

3. Competence / Legal Encyclopedia: In 6 tons. [Electronic resource / rare: Yu. S. Shemshuchenko (head of the rare.) That in. K.: Ukr. Encyclopedia, 1998. URL: <http://leksika.com.ua/16890902/legal/kompetentsiya>. [in Ukrainian].
4. Lokshina, S. (1985). M Short dictionary of foreign words. Edition of the 8th, Sr. M. : Russian language. [in Russian].
5. Mihno, S. (2008). Immersion into the object of cognition as a condition for the formation of cognitive and creative independence of students in heuristic learning / Herald of the Vinnytsia Polytechnic Institute, № 4, 145-149. [in Ukrainian].
6. Ovsyannikova, T. (2011). Pedagogical conditions of formation of intercultural competence of students / The science vector of TSU, № 2 (5), 152-155. [in Russian].
7. Oleshkov, M. (2011). Modern educational technologies: a manual. Nizhny Tagil: NTGSPA. [in Russian].
8. Sadokhin AP Intercultural competence: concept, structure, ways of formation / Journal of Sociology and Social Anthropology. 2007. Tom H. No. 1. Pp. 125-139. [in Russian].
9. Sadokhin, A. (2008) Intercultural competence and competence in modern communication (Experience of system analysis) / Social Sciences and Modernity. N. 3, 156-166. [in Russian].
10. Slobodenyuk, E. (2003). Tourism yak chinnik gumanitsatsii vidnosin mizh peoples: Author's abstract. dis ... cand. the philosopher. Sciences: 09.00.03 / Ін-т філос. ім. GS Skvorodi National Academy of Sciences of Ukraine. Odesa. [in Ukrainian].
11. Chechel O. (2017). State cultural policy as an element of the national security strategy of Ukraine / National Academy of Managerial Staff of Culture and Arts Herald, 2. P. 19-23. [in Ukrainian].
12. Arasaratnam, Lily A. Intercultural Communication. URL: Australia https://centerforinterculturaldialogue.files.wordpress.com/2017/07/kc3-intercultural-competence_ukrainian.pdf. [in English].
13. Byram, M., Morgan, C. (1994). Teaching-and-learning language-and-culture. Clevedon; Avon, 203-209. [in English].
14. Knowles, Malcolm. (2001). The definitive classic in adult education and human resource development. Amsterdam, Boston: Elsevier. [in English].
15. Everett M. Rogers, Thomas, M. (1999). Steinfatt. Intercultural Communication. Waveland Press, Inc. Prospect Heights, Illinois. [in English].

Стаття надійшла до редакції 23.01.2018 р.

UDC [659.148].477

Nazarenko Kateryna

PhD-candidate, Kyiv National University
of Culture and Arts

SOCIOCULTURAL POTENTIAL OF TV ADVERTISEMENT

Purpose of Research. The purpose of the research is to analyse the sociocultural potential of the commercial and its main elements influence on the consumers' minds, including children and young people and their perception of the quality or low-quality television product. **Methodology.** Methodology of the research is based on the using of different groups of methods: theoretical (analysis and synthesis of empirical material, its classification, systematization, generalization); diagnostic (questionnaires, interviews, interviews with journalists, psychologists, pediatricians, employees of TV companies) to determine the main areas of the studying the problem of using the socio-cultural potential of TV commercials; conceptual and structural ones (analysis of the subject and the genre palette of TV commercials, interest of its audience). **Scientific Novelty.** The scientific novelty of the study is to highlight the socio-cultural potential of the commercial as an effective instrument to manipulate the consciousness of consumers and to form the worldview of the individual. **Conclusions.** Television advertisements provide the broad communication. In addition, commercials actively affect the human consciousness. We can list up the following positive features of the advertising: information and cognitive function of TV commercials; social TV commercials, which attract viewers to socially important problems; the competition, generated by the television advertisements, which is a necessary component of the state's development; the improvement of telecommunication, etc. However, TV advertising is not always safe for watchers, who often "consume" teleproducts, which make them, be "dependent" on television. It leads to the detriment of physical health (especially children and adolescents) and the reduction of the criticality of the consumer's perception. TV and radio companies do not have the technology of forecasting and using the sociocultural potential of TV commercials. In our opinion, TV programs should be created according to the programmatic approach to the preparation, creation and release of television advertising, redistribution of functions of advertising managers, advertising agents and director of television programs. To develop of the domestic social institution of advertising, we have to significantly improve the educational activities among advertisers and specialists in the field of developing promotional products, in order to prevent the spread of low-quality advertising, which can damage the consumers' mind. All in all, in our opinion, the production and placement of television advertising must be controlled by the state.

