SHOCK ADVERTISING AS KIND OF SOCIAL ADVERTISING

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ABSTRACT
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The article reveals the content of the notion of "shock advertising" as a special kind of social advertisement, which is being spread in the general field of publicity. The mentioned kind of advertisement calls upon to shock and impacts the audience not only through visual, but verbal way. The scientists and specialists are arguing now not only of the most efficient methods of shock ad effectiveness but of the adequacy of the approaches to create such kind of publicity product. It is peculiar to shock ad to have neutral tonality which contradicts to video and/or text content; or didactic tonality in which the frightening and intimidation of the addressee is observed. In the paper the main factors affecting the emotional state of the addressee are examined and analyzed (presence of swear words and colloquial vocabulary, open commenting on sexual topics, demonstration of violence and its consequences, situation artificially modeled and led to tragedy, etc.). The examples of shock ad described display that the most wide - spread and regular models of language setting are - metaphors’ and - hyperboles’ application and vulgarization. The completely emotional-like function is being used in the shock ad; it is the very function which provokes fear, horror, and rejection from the target audience. Depressed emotionally and morally, addressee is unable to resist such a strong impact on his consciousness advertisement.

Keywords: social advertising, shock advertising, the text, speech methods of influence, speech and ethical violations in social (shock) advertising

INTRODUCTION

It is known that social advertising causes the most various ranges of emotions in the consumer: from sense of responsibility, self-satisfaction to sympathy, shame, regret, contempt. There is a wish to cite the collective monograph of V. V. Tulupov, etc., devoted to studying of a phenomenon of "shock" in advertising: "Advertising has an opportunity to influence consciousness of people at the expense of irritation of the sphere of human knowledge and intellectual action" [1, page 35]. According to Y. A. Sherkovin, "the phenomenon of social advertising can be equated to impact of hypnosis" [2, page 34]. Due to the emotional influencing function of social advertising it is possible to allocate special type - ("shocking") addressee shocking advertising. Such advertising draws attention of both domestic, and foreign linguists [1, 2, 3, 4 and etc.]. It call "shock" (aggressive) advertising as "the visual component represents an illustration of causing physical or moral harm to live organisms or lifeless objects or the image of the visual assumption that this harm can be done" [5, page 98]. Shock advertising is, as a rule, frank, and is intended to shock public not only a visual image, but also verbal.

THE TECHNIQUE

the Structure of texts of social advertising described in this article is considered within discourse-stylistic approach which assumes a text research from positions of the discourse and functional and stylistic analysis at the same time.

The functional and stylistic component of the applied approach is connected with qualification of the material chosen for a research. The author addresses the analysis of a certain type of texts - to advertising
texts of a social orientation in which by means of any functional style the influencing information on the consumer is recorded. The Discourse component is focused on taking note of extra-linguistic factors on generation of the text [9]. The nature of a discourse causes specifics of speech interaction of subjects, defines character of the goal-pointing [10, 11] realized by them that finds the embodiment in the relevant structure of the text. The communicative orientation realized by authors of advertising texts is subordinated to the purposes of a denial and the statement: it is connected with expression of the estimated relation to subjects to advertising.

MAIN PART

It is considered to be that shock as result of the communicative act is connected with violation of certain public foundations, with a dethronement of stereotypes on norm and the ban, on the fact what can be shown and that it is impossible. In other words, "advertising shocks when shows audiences those aspects of life which he sees extremely seldom or did not see in general owing to the settled norms" [6, page 145]. Scientists and experts argue not only on the most effective methods of efficiency of social advertising, but also on adequacy of various approaches to creating an advertising product. If one expert considers shock advertising effective and suggest a thicket to use in the Russian practice, then others advise to apply similar methods extremely carefully.

This article is devoted to features of studying of verbal and nonverbal units of shock advertising from the point of view of ethical (esthetic) and speech standards.

