

ФІЛОСОФСЬКІ НАУКИ

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ADVERTISING AS A SOCIO-CULTURAL PHENOMENON

Advertising is of great social and cultural importance in society. This is one of the attributes of human social life, which performs a number of functions and is a factor that shapes the worldview of human and society. The consequences of advertising are manifested primarily in economic interaction, but as a phenomenon, it has a much greater impact on social transformation. Modern human every day encounters the outside world, or its virtual manifestation, accompanied by a large amount of information that passes through human perception. It is in this plane that a person encounters advertising in various forms of its manifestation. The economic manifestation of advertising is the rapid receipt of dividends from its display, but socio-cultural influence involves the rooting of ideas and principles in the memory of people who shape its habits and preferences. The relevance of this study is primarily in the coverage of advertising in terms of transformations of modern communications, because advertising as a sphere of influence, has its own development and is transformed into a more socially oriented area.

Such scientists as I. Chudovska-Kandyba, Yu. Yanenko, S. Ishchuk, O. Dzyuba, S. Veselov, E. Golubkov, P. Zavyalov studied the problem of socio-cultural phenomenon in modern advertising. The scientists paid attention to the issues of the phenomenon of influence on society, its reaction to the manifestations of advertising and research of communicative processes.

In today's world, human is a recipient of environmental information received through interaction with the world. That is why the information that passes by human consciousness forms its aesthetic, value, ideological beliefs. The phenomenon of socio-cultural advertising is to convey advertising messages through the prism of aesthetics, psychology, which also affect the existential problems of human – what is the meaning of life, what place does human occupy in the world, society and more. In addition to the usual methods of persuasion, advertising messages involve socio-cultural factors: external and internal. Everything that happens around a person at a given time can be an external factor: it can be people nearby, weather conditions and so on.

Everything that happens inside a person at the same time can be an internal factor: it can be attitudes, attitudes towards different things, health, attitudes, beliefs, past experiences, etc. [1]. Due to the established information settings, advertising has an impact on the formation of understanding around these issues. According to Chudovska-Kandyba, advertising first of all appears as an important institutional factor that provides a change, or even the construction of certain lifestyles of individuals and social groups [2].

As a cultural phenomenon, advertising became the subject of scientific research only in the twentieth century. As a field of interest mainly to the socio-economic sciences, it was interpreted as the most important element of production and consumption [3].

Given the phenomenon of advertising, it was formed into a social institution that has a strong influence on all processes of society and has the ability to reflect institutionally. To understand the social impact of advertising, it is necessary to determine the factors of its effectiveness, as there are factors that prevent the action of advertising at the social or cultural level. According to the socio-cultural effect, the effectiveness of advertising is determined by factors of memorability, attractiveness, informativeness, motivation, but with certain limitations. Dynamics of advertising, human factors, location, method, form limitations in its use, which directly affects the degree of effectiveness of advertising. Also, the dynamism of advertising allows you to be more open, globalized and spread to more people.

Socio-political and cultural-historical preconditions for the emergence of the phenomenon of advertising were directly related to the processes of emancipation of mankind [3]. Advertising has the ability to convey any information in any way, provided that it corresponds to the functions and characteristics of advertising. Exemption from templates and the use of creativity in communication remove all restrictions on cultural or social norms. However, the issue of morality is determined by current regulators or society as a whole. As a result of emancipation, an extensive network of advertising messages in the media space freely forms cultural ties between the recipient and the informant.

Social features of advertising in modern Ukrainian society are a form of adaptation of the individual to social reality [4]. As mentioned above, advertising reflects and reflects the state of society. Therefore, advertising as a communication phenomenon is synergistically related to the state of society, which together complement each other. According to Ishchuk, it is important for the cultural and philosophical study of advertising to clarify its functional features: unifying, communicative, suppressive (repressive), aesthetic and interactive [5]. Signs characterize the quality of adaptation of advertising to the mental perception of recipients. Given the adaptability of advertising, it is important to distinguish between cultural and social code that is characteristic

of society, whether it is sufficient for advertising to be clear, close, clearly targeted, aesthetic, informative.

The socio-cultural phenomenon of advertising is manifested in various spheres of human information activities and has become one of the attributes of modern information interaction. Advertising is able to form ideological, cultural, political tastes due to its prevalence and social orientation. As a result, modern human is partly shaped by the influence of advertising in our lives and imitates the values set in society through communication technologies.

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