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APPLICATION OF METHODS OF ENCOURAGEMENT, PERSUASION AND CONVULATION IN SOCIAL ADVERTISING

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Abstract
The article shows that the methods of persuasion, persuasion and reprimand are effectively used in social advertising today, and that these types of advertising serve as an effective tool for manipulating the human mind, as well as the opinions and comments of linguistic scientists on social advertising. The role and importance of social advertising in today's society are also illustrated from a theoretical and practical perspective using real-life examples.

Keywords: Advertising, text, communication, persuasion, reprimand, method, social advertising, goal, impact, task, problem, object, rational, emotional, language.

Introduction

ИСПОЛЬЗОВАНИЕ МЕТОДОВ, УБЕЖДЕНИЯ И ДИСЦИПЛИНЫ В СОЦИАЛЪНОЙ РЕКЛАМАЕ

Аннотация
В статье рассматриваются методы убеждения, навязывания убеждения и порицания, эффективно используемые в современной социальной рекламе, и этот вид рекламы служит действенным инструментом манипулирования человеческим разумом, а также мнениями и комментариями лингвистов о социальной рекламе. Кроме того, роль и значение социальной рекламы в современной жизни общества объясняются с теоретической и практической точек зрения на примерах из жизни.

Ключевые слова: реклама, текст, коммуникация, убеждение, упрек, метод, социальная реклама, цель, эффект, задача, проблема, объект, рациональный, эмоциональный, язык.

The purpose of any advertising text is to influence the mind and psyche of the addressee to produce a targeted response. Therefore, In the process of communication, language is not used solely to convey a message to the addressee, but its main purpose is to influence the way of thinking and consciousness of the recipient of the information.
According to Ye.F. Tarasov, the fundamental purpose of communicating through language has never been communication. The transmission of information through words has always been a

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means to achieve other goals, its ultimate goal being to control the activities of the interlocutor.[1]

It is worth noting that today the methods of influence of advertising are distinguished by their diversity and are developing day by day. In the current conditions of globalization, we understand the psychological, logical and other methods and linguistic means aimed at achieving the goals set for social advertising and the implementation of the tasks assigned to it. In this research work, we found it necessary to divide the methods of influence of social advertising into three parts. They are such methods as persuasion, (creating desire), persuasion, and reprimand.

The persuasive method is used in communicative advertising for the purpose of invitation (challenge). For example, in the text part of outdoor social advertising created in English, you can see the following inscription: "A girl sitting scared behind the wheel of a car and a woman crossing the street with a stroller are depicted: "Slow down when you come to a zebra crossing!" The advertisement directly encourages the addressee to take some action.

In this example, the addressee is instructed to take specific actions to solve the problem by influencing the addressee using the persuasive method, that is, to encourage (cross the street at a green light). Also, this type of advertising contains general appeals, for example, “Say no to drugs”, “Remember to observe traffic safety”, “Quit smoking”, “Keep the planet clean!”, etc. Usually, in advertisements that reflect such slogans, the method of influencing is also carried out through reprimanding or persuasion.

In advertising texts aimed at influencing the addressee through persuasion, the main method of influencing requires the use of persuasive constructions, that is, the imperative tonality is present in the center of the advertising text. As the analysis of the materials shows, exclamation is most often found in the advertising genre of advertising, for example, on a billboard with images of garbage cans: “Take the garbage to the recycling center! Save our planet!”

The method of influencing the addressee through persuasion is currently being used regularly in print, social, and television advertising. This method requires modern social advertising creators to directly encourage the addressee to take a specific action.

Another method of influencing social advertising is the persuasion method, which is most often used to influence the addressee through messages on any topic. In these topics, persuasion, encouragement, and reprimand methods can be used in equal proportions.

The basis of the persuasion method is the provision of certain information. Informing about a problem that requires a solution in this way is a kind of persuasion of the addressee of the need to perform a certain action. In fact, the method of informing, providing information in social advertising is extremely rare, most often it is expressed in the form of implicit persuasion.

In social advertising texts, persuasion is also expressed through argumentation and symbolic language, which in turn is understood as “providing convincing evidence in order to strengthen the audience's support for the issue being raised” [2].

Persuasion is carried out using various methods. Methods are the factors that determine the use of linguistic, psychological, graphic and other means of speech influence.

It is important to note that argumentation is a set of arguments and justifications that influence the rational perception of information, but it also has an emotional component.

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In this type of advertising, it is expressed in the form of a respectful address to the addressee. In it , advertising texts with the meaning *"together we will succeed"* prevail. In particular, in this case, the pronoun "we" is used more often. Advertising texts of this content consist of questions asked by the advertising hero or author. The verbal expression of these questions and thoughts, as a rule, is in harmony with the opinions, concerns and worries of the addressee.

Argumentation in social advertising is based on social approval or disapproval. Social disapproval creates the perception of condemnation of actions taken by certain subjects of society. The result of social approval or disapproval of the behavior of the advertising hero is determined by the sum of negative opinions of representatives of different classes of the population and ordinary people on the street, social survey data, etc.

One of the most effective ways to create an effect of approval or disapproval in social advertising is to appeal to individuals who have gained a reputation in society.

Based on the research materials, we concluded that individuals who have gained prestige in society may consist of the following:

• Historical figures – great thinkers and writers

• Contemporaries: (scientists, athletes, artists, etc.).

The participation of famous people in social advertising inevitably draws attention to social problems or values. The image of a historical figure or contemporary person can have a positive impact on the addressee and increase the level of trust in the advertisement. The importance of the arguments and arguments presented by them is also a very important factor in increasing the effectiveness of social advertising.