Shock advertising is characterized by a "neutral tonality which conflicts to a video series and/or text contents, and an instructive tonality at which are present intimidation, intimidation of the addressee" [7, page 63]. The studied material shows that, for example, the subject of safe traffic with images of the crippled bodies and the broken cars is popular on many websites of the Internet. For example, the child presses to himself a toy, and then the gnash of brakes, explosion and a sound of a siren is heard. On the screen the blood-stained bodies of parents of the little girl behind the broken windshield. The girl on a back seat hides the face in hands … and we see the text:

Fasten up, or you’ll be fastened 1

1 <http://krasview.ru/video/10436-Pristegnites_Ili_pristegnut_Vas>

The slogan of this roller is constructed at the language game of returnable and irretrievable forms of single-root verbs. The requirement of this text and a frightening image will cause a complex of persuasive fear in the recipient. The shock (disturbing) advertising is characterized in this case by an expression of the key message ("If you are not fastened, then will fasten you"), which forms phobias, fear.

Remarkable line of shock advertising is its exaggeration (exaggeration). On it the majority of rollers and texts of shock advertising is constructed. If in such advertising accident is represented, it is obligatory with the human victims if the patient, he is surely sick with a fatal disease. The viewer of such advertising can forget the idea which is comprised by a roller, but the shocking image will remain at it in memory forever. For example, advertising of caution from smoking with the naturalistic image of the unstitched throat of the man is followed by the influencing text:

In the specified example we observe aggression not only through visual demonstration of threat of life, but also the claiming phrase of causing to ourselves a fatal disease ("present yourself cancer ..."): Gift yourself a throat cancer 2

In this case and to it similar the problem rises, but ways of its solution are not found. If the negative template would be replaced with a slogan: "You want to leave off smoking? Learn what way will be
suitable for you on the campaign website …", in this case "mitigation" of the requirement to leave off smoking would exclude side emotional effect.

Social advertising lifts important public and social problems, tries as fast as possible and it is clear to inform of them audience, neglecting a time, speech ethics. According to the Russian advertising code, the etiquette of advertising is treated as "compliance of form and content of an advertisement, conditions, about, time and ways of its distribution to rules of ethics, that is set of the standards of behavior, traditions and moral principles which developed in society …" 3

2 http://yandex.ru/images


Having analyzed social advertising from a position of ethical admissibility of Internet rollers, the following violations of speech and ethical behavior in the text were noticed.

First, use of invective lexicon. The purpose of use of an offensive language in social advertising – is to shock audience, to influence it as much as possible.4 Here, as a rule, we observe a shock element as an insult, humiliations that is inadmissible from the ethical point of view.

For example, a white board which is used completely up by abusive lexicon.

Under a board slogan:

Your child is a blank sheet. Who nearby, that is filling it? 5

The advertising given above has "educational" character, paying attention to the child's environment.

Secondly, open broadcast of sexual scenes which break moral and ethical canons of society. It can be met in advertising of prevention of AIDS/HIV. Such rollers can confuse and irritate some segments of audience. For example, texts of such advertising:

La sky. Trust and put on. 6

Or:

Every time when you enter relations,

You open a door into his past.7

To define border of permissibility of the sexual focused nature of advertising very difficult as the roller which is perfectly executed from the advertising (commercial) point of view, it not always can

4 <http://kuzbass85.ru/2010/12/22/nuzhna-li-zhestkaya-sotsialnaya-reklama>

5 <http://www.adme.ru/tvorchestvo-reklama/reklamu-v-zaschitu-detej-sdelali-s-chistogo-lista>

6 <http://www.sostav.ru/>


to be accepted from the moral and ethical point of view for mass audience.

Thirdly, open demonstration of violence or its consequences. For example, the advertising "Against War, Terror" with the image of corpses,
cruel violence over children (people) is followed a little easy (even ironic) by the text:

Not so safe world so far - put on a helmet

"Shock" rollers with naturalistic demonstration of human death can be useful to some narrow target audience while for the mass viewer similar "scandalous" scenes will make negative psychoemotional impact.

