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Psychological features of perception of social advertising at the younger juvenile age

The perception of social advertising occurs through the mechanism of interaction between a teenager and social advertising at a personal level and depends on features of value-sense sphere of perceiving teenagers. Younger teenagers with a different level of development of value-sense sphere have different features of perception and strategies of an estimation of products of social advertising which are not reduced to understanding, but are based on the conscious acceptance of the senses broadcasting through the given directed influence.

Key words: *a sense sphere of a person, levels of value-sense development of a person, life-sense strategies, social advertising, strategies of perception of social advertising.*

The modern Russian society is in process of active transformation and needs a scientific substantiation of technologies of the directed influence on life-sense orientations of the younger generation with the purpose of forming personal attitudes focused on values, advanced by the society and the state as positive and socially encouraged. Tending to provide both a social order of the society and the personal balance, the society and social institutes use the help of new communicative channels which are taking on special significance.

As such a technology it is possible to consider social advertising as a form of a public reflection possessing ample opportunities of spreading spiritual, aesthetic, moral and social values. It has a wide transforming potential as a technology of approving public ideology, overcoming social destructions and stereotypes. Social advertising is not only assigned to draw attention to a problem: it appeals for solving the problem, and gives variants of its solution (Germogenova L.Ju., Granovsky L.G., Polukarov V.L., Dakoro M.A., Kovaleva A.V., Nikolaishvili G.G., Piskunova M.I., Potapova U.Ju., Uchenova V.V., Staryh N.V.). However, analyzing the problem of development of social advertising in domestic practice, it is necessary to admit that it is not always given a proper attention, and the potential of its influence on forming value orientations in the society is implemented extremely weakly. «An important problem is also the lack of complex scientific researches of social advertising. In this connection at the present stage we deal with the diffused conceptual framework, the lack of a complete analysis of tendencies of development and scientifically proved rules and recommendations for creation of effective social advertising» (Dmitriev L.M.). Researches connected to an estimation of influence of social advertising on the world outlook attitudes of the younger generation are extremely few in number, but it is exactly the teen age when those values which subsequently determine features of value-sense sphere of a person are forming, and social advertising can become one of the factors of public influence on forming value priorities of a child. The perception of advertising by teenagers



differs from its perception by adult people. Age differences appear in teenagers' more tolerant attitude to it, and also in a greater degree of confidence and attention to advertising production and in particular these features should be taken into account when social advertising companies are being planned.

The younger juvenile age is a special target group for the directed influence of social advertising as in particular at this stage of development the value-sense attitudes are being formed which determine self-centrations, group-centrations and pro-social centrations as base constituents of a person (Bozhovich L.I., Galperin P. Ja., Davydov V.V., Dubrovina I.V., Zankov L.V., Elkonin D.B., Feldshtein D.I.). The sense sphere of younger teenagers is characterized by processes of forming of world outlook and active will, one's own senses and personal values, becoming of the system of sense regulation. It means that by the age of 10–13 a person starts reaching a new level of sense self-control which basis is an opportunity of covering the world as a whole in the person's comprehension. The person gains its own independent opinion, an aspiration to take vital decisions independently and to bear the responsibility for their realizations. The sense values are crystallizing and structuring in the person's consciousness.

The arisen contradiction between the real need of the society for searching methods of the directed influence on forming values at the juvenile age (and social advertising, certainly, is such a technology) and the lack of works in psychology and pedagogics which are connected to development and functioning of social advertising addressed to younger teenagers as a target group has caused the problem of the research. The results of the research are shortly presented in the article.

The research has passed several stages.

Preliminary stage (2008) – the theoretical presuppositions of the research were studied and analyzed with the purpose of monitoring the readiness of the problem; the basic theoretical concepts of the research worked out; methods and techniques of studying sense-creation of younger teenagers were determined.

The diagnostic stage (2009) – the empirical research and gathering diagnostic material were carried out.

The final stage (2010) – generalization and interpretation of the received data were carried out; recommendations were formulated for teachers and psychologists of comprehensive schools and systems of further education; the dissertation was arranged.