Key words: commercial, consciousness, sociocultural potential consumers, viewers, advertising, TV program, manipulation.

Назаренко Катерина Олександрівна, здобувач Київського національного університету культури і мистецтв
Соціокультурний потенціал телевізійної реклами

Метою дослідження є аналіз соціокультурного потенціалу телевізійної реклами та вплив її основних елементів на споживачів, включаючи дітей та молодь, на їх сприйняття телевізійних продуктів. **Методологія** дослідження базується на використанні різних груп методів: теоретичні (аналіз і синтез емпіричного матеріалу, його класифікація, систематизація, узагальнення); емпіричні (анкетування, інтерв'ювання, бесіди з журналістами, психологами, педіатрами, працівниками телекомпаній) для визначення основних напрямків вивчення проблеми використання соціокультурного потенціалу телереклами, демонстрації на телеканалах високоякісного продукту соціокультурного спрямування. **Наукова новизна** дослідження полягає у виявленні соціокультурного потенціалу телевізійної реклами як ефективного інструменту маніпуляції свідомістю споживачів та формування світогляду особистості. **Висновки.** Автор акцентує увагу на необхідності ефективного використання об'єкта дослідження в сучасному інформаційному просторі, що, в свою чергу, дозволить вирішити низку глобальних викликів. Саме демонстрація на телеканалах високоякісного рекламного продукту соціокультурного спрямування дозволить зменшити прояви агресії, насильства, неетичну поведінку та інші явища, що негативно впливають на свідомість споживачів телеінформаційного продукту. Необхідними заходами в цьому напрямі на державному рівні є внесення змін до чинного законодавства України щодо розповсюдження реклами на телебаченні. Також наводяться дані щодо впливу телепередач на психічне здоров'я дітей, використання прийомів психологічного впливу на споживачів телереклами, стимулювання їх агресивної поведінки. Суспільство повинне взяти під жорсткий контроль зміст та форми телевізійного рекламного простору, щоб запобігти небажаним наслідкам.

Ключові слова: телереклама, свідомість, соціокультурний потенціал, споживачі, глядачі, рекламний ролик, телепрограма, маніпуляція.

Назаренко Екатерина Александровна, соискатель Киевского национального университета культуры и искусств

Социокультурный потенциал телевизионной рекламы

Целью исследования является анализ социокультурного потенциала телевизионной рекламы и влияние ее основных элементов на потребителей, включая детей и молодежь, и на их восприятие телевизионных продуктов. **Методология** исследования базируется на использовании различных групп методов, среди которых основными являются: теоретические (анализ и синтез эмпирического материала, его классификация, систематизация, обобщение); эмпирические (анкетирование, интервьюирование, беседы с журналистами, психологами, педиатрами, работниками телекомпаний для определения главных направлений изучения проблемы использования социокультурного потенциала телерекламы, демонстрации на телеэкранах высококачественного рекламного продукта социокультурной направленности). **Научная новизна** исследования заключается выявлении социокультурного потенциала телевизионной рекламы как эффективного инструмента манипуляции сознанием потребителей и формирования мировоззрения личности. **Выводы.** Автор акцентирует внимание на необходимости эффективного использования объекта исследования в современном информационном пространстве, что, в свою очередь, позволит решить ряд глобальных проблем времени. Именно демонстрация на телеэкранах высококачественного рекламного продукта социокультурной направленности даст возможность уменьшить проявление агрессии, насилия, неэтичное поведение и другие явления, которые негативно воздействуют на мировоззрение потребителей телеинформационного продукта. Необходимыми мерами на государственном уровне является внесения изменений в действующее законодательство Украины в связи с распространением рекламы на телевидении. Также приводятся данные о воздействии телепередач на психическое здоровье детей, использование приёмов психологического воздействия на потребителей телерекламы, стимулирования их агрессивного поведения. Общество должно взять под жёсткий контроль содержание и формы телевизионного пространства, чтобы избежать нежелательных последствий.

