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The problem of broadcasting the senses and estimation of the images, represented in mass media and advertising

There are significant changes in the sphere of mass media in modern society, accompanied, in general, by transformations of influences, rendering on the having a special purpose audience. These changes, in whole, can be marked as a replacement of communicative strategies.

Communicative strategy – is a represented world outlook intention in technology and its operating realization in the maintenance of communicative process, so to say, a choice of communicative space, type of interaction, totality of broadcasting senses, so to say, one or several measuring, concerning which builds the system of communication.

Now, researchers point out two basic types of communicative strategies, existing in mass media: manipulations and conventions.

Communication where its goal is not announced openly or, more of that, it is hidden by special means is a manipulative. Communication, where besides any inner or external goals for communication, a condition of reaching mutual understanding between participants of communication is being made and it is called conventional communication.

The preferences one of the strategies – manipulative (behavior management) or conventional (understanding management) connected with that, how the senses will be broadcasting, presented in mass media. The sense is born and transforms to the communicative process of its broadcasting at the realization of manipulative strategy. At the using of conventional strategy, the sense is born and is broadcasted inside the communicative process, where communicative actions of parts are equal in rights.

In both, manipulative and conventional strategies sensetechnics are used. Sensetechnics – is a hypothetical system of methods of bringing up and correction of sensible formations of personality. Absolutely it is too much generalized definition, so we would like to divide into parts some specific moments, connected with determination of sensetechnical influence in mass media and advertising sphere.

Sensetechnical influence in mass media and advertising is directed on:

a) senseforming, so to say, artificial creating of senses, corresponding to the waiting of having a special purpose audience;

b) senserealisation, so to say, reflection of existing senses and their connections with perceived informational constructs, broadcasting in mass media and advertising.

Sensetechnical influence the audience by means of the changes of steady attitude to concrete things, people, situations or influence on the system of values, self-determination through the result or the change of sense constructs. Within the bounds



of using sensetechnics in mass media we would like to point out two significant moments: first, sensetechnical influence, as any other, used within the bounds of mass communication stirs up the object of influence (representative of having a special purpose audience) of certain motivational conditions, from the other, - it is directed on the sensible sphere of personality, skillfully putting a person before the choice, forcing him to realize an object on the conscious level.

One moment else which should be paid attention to – it is possibility of image estimation, broadcasting in mass media and advertising, from the point of view of their presentation as some informational sense constructs. Any image broadcasted in mass media and advertising, besides that, what is to be some totality of senses, also exists as some informational sense construct.

Informational sense construct – is some composition of units of information, united by the one theme, broadcasting in mass media stirring up a certain personally significant attitude. It is a necessary compound part of social life of a person, so to say, owing to him socially-historical experience is adopted, necessities are satisfied and the most important is – that rightness is confirmed before formed subjective “picture of the world”.

We can suppose that informational sense constructs are integral systems of images, therefore, they are easily understood and estimated. If a person perceives information like some integral construct so he rather will put it down into his inner picture of the world, preferring it to the others.

The estimation of a construct happens very difficultly. We offer the following scheme of estimation of informational construct:

1. Perception of informational construct (for example, an advertising clip).
2. Interpretation and understanding of construct (the key moment here is the integrity of a received construct, its competition).
3. Accepting or non accepting of a construct (two basic mechanisms join: coincidence and noncoincidence with values of personality, identification).
4. Working out an attitude to a construct (positive – negative) and, as a result, giving it a personal sense.
5. Adding a construct into the inner picture of the world, either non accepting and, therefore, forgetting it.

So, the estimation of informational sense construct – is a definition of meaningfulness of its maintenance by a subject for itself. Any understanding of informational construct, expressed aloud or marked by an action, fixed the individual, personal attitude to it. So to say appears conferring a personal sense to it. It acquires value for personality.

We supposed that within the bounds of understanding and accepting informational sense construct, its image, interacting with already composed image of the world in personality’s consciousness, realizes the function of choice, on the basis of which a spectator interprets its maintenance. Thus, personality sensible images make a subject, by the way of choice to prefer one constructs to the others, and, therefore,



it, for example, it is an advertising clip, and they make a subject prefer also goods and service which they symbolize.

So now the problem of transpassing the senses, existing in the informational sense constructs of mass media appears. Today appears a new form of influence, which based on using mass media as forming an attitude of a person to the surrounding world, other people and himself, personal senses which are present in individual consciousness.

Literature

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