The following groups of methods were used in the work:

- Psychometric techniques focused on revealing of value-sense features of younger teenagers: «Value orientations» (O.I. Motkov modified by T.A. Ognev), «Determining a person's orientation» (B. Bass), «Self-portrait» (R. Berns), «Technique of free descriptions» (D.A. Leontiev); «Method of psychosemantic scaling»;
- The projective questionnaire and the structured interview for revealing features of cognitive motivation, levels of awareness and features of value-sense acceptance of social advertising. The data were processed with using elements of the content analysis;



- Diagnostic sets of advertising materials for revealing influencing qualities of the social appeals focused on features of perception of younger teenagers at a significant personal level.
 - As a result of the diagnostic data analysis of the following peculiarities have been discovered:
 - It was found out that there were no researches of features of perception of advertising by different age groups in modern psychological and sociocultural works on the problem of efficiency of advertising influences;
 - The analysis of references allowed us to reveal that the differentiation of perception of advertising was most often considered at the level of a social stratification of the society, gender and cultural traditions, a location of advertising while the age aspect of perception was mostly beyond the focus of attention of psychological, sociological and cultural studies scholars;
 - The personal characteristics influencing on features of acceptance of advertising at the level of a sense value, communicative efficiency of advertising at different stages of advertising actions (discernment, memorizing, involving) were revealed and characterized;
 - Specificity of social advertising, its tasks, typologies were described; specificity of development of domestic social advertising, a state of the social advertising market as a directed channel of transmitting values which are positively posed by the society and the state as positive were characterized;
 - Advertising means and social advertising transmitters focused on younger teenagers as a target group were revealed and described; they are magazines, the outdoor advertising, printed (polygraphic) advertising, thematic exhibitions;
 - Psychological requirements for forming diagnostic breadboards of social advertising transmitters for the estimation of value-sense acceptance at different age stages of development of a person were proved, criteria for selection of social advertising transmitters focused on the age features of younger teenagers were worked out;
 - Peculiarities of influence of value-sense attitudes of younger teenagers on features of perception of social advertising were shown. Social advertising challenging sense-creation put a pupil into a position when that sense trace which had remained from previous experience of acceptance of values transformed from the potential form into actual, conscious and verbal one;
 - The programme of an estimation of influencing qualities of the social appeals to younger teenagers as a factor of initiation of attitudes at value-sense level was offered;
 - The features of perception of social advertising by younger teenagers were classified depending on the level of development of their value-sense structures. Strategies of sense-creation were ascertained. The following ones were typical for the given age group: analytical, synthetic, analytical-synthetic and emotional-estimating.
- Analytical strategy** – younger teenagers attract their attention to details, nuances, episodes. On the basis of this perceived information they create a configuration



of the perceived integral object. At the heart of this strategy there are such features of sense-creation as intrapersonal (acceptance of oneself, openness to the internal experiences, self-understanding, responsible freedom, integrity, dynamism). The way of description is analytical dividing a subject into details.

The prevalence of motivation directed inwards means that cognitive activity in itself is of great importance for younger teenagers. External positive motives have the greater value than external negative motives.

Synthetic strategy – younger teenagers perceive the given subject as a whole not noticing any details. Such children adhere to this position to everything they perceive. Only in this way younger teenagers can understand a sense of anything, a plot and information included in the given object or subject. At the heart of this strategy there are such features of sense-creation as interpersonal criteria (acceptance of others, understanding of others, socialization, creative adaptability). They are distinguished in the first place.

Analytical-synthetic strategy – younger teenagers have combined criteria. The given category of children equally unites characteristics of two previous strategies. Constructive definitions of the perceived object and subject (a relative positioning of elements, a material, etc.) are mainly used.

Emotional-estimating strategy – younger teenagers frankly state the value of the subject. The emotional-estimating attitude is become actual (they can clearly tell if they like it or not). The emotional component is the basis of forming psychosemantic or visual image. This category of younger teenagers passes through their emotional sphere everything they perceived in social advertising. And this is their strategy of introducing external contents into their inner life. Figurative descriptions are met, but do not prevail. They prefer estimating judgements, and in the first place they aspire to express their attitude to the social appeal included in advertising.

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