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ADVERTISING AS A MEANS OF COMMUNICATION AND A WAY OF CONSCIOUS MANIPULATION

Abstract. *This article reveals the concept of advertising as a means of communication and a way to manipulate human consciousness. The theoretical understanding of advertising phenomenon as a means of social communication has been studied. Literary sources that determine the approaches to modern technologies of advertising manipulative influence on human consciousness have been analysed. The objective necessity of modern advertising means use has been defined. The ideas of creating a favourable atmosphere of manipulative influence the advertising on the consumer have been presented. Emphasis has been placed on the importance of advertising development problem at the present stage. The article attempts to analyse and systematize manipulative technologies to influence the target audience of consumers. The existing experience has been generalized and different technologies of using manipulative techniques have been combined into certain approaches. The scientific theories used for the purpose of consciousness manipulation in advertising technologies have been described, namely: psychoanalysis and gestalt psychology. It has been substantiated that advertising, as a type of psychological influence, is based on a set of potential consumers' personality characteristics, as well as on several general psychological factors that determine the effectiveness of this influence. Varieties of manipulations in the press of creation the commercials have been analysed, namely: construction of the message from incomplete statements, injection of urgency effect and sensationalism, repeatability. This article contains a justification for the effectiveness of psychological models use of the need-motivational sphere and technologies of information-psychological influence to manipulate the individual opinion. It has been generalized that advertising is not just a way of commerce, but also an element of social and cultural society, a special type of social communication that is used to manipulate the consciousness of individuals.*

Keywords: *advertising, influence, communication, manipulation, consciousness.*

Problem's statement. In today's world, advertising is one of the main drivers of trade. It helps to learn about new products and services, navigate a wide range of production and consumption. However, this concept has long ceased to be just a source of information about goods and services. Modern scientists consider advertising as a certain psychological technology focused on manipulating the motivational and conscious spheres of personality to achieve socio-political, economic, and other benefits. They argue that advertising is a powerful means of influence and manipulation and as a phenomenon capable of shaping and changing worldview and human behaviour.

One of the social and communication technologies is advertising, which rightly occupies one of the main places in the media. The transition from industrial to information society is accompanied by a radical change in social and personal priorities and puts forward as the main, the idea of comprehensive overall integration. There are changes in such aspects of public life as economic, cultural, social, political spheres. In modern society, new effective forms of social regulation are gaining ground, which contribute to the formation of new views and interests of modern human. And such an effective form is advertising, which can influence the definition of the

hierarchy of cultural and social values of human.

Manipulation as a means of psychological influence has become a habitual, everyday part of our lives. The growing interest in this problem is due to the desire of scientists to analyse issues related to the permissibility of manipulative influence on humans, as well as to find ways to resist and protect against manipulation. Manipulation is a psychological impact on a person when motives, goals, the fact of influence are hidden, psychological strength is used, weaknesses are used to achieve one's own results, and changes in another person's motivational structure are made (motivation to perform actions designed by the manipulator). That is why experts in various fields are now so carefully studying this phenomenon. Dotsenko, Feofanov, Fedotova, Tytarenko, Vlasov, Zazykin and others.

Analysis of recent researches and publications. To date, in the literature there are many definitions of advertising. The word advertising itself comes from Latin «reclamare» and means *to shout*.

The term «advertising» is multifaceted. Advertising according to Goldman, Dyer, Davis, Deyan, Hermogenov and others interpreted primarily as a message that represents to the audience an object, phenomenon, process.

Kotler, Levitt, Hoyer, and others define the concept of advertising in the marketing system as a means of stimulating demand.

Recently, a psychological approach has become widespread. In psychology, advertising is a kind of means of studying the mechanisms of message perception and the impact on the human psyche, its manipulative capabilities, and limitations. Advertising is defined as the process of informing the public about the product, acquaintance with it, the belief in the need to buy it, as a set of means of non-price promotion of sales and demand (Mokshantsev, 2003).

In the field of communication, advertising provides information for informed choice, promotes the aestheticization of everyday life and numerous household items, provides the consumer with complete freedom and independence in decision-making (Vahid, 2012).

Advertising is often criticized for weakening its original function in favour of incitement and manipulation. It becomes a sense of spirituality, creates the illusion of freedom of choice, and finally forms a far from perfect taste. Mass communication is an environment for advertising. The peculiarity of advertising workers, in contrast to media workers, is a clear definition of the goals of advertising campaigns to provide a range of potential buyers of the advertised product or users of the advertised service. Mass communication in advertising is a mandatory component, because only thanks to it, advertisers can ensure the fulfilment of their main task – to attract the maximum number of customers to the advertised product or the maximum number of users of the advertised service. In contrast to mass media communications, advertising communication is based on a serious study of people's psychology, their needs to ensure the effective impact of advertising on people.