Ключевые слова: телереклама, сознание, социокультурный потенциал, потребители, зрители, рекламный ролик, телепрограма, манипуляция.

Formulation of Problem. Television advertising is a part of modern culture. It presents new tools and techniques to influence the audience by incentives, motivations, needs and beliefs of consumers. Naturally, it is based on a set of creative techniques and forms that use the means of visual, verbal and spatial components.

Today, television advertising competes with different aspects of mass and elite culture for the consumers' attention. Therefore, we can achieve the reasonable balance of public interests by the culturological analysis of the problems of advertising in the Ukrainian society.

The purpose of the research is to analyse the sociocultural potential of the commercial and its main elements influence on the consumers' minds, including children and young people and their perception of the quality or low-quality television product.

The purpose of the article determines the following tasks: to summarize the literature, concerned the research; to find out the functions of television advertising; to identify the peculiarities of application of its sociocultural potential.

Analysis of Recent Scientific Researches. The problems of advertising are studied by the following Ukrainian researchers: V. Volovych, E. Holovakha, N. Lysytsa, N. Panina, N. Udris [6] (Sociology); I. Penchuk, N. Temekh [5], A. Yakovets [7] (Journalism); L. Vasileva (Philosophy), O. Olenina (Art studies) [3], O. Kopievska [2] (Cultural studies). Many foreign scholars have devoted their works to the dynamics of sociocultural changes. They are J. Baudrillard, L. Ionin, A. Moles, N. Pobeda, A. Toffler, H. Huber, etc. The distribution of advertising is analysed by the following foreign authors: W.-F. Arens, D.-R. Denison, S. Kara-Murza [1], H. Karter, T. Koenig, M. Manuylov, etc.

Some scientific works are devoted to the social and psychological aspects of advertising and the mechanisms of its influence on the consumer with the using of elements of psychoanalysis (J. Vicary, E. Dichter, L. Cheskin). The aesthetic criteria and various components of advertising (texts, images, colours, light, composition, sounds) and their influence on a consumer are traced in the works of L. Bezpалov, I. Berher, Ye. Kanevskiy, R. Klyes, Ye. Lebedyev, V. Lytvynov, T. Skidi, S. Smirnov, O. Snarsky, R. Chernykh.

At the same time, the aesthetic component of advertising (especially commercials) remains little-studied. There are many issues that need special attention of the researchers. They are the scientific analysis of the influence of television advertising on consumers (including children and young people), TV watchers' perception of the product. All of them determine the choice of the topic.

Main Part. In Ukraine, television advertising caused a lot of controversy, criticism and negativity in society a few years ago. Time passed. Nowadays, criticism has already concerning only the content of advertising. We can see many advertising during the TV shows, films, serials with the highest rating. In addition, the popular programs often broadcast the advertising in prime time, which begins at 18.00 o'clock. Therefore, it is time when people usually return home and turn on the TV to watch the favorite show or serial, instead they have to watch 15-20 minute advertising, which interrupts films. Such practice is extremely harmful for a man. Watching the film, a person is getting some emotions. So, their sudden interruption and the different information hurt the person's mind. It leads to the splitting of the psyche: the emotional sphere and the sphere of thinking. These processes make the human thinking lose its integrity. Finally, the individual has the attacks of aggression, which destroy and change his subconscious and mind.

Despite of it, TV commercials do the certain tasks that are necessary for the economic development and trade. Social advertising differs. It highlights the crucial painful issues and problems of the society. Thanks to the audiovisual images of television social advertising, we can form new views or attract the viewer's attention the important social problems of humanity. Naturally, the informative-cognitive function of the TV advertising is very significant. It informs the viewer about new goods, the market of services, cultural events. Moreover, television can be the basis for the popularization of the ideological stereotypes, values, guides, etc. Advertising generates the competition that is the necessary component of the state economic development.

The development of television continues. The profitable part, obtained by the sale of the channel's advertising space, is an important component of the quality of the airspace of the channel. That is why rich and rating TV channels can buy the most expensive films, foreign TV programs, the rights to create world TV shows, improve and expand their own TV production, etc.

