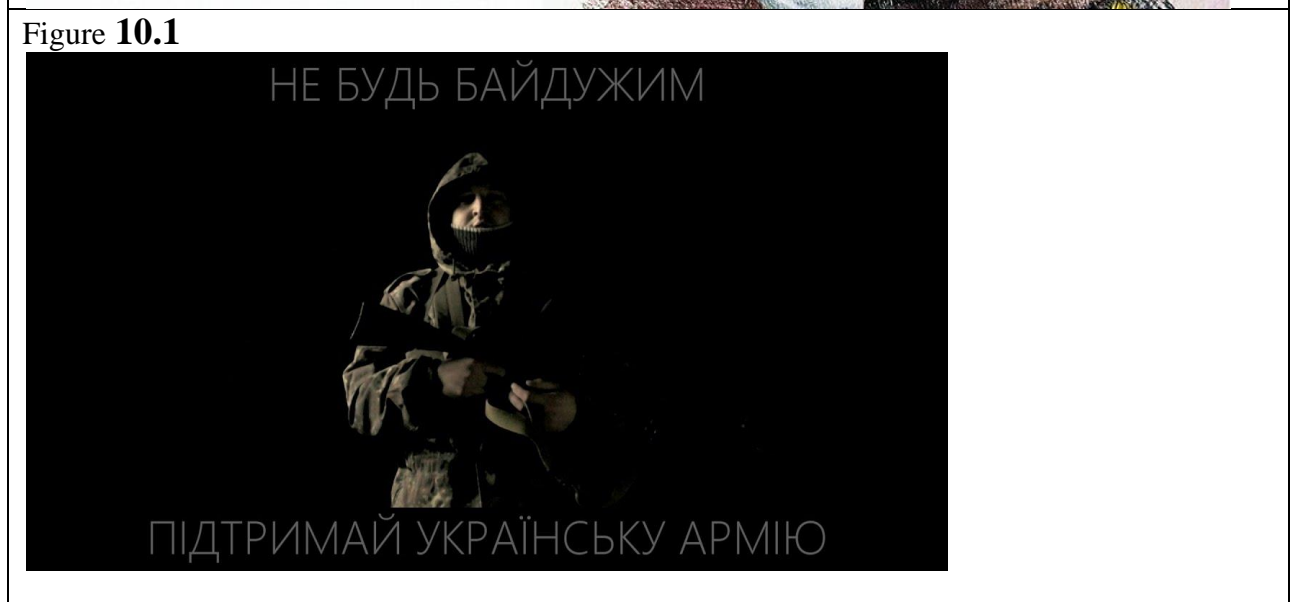
Figure 9.1



НАЦІОНАЛЬНА  
ГВАРДІЯ УКРАЇНИ

**ЗУПИНИМО  
РАЗОМ!**

Figure 10.1



НЕ БУДЬ БАЙДУЖИМ

ПІДТРИМАЙ УКРАЇНСЬКУ АРМІЮ

Figure 11.1



- Ukrainian language advertisements

Figure 12.1



Figure 13.1



Figure 14.1



Figure 15.



- Anti-Corruption advertisements

Figure 16.1



Figure 17.1



- Others

Figure 18.1



Figure 19.1



### **Збережемо біорізноманіття!**

До Червоної книги України внесено 1371 вид тварин, рослин і грибів. Діяльність людини є однією з головних причин втрати біорізноманіття. Життя в гармонії з природою – основа нашого здоров'я і благополуччя!

[www.ua.undp.org](http://www.ua.undp.org)