They usually consist of quoting them on a specific issue. It should also be noted that often the opinions can be far removed from the object being advertised or taken out of context.

If a contemporary is involved in a social advertisement as a "chosen person", his words are not quoted, and he personally participates in the advertisement. The text of his speech is usually directly related to the topic and purpose of the advertisement, and in such advertisements, deviations from the main topic are rare.

Advertising texts featuring celebrities are of two types: original text and stylized text. Original text encompasses all aspects of the text, including sentence integrity, word coherence, coherence, and continuity of thought.

It is worth noting that social advertising, which is characteristic of the persuasive method, also involves interpreting evidence and data to suit one's own interests by giving a negative meaning to unbiased facts. For example, moderate alcohol consumption, even among friends, is interpreted as the first step towards alcoholism.

It is worth noting that the fictional modeling of situations or events in social and commercial advertising is inherently different: *firstly* , commercial advertising shows the addressee a different reality, that is, it leads him to a world of cleanliness and pleasure created as a result of the use of the advertised product. In social advertising, on the contrary, the task is to show the modeled real reality, usually in a gloomy way, and to protect the addressee from unpleasant events that may occur due to frivolity, without thinking about it. *Secondly* , although social advertising models a beautiful world, such modeling, unlike commercial advertising, specifically emphasizes its falsehood, fantasy and mirage (especially when it comes to drugs).

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In social advertising, which covers the themes of family and cultural values, advertisers try to reflect joy and happiness in real life using artistic images and comparison methods. They also actively use methods such as the “Reverse Meaning” method, which allows the addressee to think as much as possible by presenting opposing arguments and arguments or creating complex situations. Therefore, we can assume that manipulative methods are used as persuasion or reprimand.

Currently, social advertisements dedicated to the problems of road safety and a healthy lifestyle without harmful habits are using the method of emphasizing the reasons for violating the rules. For example, a print advertisement published in a newspaper (social advertisement created in English) features a speed limit sign of 60 km/h and a large image of a doctor standing next to a wheelchair, along with the slogan “Are you in a hurry to come to us?” This advertisement clearly visually expresses the problem of road safety and reminds drivers of the potential for accidents due to speeding. This further enhances the effectiveness of the advertisement.

Thus, in social advertising, persuasion is achieved through argumentation, and authority figures, statistical data, social research data, surveys, and historical facts are widely used.

Advertisers often try to use manipulative technologies when presenting arguments to the addressee. For example, the source of the evidence is not indicated, the evidence is presented in a certain sequence, information about the arguments is hidden. In social advertising, the method of persuasion affects both the rational and emotional perception of information, along with modeling the situation and (predicting) the method of predicting how an event will develop based on certain facts, the failure of the expected results, manipulation in the "reverse sense", and special emphasis on the reasons for violating the rules are widely used.

Social advertising also effectively uses the methods of reprimanding, admonishing, and forcing people to adhere to certain values that are considered acceptable by the majority, as well as encouraging them to do something involuntarily or against their will.

Reprimanding is carried out using both verbal and visual and audio means. The reprimanding method usually takes into account a person's feelings of fear and his moral and spiritual characteristics, such as humanity, conscientiousness, compassion, ambition, and other qualities of a person.

The method of reprimanding is recognized as a typical means of influencing in state advertising and promoting the effective activities of state bodies. The following methods are used within the framework of the method of influencing through reprimanding:

Presenting alternatives (two opposite paths). For example, in social advertising, the problem of alcoholism can be presented in different ways. On one side is a picture of a sad boy of 9-10 years old: “Dad, don’t drink!” On the other side is a strong and handsome man holding a boy in his arms, standing next to a beautiful woman; in the background is a picture of a house and a car. The text: “Strong hands are not made to hold a glass. They are made for a woman, a child and a beloved profession!”

According to the results of psychological and social research, it has been found that in social advertisements aimed at eliminating social vices (alcoholism, drug addiction, addiction), it is more effective and influential to reflect its alternatives: the happy and healthy life of a person free from vices, rather than exposing the unpleasant side of the vice.

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It is known that “information associated with positive emotions is remembered twice as well as information based on negative emotions” [3]

But in the “ocean” of diverse social advertising, advertising based on alternative information is a small percentage. Even in social advertising that participated in popular festivals and competitions, the negative aspects of a problem or defect are revealed. SE Seliverstov calls such advertising “creative reinterpretation of negative situations,” that is, advertising art, one of the types of creativity, unfortunately, which gives little result. [4] In social advertising, the verbal and visual components of the text are directly related to each other. This connection becomes the basis of the artistic method of influence, that is, it serves as an important factor in creating a whole picture, an image using a simple detail.

For example, in a social advertisement with an image of a ball rolling onto the road, the recipient of the advertising message, upon seeing this outdoor advertisement, seems to understand that a dangerous event may occur: “Now the child will run out to get the ball and all sorts of trouble may happen to him on the road.” In general, this method of influencing through the use of the image of a child (meaning the image of a child and childhood) is characteristic of social advertising, and in most cases this method is also used in advertisements that are not directly related to childhood problems.

Children's language storytelling is considered a very powerful tool for influencing the audience. This tool is used to positively influence the behavior of adults, their attitude towards certain situations. The concepts that children perceive as correct and necessary are not always acceptable to society.

In social advertising, the method of reprimanding is the most commonly used method in advertisements on any topic, with the exception of topics related to serious illness and relationships with sick people. In advertisements on this topic, the persuasive method of influence is more often used.

In conclusion, it should be said that, as noted above, social advertising brings to the audience's discussion social problems that are extremely important for society, and serves to convey them to the target audience as quickly and clearly as possible.

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