Finally, the last issue concerns TV commercials in the general context of "consumer-advertisement" and deals with the proposals to solve the vital problems of the television advertising space of Ukraine.

A commercial should not promote aggression, violence, immoral behaviour, or phenomena that adversely affect a person. After all, consumers of advertising can be adults as well as children of preschool age, who cannot read. They are able to copy and quote the actions of the advertisement characters. It is also important technically to align the sound level of television broadcasters. The volume of the commercials should not be higher than the sound level of the air. To keep viewers' aesthetic pleasure from watching a movie or other terrestrial unit, we should not interrupt the TV show by the commercials, which are the integral parts of the current television broadcast. Looking through the TV program, the viewer can find out when his favorite films, serials or TV programs start. Therefore, the viewer also has the right to know when a 15-20 minute advertisement starts.

Taking into account that today the volume of television advertisements occupies the large part of the airspace, we can meet the need to form the state institution that would regularly monitor the creation of advertising products on television and its implementation in the sociocultural space of the media.

Analysing the above-mentioned information, we can make the following conclusion. The high-quality television advertisement in Ukraine will allow expanding the access of Ukrainian citizens to various interesting information, promoting their cultural development, forming the national culture and ideological orientations, developing the creative potential of the society. However, the production of the commercials should be under the state control.

N. Temekh writes the following position: "Young watchers learn the patterns of behaviour at the television screen as well as they learn certain patterns of behaviour in their families, at school, in higher education, in a production team, etc. Negative excitement, caused by a TV screen, can transform into real aggression. Video production with provocative and aggressive content propagates violence, cruelty, pornography and blocks the high moral and spiritual maturity of a young person. The low quality foreign entertainment, TV shows create the pseudo-aesthetic conformism in Ukrainian youth, moreover, the skeptical or even contemptuous attitude to the national musical culture, nihilism" [5,16].

The aforementioned facts show that television plays an important role in the formation of high spiritual and moral values and Ukrainian national ideals. At the same time, many TV companies offer the audience the primitive works, various surrogates, which negatively affect the audience of all ages, especially children and young people.

Therefore, N. Udris notes "the state's information policy regarding the functioning of advertising in the media should be followed to the best world and domestic models of advertisement products that do the sociocultural and economic mission: to educate the person with a new approach to his style and lifestyle, based on the careful attitude towards national and world culture, rational using of human and natural resources" [6, 15].

O. Olenina emphasizes that "the advertising has great opportunities for improving the important social process of the interconnection between the production and the consumption... The flow of imported goods, facilitated by powerful advertising, burst into the Ukrainian market. Comparing with them, the domestic advertising products is weaker and does not correspond to the current level of advertisements with the variety of tools and forms of influence on the consumer" [3, 1].

In the work "Manipulation of Consciousness", S. Kara-Murza, a famous Russian scientist, says that today "information products" are being released by large private corporations (super companies), which have been including in the list of the 500 largest US companies since the 1970's. Moreover, such firms united with the most powerful banks that became the main owners of television companies" [1, 176]. These TV companies spend great sums of money to create the TV products, which make consumers be depended on television. In S. Kara-Murza opinion, the destruction of the person's critical thinking is one of the important factors for the successful manipulation of human consciousness [1,178].

Here are some examples of psychophysiological techniques of TV commercials that reduce the criticality of people's perception. For example, there is a text with a constant repetition of the name of the product, which is being advertised.

We also can see the using of the psychological "anchor" or the creation of conditional-reflex communication – "our goods are good, whereas the others are bad". "A usual kitchen combine... (accompanied by the background sounds, disturbing music and annoyed or sad faces), whereas our kitchen combine ... (accompanied by the calm music, happy couple on the screen)". Another example deals with the advertisement of baby products: "In other nappies (we can see a crying baby), and with the words "nappies of Johnson-Baby" (we see babies who are happily laughing). The companies also use three-dimensional tunnels – concentric circles, rotary spirals, corridors coming from the depth of the screen to the viewer, and other methods of hypnotization. We often can meet the applying of the manipulation with colours from a vivid black and white picture (life is gray when we do not have this product) to bright saturated colours, when people get it.

The commercials often use the manipulation of the soundtrack. The volume of sound in the video is rapidly increased compared with the "background" level. The sudden acoustic shock reduces the criticality of the human perception of the advertising information.