Figure 20.1



Figure 21.1



Figure 22.1



Figure 23.1

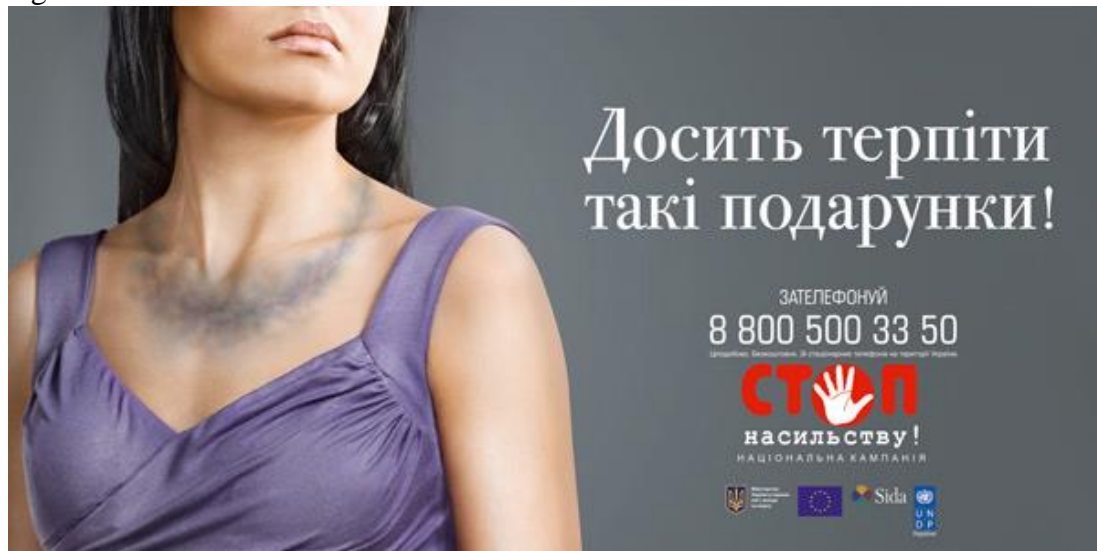


Figure 24.1



Figure 25.1



Figure 26.1

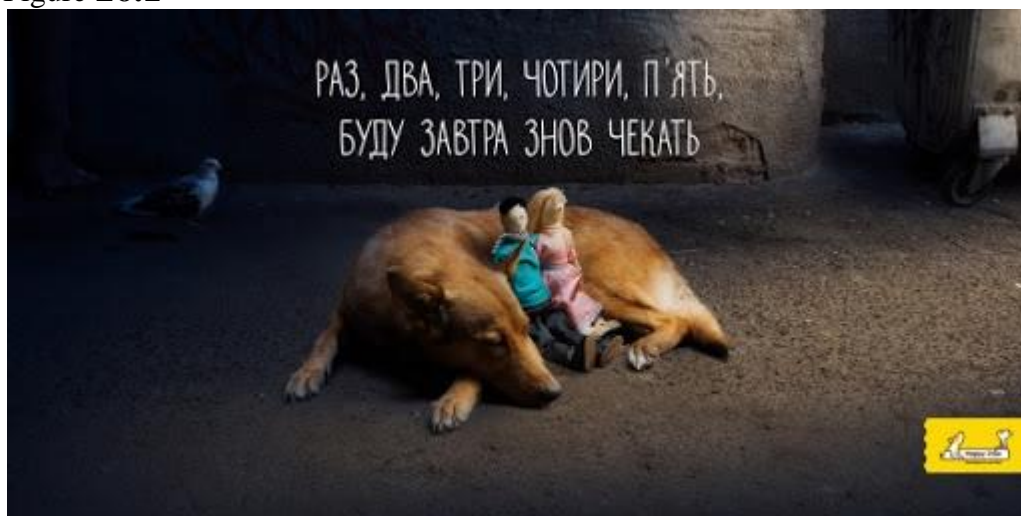


Figure 27.1

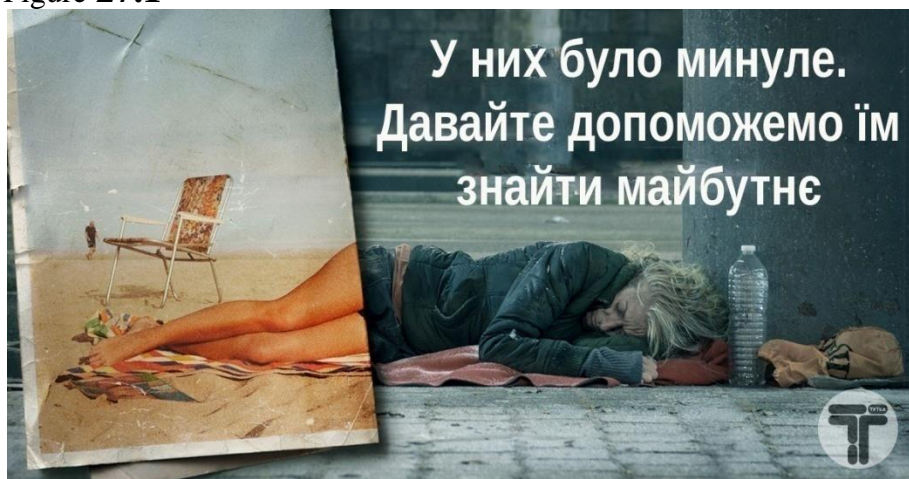


Figure 28.1



Figure 29.1



Figure 30.1





Figure 31.1



## Appendix C

**Pie-chart 1 Allocations of emotions in English advertising**



**Pie-chart 2 Allocations of emotions in Ukrainian advertising**

