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СТРАТЕГИЯ УБЕЖДЕНИЯ В СОЦИАЛЬНОЙ РЕКЛАМЕ

В данной статье рассматривается стратегия убеждения, которая используется как средство речевого воздействия в социальной рекламе. Автор анализирует ряд тактик, которые призваны оказывать влияние на мнение людей, касающееся острых социальных вопросов, и изменить это мнение в ту или иную сторону, а также побудить людей предпринять какие-либо действия. Эти тактики включают в себя тактику «призыва к действию» и тактику «обращения к эмоциям реципиента». Кроме того, автор рассматривает языковые средства реализации данных тактик. Среди основных языковых средств выделяются: употребление отрицательной частицы “no”, модальных глаголов, страдательного залога и безличных конструкций. Далее автор приводит ряд примеров с анализом, демонстрирующих реализацию данных тактик. В заключении автор говорит о том, что стратегия убеждения широко используется в социальной рекламе как средство воздействия на эмоции реципиента.

Ключевые слова: рекламный дискурс, социальная реклама, речевые стратегии, стратегия убеждения, тактика призыва к действию, тактика обращения к эмоциям реципиента.

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STRATEGY OF PERSUASION IN SOCIAL ADVERTISING

The article deals with the strategy of persuasion which is used as means of linguistic persuasion in social advertising. The author analyses several tactics that are aimed at influencing people's opinions on the most topical social issues and to change this opinion as well as persuade people to take action. These tactics include the tactics of call to action and the tactics of appeal to the recipient's emotions. In addition, the author analyses the ways that are implemented to realize these tactics. The following major linguistic means are singled out thereof: particle 'not', modal verbs, passive voice and impersonal sentences as. Then the author gives several examples of these tactics implementation. In conclusion the author points out that the persuasion strategy is widely used in social advertising as means of address to the recipient's emotions.

Key words: advertising discourse, social advertising, speech strategies, strategy of persuasion, tactics of call to action, tactics of appeal to recipient emotions.

Introduction

Advertising today is one of the most efficient ways to call for people's emotions and to persuade them to take action or to change their opinion on various crucial issues. The main task of advertisers is generally to create a most efficient advertisement which can 'hook up' the target audience and support public interest, with a host of stylistic and rhetoric devices being indispensable, for that matter (Ledeneva, 2017; Ponomarenko,

Malyuga, 2015). Advertisement is considered to be one of the most powerful weapons. It influences each and everyone.

At the beginning of the digital era, advertising was something aimed at selling goods to different layers of consumers. However, today advertising is a little bit more. It has become something that digs into people's souls. It makes the world listen and be receptive to global problems and challenges. And social advertising plays the biggest role in influencing and persuading people.

Theoretical background

Advertising itself is aimed at providing people with information that appears to be most significant and crucial. The study of advertising language is impossible without consideration of "advertising discourse". Advertising discourse is a kind of institutional discourse. Karasik V.I. defines it as "a special clichéd type of communication between people who may not be familiar with each other, but they are to communicate in accordance with norms and rules of a particular society" (Karasik, 2000, p. 5-20).

According to Malyuga E.N. an advertising text should contain as much information as possible, however, at the same time, it is meant to be laconic, clear and expressive (Malyuga, 2008, p. 68-71).

Social advertising is pointed at changing social behavioral models and attracting attention to the most urgent issues and problems. The main customers of social advertising are public organizations and charity funds as well as large enterprises and governments of different countries.

The main goal of social advertising is an intention to change behavioral models of a society in regard to the advertisement object. What's more, in some cases, some new social values are created. This type of advertising is not aimed at specific target audience but the whole social class as well as society.

This type of advertisement cannot be called commercial because it is not intended in making profit. According to the legal

definition of the term “Social advertising” that is given in Article 3 of the Federal law of the Russian Federation “About advertising” dated 13 March 2006 No. 38-FZ: “Social advertising is information distributed by any ways, in any form with the usage of any means that is addressed to uncertain scope of people and aimed at achieving of charity and any other publicly useful goals as well as provision of government interests” (Federal law, 2006).

Results and discussion

Social advertising campaigns can be considered due to various directions. The most popular are society, health care protection, ecology and family.

Texts of social advertisements are full of imperative constructions targeted at active and aggressive promotion of advertising message. Moreover, social advertising messages are often characterized by the implementation of particle “not”, modal verbs, passive voice and impersonal sentences. The aim of such a message is not just to warn somebody, but to directly forbid somebody to do something.

Among speech strategies of social advertising it is possible to single out the 3 major ones: *strategy of warning, strategy of persuasion and strategy of argumentation*. This article is going to discuss the strategy of persuasion and tactics of its implementation, proceeding from the definition of speech strategy as building up the discourse functional perspective purposefully directed at a certain ultimate goal of communication, and that of tactics as a set of language means that practically put the strategy into effect (Malyuga & Tomalin, 2017; Radyuk, Ponomarenko, & Malyuga, 2017).

The speech strategy of persuasion is implemented by means of tactics of call to action and appeal to the recipient’s emotions. It is a rather common situation when while implementing this strategy, advertising experts appeal to the general values such as family, health and so on. Let’s consider several examples:

- (1) CHILDHOOD ENDS WHEN WORK BEGINS.

If you see any case of forced child labor, report it. Forcing children to work is a crime and deserves punishment.

In this advertisement, the advertising experts appeal to our emotions and common sense. They persuade us that we should not stay indifferent, our task is to inform about cases of law violation. In this case, the violation is connected to the usage of child labour.

Here the advertising experts use the images of well-known toys such as bear or teletubby that are busy with working. One of them is polishing shoes and the other one is sewing on a machine. They are doing these with a lost and hopeless expression on their faces.

The current advertisement makes us think that our children could be in their place. We are pretty sure, that hardly any parent wants his or her child to work as these toys do. Every child should have an opportunity to lead a normal life and have a childhood.

In addition to the current strategy, here we can see the implementation of capital letters and italic as well as the use of the imperative construction that is aimed at urging us to take action.

(2) YOUR SKIN COLOR SHOULD NOT DICTATE YOUR FUTURE

Here the authors stress the fact that all people are equal and that our skin color should not identify who we are and what is our profession. People nowadays are more tolerant than they used to be. However, such problem as racism still exists. Some people believe that people who have a different color of skin are to be treated worse than those with white skin color.

It can be explained from a historical point of view. As we all know, some centuries ago, white people in the US and Europe used to exploit black people as slaves. To some people not many things have changed from those times. They still believe that the situation remains much the same and they should be treated the same way. Though, in reality we live in a civilized world,

everywhere we hear talks about democracy and equal rights for every person. So this advertisement is aimed at persuading people that they should not be discriminated. And in case a person has the black skin color, it should not mean that he or she is good only for working as a janitor or other non-qualified jobs.

Besides, alongside the strategy of persuasion, the authors use a modal verb ('should') that definitely shows that it is our right to choose a profession we want, our right to be equal. In addition, here we observe the use of the possessive pronoun ('your') that means that this problem has to do with each person addressed, notwithstanding the age, social status or gender.

Conclusion

Thus, we can say that social advertising is considered to be one of the most powerful means of influencing people's attitudes and views. It plays a great role in changing behavioral models of people all over the world. It helps to impact human minds and stimulate people to complete a certain set of actions. In this article it is impossible to consider the issue to the full extent, but it can be concluded that the strategy of persuasion is widely used in advertising of different social issues and problems.

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