On January 22, 2007, Telekrytyka (Internet edition) circulated the text of the appeal of the National Council on Television and Radio Broadcasting to TV and radio companies, concerned the commercials of "MacCoffe" and "Euroset". The National Council of Ukraine on Television and Radio Broadcasting ordered the heads of national, regional and local TV and radio companies immediately to execute the order of the Kyiv Prosecutor's Office and the conclusion of the National Expert Commission of Ukraine for the Protection of Public Morality about the cessation of broadcasting on the air of the TV and radio company of Ukraine videos "10 cars for 10 packs (the company "MacCoffe") and "No ... to yourself! All for people (the company "Euroset")" [4].

Analysing the above-mentioned facts, we should note that these examples are only the small part of criticism and censorship, which really have "worked" in the direction of the reducing the distribution of negative influence on television. The TV companies took those videos from the air. However, it is wonder how much such commercials, which uses the means of manipulation of consciousness, are remaining on the air. So, we will make an attempt to show some features of the manipulation.

The TV commercials often use pseudo-logic (logical deception), direct falsification and subconscious calling. There is no direct call to buy in such advertisements. They demonstrate the process of contin-

uous consumption and underline the fact that the possession of some kinds of banal products can make your life happy and relax. Moreover, these goods will create the sense of holiday in contrast to the gray daily people's routine. In addition, the companies point out that the possession of the advertised product gives a certain social advantage over other people, who do not have it, in different life situations. So, we can see the manipulation with the principle of the social comparison. The falsification of the evidence of the popularity of the particular product is one of the most popular tricks of TV commercials. It is manifested in the series of commercials with supposedly "unprepared pre-interviews" where professional actors play the roles of ordinary buyers, "ordinary people in the street" and the crowd, who are buying the goods. This psychological effect is used to make people buy the advertised product. (For example, in the commercials "a dentist" calls for – "Just take a few pads of "Orbit" and taste them ..."). In many commercials, we can see that the creators of the advertisements show the products in the plurality – two cushions of gum, one or two drops of "Maggi" in the soup, two tablets of drugs in a glass, and so on. It subconsciously makes people spend much money to buy the advertised product.

TV shows affect children's mental health. Pediatricians declare that the watching of TV programs is forbidden for the children under the age of two years. Moreover, we need control the programs that are seen by older children. In addition, the doctors consider that the children should not play in the living room with TV-set. They also strongly object to any TV-sets in the children's rooms. In addition, visiting the doctors, parents should tell in detail about how much and what the child is watching on the TV. It is believed that such information can help to find out the reasons of various deviations in the child's health. Nobody doubts that children are watching TV a lot. It affects vision, posture and mood. The television damages the psyche. The research group of Tufts University in Boston emphasizes that babies make conclusions, based on the emotional reactions of the adults. Kids can get upset or be happy. It depends on what, they have seen and the reactions of their parents. In addition, the horror films can seriously affect the psyche of children. Our mind is under the pressure secretly. Moreover, the people with critical thinking do not always notice that they have been "zombied". The professional commercials often use very sophisticated techniques of the psychological influence, primarily the principles of so-called neuro-linguistic programming. These methods were developed and implemented by the CIA specialists. It is the technology to control people's will and make them do some actions, using different innocent words. They directly form the core of the excitation in the human brain. The latter is called the dominant. It quickly suppresses the activity of other brain areas and then submits them. The person ceases to critically perceive what is happening, and control his actions. In this state, it is easy to manipulate an individual.

Therefore, we agree with the psychologists, who offer to forbid the children under the age of 4 to watch TV shows. The children at the age of 6 (90% of the maturation of the brain) should to watch TV an hour per week. So, parents must make a choice between dissatisfaction with the child and the deliberate harm to him/her. The disadvantage of a TV for a preschool child is the passive observation of the plot, which leads to the inability to play independently. In the preschool age, the game is the main "work" for the child that forms his personality.

A. Yakovets, a journalist, emphasizes that "the advertising in programs should differ from other elements of the given program. The broadcasting time, allocated to advertising may not exceed 15 percent per hour of broadcasting of any form of ownership ... Advertising does not contain the texts or the images that may cause spiritual, moral or psychological harm to young people and children" [7, 183].

