

## **Секция 5**

# **ОСОБЕННОСТИ РАЗВИТИЯ СОВРЕМЕННОЙ ЛИНГВОКУЛЬТУРНОЙ СРЕДЫ**

## **АНГЛИЙСКИЙ ЯЗЫК**

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## **SOCIAL ADVERTISING IN THE USA AND BELARUS**

## **СОЦИАЛЬНАЯ РЕКЛАМА В США И БЕЛАРУСИ**

Social advertising is a form of communication focused on drawing attention to the most significant social problems. It is created to make an impact on social development. On the basis of what topics are covered and how they are treated in social advertising we can judge about the mentality of the nation. Thus, the aim of our research is to outline the main features of social advertising in the USA and Belarus in a comparative aspect.

As a result of our work we can state the following.

The first advertising of this kind appeared in 1906 in the USA. It contained a call for the protection of Niagara Falls from the harm caused by energy companies. During the First World War in the USA it was used universally. James Flegg created a poster: "I want you for U. S. Army". Then his idea was used in Soviet Russia in the

posters "Have You Signed Up as a Volunteer?" and "The Motherland Calls". The interest in social advertising has not faded away today. Before 1991, these advertisements were financed by the communist authorities and focused on both social and political propaganda. Today most billboards throughout Belarusian cities promote healthy and safe lifestyle or patriotic themes rather than products and services. It is worth mentioning that Belarusian and American social advertising have much in common. There are some topics, which are represented on the billboards of Belarus and the USA.

One of the most fundamental things social advertising aimed at is health. Most of the earlier advertisements were focused on advising what food to eat, the correct type of diet when under different conditions. By use of mass media like the radio, the internet, newspapers and TV, health tips and information can be disseminated to vast audience at the same time. The ideas about how to quit smoking, eating junk food can be effectively passed on here. The other common topic is environment. As a result of global warming, the environment has become everybody's business. It is no longer an issue to be left on the shoulders of governments.

On the other hand Belarus and the USA have different topics. In our country, it is the advertisement of Belarusian culture and the security of the country. It inculcates patriotism by featuring beautiful Belarusian natural scenes and drawing attention to the Belarusian language. Patriotic billboards also praise young soldiers guarding the nation's independence and applaud the police for protecting law and order.

The topic that distinguishes the USA social advertisement is social discrimination. Among the main topics of it we can distinguish child labor, sexual minorities' rights, terrorism, women's rights. It also pays much attention to such topics as reproductive rights, copyright and intellectual property rights. It means that the Americans are much more individualistic than the Belarusians are.

On the contrary, in Belarusian social advertisements we can observe many pictures of happy families promoting the idea that family is one of the main values of our nation. What is more, peace holds a special place in the hearts of Belarusians, as our country went through the hardships of the World War II that is why in Belarus there is a promotion of the armed forces and so on.

From all mentioned above, we can conclude that many topics of Belarusian and American advertising are similar, but their performance and orientation are different. In the USA, advertising is carried out by special agencies. While in Belarus this sphere is not developed enough, and as a result, there are no special agencies dealing only with social advertising in the territory of our country.