Advertising produces one or another model of behaviour motivation, human actions, considering the economic, social, spiritual conditions of his life, i.e., taking into account one's specific interests. Thus, the situation when the mechanism of action the advertising causes dominance at the consumer of some interests and “quenching”, blunting of others is quite probable. Here is an objective opportunity to manage and control what needs and how to form them. In this case, it's worth talking about the manipulation of consciousness.

The interpretation of the term “manipulation” is different for many professionals. In the scientific and journalistic literature, the word manipulation is often used instead of the word manipulating. However, both psychological and pedagogical dictionaries associate this word only with higher animals, in which manipulation is carried out mainly with the help of the oral apparatus and forelimbs. However, in our opinion, the word manipulation can be used in those cases when it comes to the actions of the manipulator against other people.

In the scientific literature, the term “manipulation” has two meanings: direct and figurative. Literally, manipulation means masterful actions performed by hand; figuratively, it is defined as a type of psychological influence in which the skill of the manipulator is used to covertly implant in

the psyche of the addressee goals, desires, intentions, attitudes, or attitudes that do not coincide with those of the addressee at the moment (Demchenko, 2018).

The problem of manipulation was addressed by both foreign and state researchers. Among them, the scientist Hudin, Yokoyama, Proto, Reeker, Rudinov, Robinson, Bern, Carnegie, Chaldini, Zimbardo, Leippe, Shostrom, Schiller, Kara-Murza, Sheinov, Znakov, Humeniuk and others. Most researchers view manipulation as an ethically unacceptable means of influence because it encourages another person to perform actions that are contrary to their interests or will.

It was pointed out that people often manipulate because of their own weakness and because they have lost hope to achieve the goal by direct methods (Sidorenko, 2002).

One of the main reasons for resorting to manipulation is the motivational intrapersonal preconditions that exist in humans, which include neurotic needs and inertial processes. Inertial processes are characterological features of human and habits. The author considers the neurotic needs: the desire to dominate, the desire to secretly control, to assert itself at the expense of another (Dotsenko, 2003).

Everyone is a “manipulator” in one way or another, because he/she is constantly busy manipulating others and at the same time securely caught in the net of others (Shostrom, 2008).

As Sheinov notes, «to succeed, manipulation must remain invisible. The success of manipulation is guaranteed when the person being manipulated believes that everything happens naturally and inevitably. In other words, manipulation requires a false reality in which its presence will not be felt» (2010).

Manipulation affects different levels of personality structure and is aimed at changing the existing needs and motivational, ideological, and behavioural formations of personality. One of the main signs of manipulative influence is also the manipulator's moral or material gain. It should be noted that the information itself does not carry a negative emotional colour in terms of its psychological characteristics. However, the use of modern media as a resource for purposeful and intensive influence on the emotional, cognitive, and behavioural spheres of the individual is becoming widespread today. All the experience of scientific research on the mechanisms of psychological influence on the individual is in demand today to transfer it to the field of advertising technology.

The purpose of the research. Theoretically substantiate the concept of advertising as a means of manipulating consciousness and systematize the main manipulative technologies of influence used in advertising.

The results of the research and their discussion. When considering the content of the manipulation concept and its main features, manipulation can be considered as a type of psychological influence in which the skill of the manipulator is used to covertly introduce into the psyche of the addressee goals, desires, intentions, attitudes, or attitudes that do not match those of the addressee now. This influence is not always obvious. Both the intentions of the manipulator and the very fact of influence remain hidden or distorted.

One of the first scientific theories used to manipulate consciousness is Freud's psychoanalytic theory. In advertising technology, early psychoanalysis brought two important points: the presented product must be attractive subconsciously and the basis of the attractiveness of the product was its sexuality in a broad sense. One of the main motives in various advertising technologies was the identification of goods or services with sexual subconscious motives.

Psychoanalysis has also pointed to an important element in advertising technology, such as attachment to pleasant childhood experiences. These experiences are especially often used in advertising plots representing food, or those objects, according to the theory of S. Freud, the pleasure of consumption of which is associated with the mouth as an area of pleasure. According to the psychoanalytic approach, advertising is created in such a way that the advertised product actualizes and satisfies the unconscious, suppressing the needs of the individual.

The main influence mechanisms on the individual based on the principles of the mass psychology foundations and the laws of human behaviour as part of the crowd are infection and imitation. These mechanisms are clearly manifested in mass events. The principle of infection is

implemented by the creators of advertising technologies demonstrating the use of the product, showing positive emotions and material or moral benefits that arise when consuming this product from observers.