So, television occupies a significant place in Ukrainian society. It is one of the most interesting sources of information. Adults can filter unnecessary and necessary information whereas the children, like sponges, learn everything what they hear and see. Sometimes, they copy the behaviour of screen characters, especially negative ones. In our opinion, some commercials are the bomb of the slow action. Parents do not pay attention the information, which is gotten by their children.

Finally, we can say that the commercials are the powerful tools of the influence the society. For example, the commercial "Kinder Chocolate" shows its brand and product, accompanied by the important human values such as relations between parents and children, communication with children, attention to relatives and love. Perhaps, our society will control the content and forms of the television advertising space to prevent unwanted consequences and tragedies.

Scientific Novelty of Research. The scientific novelty of the study is to highlight the socio-cultural potential of the commercial as an effective instrument to manipulate the consciousness of consumers and to form the worldview of the individual.

Conclusions. Television advertisements provide the broad communication and are the closest to personal communication. In addition, commercials actively affect the human consciousness. We can list up the following positive features of the advertising: information and cognitive function of TV commercials; social

TV commercials, which attract viewers to socially important problems; the competition, generated by the television advertisements, which is a necessary component of the state's development; the improvement of telecommunication, etc.

However, TV advertising is not always safe for watchers, who often "consume" teleproducts, which make them, be "dependent" on television. It leads to the detriment of physical health (especially children and adolescents) and the reduction of the criticality of the consumer's perception. TV and radio companies do not have the technology of forecasting and using the sociocultural potential of TV commercials. In our opinion, TV programs should be created according to the programmatic approach to the preparation, creation and release of television advertising, redistribution of functions of advertising managers, advertising agents and director of television programs. To develop of the domestic social institution of advertising, we have to improve the educational activities among advertisers and specialists in the field of developing promotional products, in order to prevent the spread of low-quality advertising, which can damage the consumers' mind. All in all, in our opinion, the production and placement of television advertising must be controlled by the state.

Prospects of Further Research. The research does not highlight all aspects of the functioning of television advertisements in the Ukrainian television space. We need also analyse the following issues properly: communicative and psychological peculiarities of the using the sociocultural potential by TV commercials and the specificity of creating a quality advertising product, based on the combinations of various kinds of arts.

Література

1. Кара-Мурза С.Г. Манипуляция сознанием. М. Алгоритм. 2000. 484 с.
2. Копієвська О.Р. Трансформаційні процеси в культурі сучасної України: монографія. К.: НАКККиМ, 2014. 296 с.
3. Оленіна О.Ю. Реклама як явище художньої культури: автореф. дис. Київ. 1999. 19 с..
4. Телекритика: інтернет видання. URL: <https://ua.telekritika.ua> 22.01.2007.
5. Темех Н. Д. Українське телебачення і проблеми формування духовності молоді: автореф. дис. Львів. 2005. 20 с.
6. Удріс Н.С. Реклама як засіб формування сучасного способу життя міського населення України: автореф. дис. Харків. 2003. 20 с.
7. Яковець А. Телевізійна журналістика. Київ. 2007. 240 с.

References

1. Kara-Murza, S. G. (2000). Manipulation of the Consciousness. Moscow: Algorithm [in Russian].
2. Kopievska, O. R. (2014). Transformational Processes in the Culture of Modern Ukraine. Kyiv: NAKKKiM [in Ukrainian].
3. Olenina, O. Yu. (1999). Advertising as a Phenomenon of Artistic Culture. Extended abstract of candidate's thesis. Kyiv [in Ukrainian].
4. Telekrytyka. (22.01.2007). Internet edition. Retrieved from <https://ua.telekritika.ua> [in Ukrainian].
5. Temekh, N.D. (2005). Ukrainian Television and Problems of the Formation of Youth Spirituality. Extended abstract of candidate's thesis. Lviv [in Ukrainian].
6. Udris, N. S. (2003). Advertising as a Means of Forming the Modern Way of Life of the Urban Population of Ukraine. Extended abstract of candidate's thesis. Kharkiv [in Ukrainian].
7. Yakovets, A. (2007). Television Journalism. Kyiv [in Ukrainian].

Стаття надійшла до редакції 18.03.2018 р.