

COMMUNICATION STRATEGIES OF SOCIAL ADVERTISING IN BELARUS, FRANCE, AND ENGLAND

Коммуникативные стратегии социальной рекламы в Беларуси, Франции и Англии

Social advertising is a type of indirect communication between government agencies and citizens of a country, for which the cultural and ethno-cultural context is of great importance, which is closely related to the image of the country, which forms the emotional basis of the identification program of representatives of a particular culture, reflecting the cultural values of the people.

The purpose of the study is to identify strategies for reflecting value orientations in social advertising of the Republic of Belarus, Great Britain and France, their similarities and differences.

The research material — posters of social advertising (a total of 133 pieces, presented in the form of billboards on the roads and posters at bus stops — is correlated with 5 main universal problems formulated by F. Klakhon and F. Strodbeck: 1) the direction of human activity; 2) the attitude to human nature; 3) the attitude of man to nature and the "supernatural"; 4) the attitude of man to time; 5) the attitude of man to other people.

As a result of the study, the following strategies for reflecting the value orientations of the cultures under consideration were identified:

In the Republic of Belarus, the main strategies are:

- orientation to the past (social billboards with pensioners and veterans, their merits) as well as orientation to the **future** (posters about ecology, safety and health, welfare);
- attitude to human nature (patriotism education, love for the native land, for the native language);
- human orientation (prevention of emergency/fire-hazardous situations; prevention of tobacco, alcohol and drug addiction);

In England, the main social advertising strategies are:

- focus on the present and the future (questions about the preservation of the monarchy, great concern about the cataclysms of nature, safety and health issues, in particular, violence prevention);
- collateral relations (socially oriented) (political component of a large number of posters);
- careful attitude towards “lesser brothers” (animal protection, veganism).

In France, in addition to the above strategies, a certain number of posters of the strategy of attitude to human nature with the ideas of love and kindness, culturization were found.

Thus, it can be concluded that social advertising of the three studied states promotes similar value orientations in different ways. Social advertising of the Republic of Belarus reflects the value orientations of the past, appeals to human nature for the most part through patriotic and warning posters. Social advertising in England is rather aimed at the present and reflects the social and individual orientation of human relationships through posters about politics, ecology, health. Social advertising in France is aimed at the inner growth of a person.