The tendency to «fill in the blanks» is often used in advertising technology as a representation of unfinished incentives, which is a mechanism for involving consumers in the information processing process. Since one of the most general principles of Gestalt psychology is integrity, which implies a person's tendency to complete the full picture of perception if some of its elements are omitted. The addition of its own components to restore the completeness of the perceived information contributes to better memorization, as well as the adoption of a holistic image, characteristic of this individual.

A kind of manipulation in the press is to construct a message from incomplete statements or fragments of video. This changes the context, and from the same words creates a completely different meaning. The individual parts of the message are not untrue, but the whole that is constructed may have nothing to do with reality.

One of the conditions for successful fragmentation of the problem is its sensationalism, which is one of the most important values of modern advertising. Injecting the effect of urgency dramatically increases the manipulative possibilities. Hourly updating of information deprives it of any permanent structure. Human simply does not have time to comprehend and understand the message, let alone its critical analysis, because it is replaced by others, even newer.

With the help of sensation, you can fragment the problem and share information so that a person never had a complete picture of the event. Under the guise of sensation, you can ignore important events that the audience should not know about. Sensationalism is a technology. There are criteria for selecting those events that can be turned into a sensation. Advertisers are interested in having their information remembered at least subconsciously. Therefore, they require the media to combine their advertising with a message that would be recorded and stored in memory. If a person's mind is constantly attacked by sensations, an important function of maintaining the required level of nervousness will work. This nervousness and feeling of endless crisis greatly reduce the ability to critically analyses.

Preparing a sensation is painstaking work for a specialist. The information presented in the form of a sensation, with all the reports from the scene, live interviews, as a rule, significantly distorts the event itself. This illusion of probability is a particularly strong property of manipulation.

The simpler and at the same time sensational the information presented, the faster and easier it is fixed in the mind. This is another feature of advertising, which has become a manipulative technology. Simplification is closely linked to stereotyping. The text becomes available when its content only confirms the stereotypes established in society. Having created a sensation, you can omit many important details and even provide inaccurate information. The main method of fixing the necessary stereotypes in the mind is repetition. Persuasion is based on affirmation and repetition. This has been fully used in advertising. Repetition is one of those psychological means that affect the unconscious mechanisms. If you abuse this technique - stereotypes are exacerbated by persistent prejudices.

Repetition is the main condition of propaganda. It gives weight to additional beliefs and turns them into obsessions. At the same time, repetition builds a barrier against any other statement and does not allow to think. Repetition gives words clarity and obviousness, forces to accept the information. As an obsession, repetition becomes a barrier against other thoughts and everything that is different. In this way, it minimizes reasoning and quickly turns thought into action, forming a conditioned reflex.

Psychological models of the need-motivational sphere of personality are actively used in the development of advertising. The development of the concept of the advertising model is built in such a way as to demonstrate the ability of the advertised product to meet certain needs of the target audience. However, the connection «need – the advertised product» is often artificial, far-fetched. The main task of advertising technology in this regard is the actualization of certain needs, for some reason not realized by the individual now, or the formation of new needs. The effectiveness of the

use of the need-motivational mechanism to enhance the advertising impact can be even more significant, the more accurately the developers of advertising determine the general characteristics of the motivation structure the typical representatives of the target audience (Lannon, 2008).

The use of information and psychological influences to manipulate thought is a common phenomenon in the world. Advertising is intended for the perception of the masses. Linguistic manipulations border on information manipulations. The public's attitude to the event will depend on the chosen style of presentation. In the situation of the existence of many alternative sources of information, it is not difficult to recognize language manipulations. The problem is that consumers mostly use information from only one or two sources and do not compare the essence of the messages. Thus, they fall under the influence of manipulators. Information that is told by people is perceived more easily and therefore the impact of manipulative nature on the consciousness of the individual is greater. The research results proved that stories people tell each other hold powerful sway over their memories, behaviours, and identities (Korniienko, Barchi, 2021).

Advertising is the basis of the information society. It informs and guides the recipient in the range of new products and services on the market but is nevertheless a powerful psychological weapon through which advertisers influence the individual to achieve economic, political, or other goals. With the help of psychological influence, advertising forms stereotypes, values, standards in recipients, and later a model of life. Advertising includes means of psychological influence. Thanks to this, it is possible not only to effectively present information to the recipient, but also to call for decisive action and search for solutions to certain pressing problems, while creating a sense of anxiety and insecurity.