Fourthly, **use of images of children in violence scenes**.

The door and slogan is shown:

Caution. Here are angry parents

Let's give one more example in which the child transmits the atmosphere of a family through drawings with inscriptions:

The father works hard and drinks. And then comes home. Locks mother … and … And I fell off the stairs again.

It is necessary to notice that advertising against violence of children is followed by the terrible, penetrating visual picture and intentionally the easy, easy slogan-text ("Angry parents here", And I fell from a ladder again "…"). Such author's tactics concentrates attention of the addressee to visualization of a tragic children's image.

The big influencing role on the viewer is rendered by the statistics used in this advertising:

8 [http://www.adme.ru/tvorchestvo-reklama/luchshie-obrazcy-socialnoj-reklamy-139605/]

9 [http://yandex.ru/video/]

10 [http://yandex.ru/video/]

Every 10th child is beaten

More than 50 thousand children leave the house.

80% child is traumatized in the childhood.

Protect the child.

Your child – is partially you

In an example of the following advertising children eclipse adults, repeating all their actions with the terrifying accuracy:

I smoke only when I drink. My grandfather smoked up to 90 years. If somebody forced me, I would quit. After sex it is pleasant to smoke together. Cancer from smoking is completely not proved. I am afraid that "will carry" me. I have a difficult period in life …

At the end of an advertising plot the text appears:

These are just children's excuses
In this case the final with the ironic phrase "children's excuses" causes ambiguous understanding in the viewer. In this roller heroes are children, and the epithet "nurseries" has to concerns to them. The second understanding connected with the language game "children's excuses" sets the adult addressee thinking on the reason of impossibility of many people to leave off smoking.

Fifthly, the simulated situation brought to the tragedy:

I am an excellent swimmer. Anchor buoys - for sissys. I will easily cross Yenisei in any state. And last year I did not calculate force and drowned. Excessive self-confidence can lead to a lethal outcome. Be careful during a swimming season 13

In this advertising the simulated (fantasy) situation which contrary to expectations of the reader leads to the tragedy is presented. Such manipulative reception "from the return" strongly influences the emotional sphere of the person.

SUMMARY

Summing up the result of told, it would be desirable to note that standard and ethical aspects of advertising remain little researched and legally poorly regulated. There are no accurate criteria defining extent of use of elements of shocking in social advertising today.

Certainly, shock advertising – is a difficult and many-sided phenomenon of a modern advertology. Disputable is a question of efficiency impacts of shock advertising on the addressee. Many researchers warn to use elements of shock advertising. So, S. Seliverstov emphasizes that "consciousness of the inhabitant is not capable to perceive and to long keep information which strongly frightened him and shook in memory. Stages of rough handlings with the person force the consumer to turn away and forget about such roller" [8, page 110]. With Bochkov, the member of the Union of creators of social advertising, so comments on shock social advertising: "Shock is often used in the western advertising. The peace tide of life stops the shocking information to set people thinking on misfortunes, problems of society. Another thing is that for Russia which endured so many shocks, to use similar receptions brutally. I consider that those are inappropriate to use " 14. In one of articles Y.Belikov emphasizes that "influencing mentality of the person, we also influence the processes happening in his organism. Repeatedly repeated phrase like "leads smoking to cancer, etc. can provoke the psychosomatic nature of many diseases dangerous to activity of the person" [5, page 14].

CONCLUSIONS

Thus, in shock social advertising suggestion of certain installations in consciousness of the addressee is carried out as it sounds not paradoxically, without the developed argument. Shock advertising is based completely on the emotional influencing function defining fear, horror, and rejection at target audience. Therefore the appeal popular today to shock advertising not always is justified because of moral and ethical violations of some receptions which impact on the viewer / reader leads to violation of their psychoemotional balance and other negative consequences.

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