

Секция 4

ОБЩЕСТВЕННО-ПОЛИТИЧЕСКОЕ И СОЦИАЛЬНО-ЭКОНОМИЧЕСКОЕ РАЗВИТИЕ СТРАН И РЕГИОНОВ НА СОВРЕМЕННОМ ЭТАПЕ

АНГЛИЙСКИЙ ЯЗЫК

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THE ROLE OF SOCIAL ADVERTISING IN SOLVING PROBLEMS IN SOCIETY

Роль социальной рекламы в решении проблем в обществе

Social advertising is information disseminated by any method, in any form and using any means, addressed to an indefinite number of people and aimed at achieving charitable and other socially useful goals, as well as ensuring the interests of the state [1]. The purpose of the study is to analyze the role of social advertising in solving problems in society.

Research results. Social advertising plays an important role in solving problems in society, as it is aimed at changing people's attitudes to certain social phenomena and problems. Its goal is to attract public attention to a particular problem, form correct values

and behavioral standards, and motivate people to take action to improve the situation. Through social advertising, it is possible to increase people's awareness of problems in society, actualize it in their minds and evoke an emotional response. With the help of various creative approaches and communication techniques, it is possible to convey to the audience the importance of solving the problem and encourage collective action. Examples of successful social advertising include campaigns to combat domestic violence, drug addiction, environmental problems and other social problems.

A survey was conducted among the population of Yelets, Lipetsk Region (N = 400 people). 100 % of respondents to the question: «Do you know what social advertising is?» answered that they did. 74 % of respondents to the question: «Have you encountered social advertising in your city?» answered «Yes, I have encountered it quite often», 23 % – «I have encountered it, but very rarely», 3 % – «have not encountered it». To the question: «Where have you encountered social advertising?» 63 % of respondents answered «on the Internet», 86 % – «television», 72 % – «outdoor advertising», 42 % – «newspapers, magazines», 38 % – «flyers, leaflets», 62 % – «in educational, healthcare, social protection institutions», 18 % – «radio». To the question: «Which social advertising have you seen that you remember?» the following answers were received: «Well, he's just like his dad!» (ANO National Priorities launched an advertisement about adopted children) – 24 %, Emblem of the eco-initiative World Without Waste «Our Peculiarities – Our Heritage» (National Priorities were supported by Freckles) – 14 %, Gift to an Angel Foundation, Rosbank #Dobroshrift – 54 %; RAY Homeless Animal Assistance Foundation – 8 %; The charity event from the Gift of Life foundation #ITCANNOTBECURED – 72 %, the series of videos «Call your parents» created by the Domino advertising agency – 78 %, the advertising campaign «Trash has a home» – 28 %, the «Engage in reading» campaign launched by Rospechat – 22 %, the «I am a donor» campaign launched by the Blood Service – 36 %, the «Saw a zebra – slow down» campaign – 74 %, dedicated to the topic of pedestrian safety, the «Give plastic a second life» campaign launched by the Magnit retail chain in 2020 – 78 %. To the question: «What do you think social advertising should be about?» respondents answered: «healthy lifestyle» – 72 %, «fight against abortion» – 64 %, «alcoholism» – 68 %, «drug addiction» – 72 %, «ecology» – 82 %, «medicine» – 88 %, «education» – 66 %, «protection of the rights of various categories of citizens» – 58 %. 100 % of respondents consider social advertising effective.

Thus, thanks to social advertising, it is possible to change people's worldviews and make positive changes in society.

Reference

1. Об утверждении руководства по соблюдению обязательных требований «Понятие рекламы» : приказ ФАС России от 14 янв. 2023 г. № 821/23 // КонсультантПлюс. – URL: https://www.consultant.ru/document/cons_doc_LAW_462382/ (дата обращения: 10.10.2024).