Advertising contributes to the formation of worldview in the younger generation establishes a clear line between good and evil. Influences in advertising are divided into conscious, unconscious, rational, logical reasoning, irrational, emotionality, feelings. Recently, people are increasingly using smartphones to obtain information. In any advertising, the most effective is the psychological impact. It includes suggestion, the influence on someone's consciousness, which in turn changes it without undue coercion. The basis of suggestion is the impact on emotions, feelings, and through them the mind. It has been revealed that the level of social anxiety and smartphone addiction scales are positively correlated (Korniienko, Barchi, 2020).

The individual is influenced by numerous factors generated by the social environment, and therefore, we can say that a person is influenced by the whole atmosphere that arose because of interactions in the environment, rather than individual factors or their final set. The manipulative effect of advertising operates on a similar principle. On the one hand, it creates the illusion of freedom of choice by offering a variety of goods and services. On the other hand, it provides resources for the act of consumption. In general, this is detailed information about these products and services. The structural element of the advertising environment is its agents, i.e., recipients (consumers), which are directly affected by advertising messages.

Conclusions and perspectives of further researches. Based on the theoretical analysis, we can conclude that advertising is increasingly influencing the processes of socialization, primarily as an element of the dominant mass culture. Unlike the traditional one, which was based on religious postulates and dogmas of the faith, mass culture is based on commercialized sign-symbolic systems, which are the main producers of meanings, styles, and ways of life. Such systems include, above all, advertising. Limited by the locality of its action, advertising creates cultural forms, images, attitudes, evaluative judgments that become widespread.

Manipulation of public opinion with the use of various technologies of information and psychological influence is a common phenomenon in the world. In the information society, a variety of information technologies are an integral part of the management functions of society. Freedom of speech and free access to information borders on the oversaturation of the information field, which makes an individual incapable of synthesizing disparate information and making conscious and rational decisions based on it. Such oversaturation inclines people to a mythological worldview based on stereotypes. Whereas the traditional way of not only the perception of

information, but also the impact on human consciousness is based on persuasion, appeal to reason, the use of rational arguments.

Advertising is a part of universal culture that develops according to its internal laws. This is not just a way of commerce, but an element of socio-cultural society, a special kind of social communication. Advertising is beginning to increasingly influence social processes. Advertising stimulates work, increases motivation, promotes the formation of the middle class. It actively participates in the formation of socio-psychological institutions of human in his/her assessment in the environment and self-esteem, creates a moral and psychological climate.

It is important to summarize that in the process of developing modern advertising products are used and closely intertwined different models of manipulative influence. The development and integration of information environments using electronic technologies allows to increasingly influence the consciousness and behaviour of the individual through the media. Prospects for further research include an empirical study to identify the features of the manipulative effect of advertising on the individual, as well as the development of practical recommendations for the prevention of manipulation of consciousness.

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РЕКЛАМА ЯК ЗАСІБ КОМУНІКАЦІЇ ТА СПОСІБ МАНІПУЛЯЦІЇ СВІДОМІСТЮ

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Анотація. У даній статті розкрито поняття реклами як засобу комунікації та способу маніпуляції свідомістю людини. Теоретично досліджено осмислення феномену реклами як засобу соціальних комунікацій. Проаналізовано літературні джерела, які визначають підходи щодо сучасних технологій маніпулятивного впливу реклами на свідомість людини. Визначено об'єктивну необхідність особливостей використання сучасних рекламних засобів. Презентовано ідеї створення сприятливої атмосфери маніпулятивного впливу реклами на споживача. Акцентовується увага на значущості проблеми розроблення реклами на сучасному етапі. У статті зроблена спроба проаналізувати та систематизувати маніпуляційні технології щодо впливу на цільові аудиторії споживачів. Узагальнено існуючий досвід та поєднано різні технології використання маніпуляційних технологій у певні підходи. Охарактеризовано наукові теорії, які використовуються з метою маніпуляції свідомістю у рекламних технологіях, а саме: психоаналіз та гештальт-психологія. Обґрунтовано, що реклама, як вид психологічного впливу спирається на сукупність характеристик особистості потенційних споживачів, а також на ряд загально психологічних чинників, що детермінують ефективність цього впливу. Проаналізовано різновиди маніпуляцій у пресі створення рекламних роликів, а саме: конструювання повідомлення з неповних висловлювань, нагнітання ефекту терміновості та сенсаційності, повторюваність. Дана стаття містить обґрунтування ефективності використання психологічних моделей потребо-мотиваційної сфери та технологій інформаційно-психологічного впливу для маніпулювання думкою особистості. Узагальнено, що реклама це не просто спосіб комерції, але і елемент соціокультурного суспільства, особливий вид соціальної комунікації, який використовується з метою маніпулювання свідомістю особистостей.

Ключові слова: реклама, вплив, комунікація, маніпуляція, свідомість.

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