

MODERN MEDIA ADVERTISING: EFFECTIVE DIRECTIONS OF INFLUENCE IN BUSINESS AND POLITICAL COMMUNICATION

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The relevance of the study is conditioned by the objective necessity to form universal media advertising case of influence on the addressee. The aim of the study is to identify effective directions of influence of modern media in business and political advertising communication. As material of the research advertising media texts in business and political communication of the 21st century act. The methods of the study contain a comparative discourse and semantic analyses of contents and means of influence in business and political media advertising texts. The ways of analysis are useful for development of communication theory, linguapragmatics, psycho- and sociolinguistics, cultural linguistics, media, business and political linguistics, comparative linguistics. In the article, the most effective directions of influence in business and political advertising communication are considered. There are the main revealed directions of media advertising influence in business and political spheres on phonologic (orthoepic deformations, phonosemanticity), morphological (morphological deformations), lexical (semantic heterogeneity, alogism, lexical and phraseological contaminations and deformations), stylistic (stylistic deformations), syntactic (grammatical deformations and contaminations), psychological levels (psychological deformations, neuromental deformations).

Keywords: media advertising, influence, business communication, political communication

INTRODUCTION

Many linguistic researches are devoted to communication problems, interaction of the addresser and the addressee. Growth of political activity and technical progress in the 21st century predetermines relevance of a media relationship's problem studying between the sender and addressee. Interpretation, broadcasting and relaying of information in media promote realization of definite purposes by politicians and business people by means of journalists and technical means (Zheltukhina, 2003).

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The media discourse not always represents exchange of courtesies, emotional support, and neutrality of the presentation of events; on the contrary, it demonstrates often aggression, negativity, verbal pressure, suggestion, etc. Business and political advertising seeks to create a new image of a product (candidates, goods, etc.), strengthens, softens or overestimates former image, considering verbal and nonverbal aspects (Aberncthy, 1992; Alesandrini, 1983; Merritt, 1984; Anderson, 1985; Alwitt, Deighton & Grimm, 1991; Cook, 1992; Englis, 1994; Messaris, 1997; Zheltukhina & Pavlov, 2016; Zheltukhina, 2015; Zheltukhina, Krasavsky, Ponomarenko, Aleshchanova & Pavlov, 2016; Zheltukhina, Krasavsky, Slyshkin & Ponomarenko, 2016; Zheltukhina, Slyshkin, Ponomarenko, Busygina & Omelchenko, 2016; 'Zheltukhina, Vikulova, Serebrennikova, Gerasimova & Borbotko, 2016; Zheltukhina, Mouzykant, Barabash, Ponomarenko, Morozova & Mori, 2017, etc.). The image as personal marker of business and political media advertising is of interest to us.

The aim of the study is to identify effective directions of influence of modern media in business and political advertising communication. We need to analyze and compare the contents and means of influence in business and political media advertising texts. The overarching research question of this study was as follows: How can we identify effective directions of influence of modern media in business and political communication?

METHODOLOGICAL FRAMEWORK

The aim of the research has defined the choice of methods of the analysis. In work, we apply the following methods: inductive, descriptive and comparative, cognitive and discursive, semantic, definitional, functional and stylistic analysis. The methodological basis of work is a system approach. According to the principles of system approach, any phenomenon is considered as integrity in unity of all its communications and relations. In order to establish which structural and content features are in the analyzed publications was carried out comparative and quantitative analysis (content analysis) of publications. The methods of the study contain a comparative discourse and semantic analyses of contents and means of influence in business and political media advertising texts. The ways of analysis are useful for development of communication theory, linguapragmatics, psycho- and sociolinguistics, cultural linguistics, media, business and political linguistics, comparative linguistics.

As material of the research advertising media texts in business and political communication of the 21st century act.

RESULTS

In our research, we prove a hypothesis that a media addresser creates media advertising in business and political communication to influence on the addressee

in most effective ways. We have to identify the effective directions of influence of modern media in business and political advertising communication. Game on emotions of the addressee is represented the main direction of imageology. Some researches of image of the business or political candidate are devoted to the common affective features, the personality, social attributions and compare image of the person to his real behavior.

The interrelation between the ratings of behavior of the candidate and preferences during the vote is traced, use by the population of the cognitive schemes for formation of image of the candidate (the politician, the businessperson), who subsequently affects their evaluation of not only specific individuals, but also party, a company brand, is investigated. During the perception of business and political advertizing production the addressee uses the following schemes:

- personal factors of the candidate,
- cases in point,
- group relationship,
- business / party identification.

It is established that senders apply various psycholinguistic methods of business and political advertizing:

- appeal to safety;
- appeal to fear;
- patriotic appeals, symbols;
- appeal to family and attachment;
- personal testimonies of the famous supporters of the candidate, passerby.

Negative emotional business or political advertizing is remembered better, than positive even if not especially it is pleasant, thanks to in it automatic, but not controlled information processing (Zheltukhina, Omelchenko 2008b). Creation of a negative background in business or political advertizing can achieve necessary result even if the opponent isn't called by name. Contrast of a positive and negative of the message promotes the best storing of negative information. It would seem, logically the advertising focused on the program of the candidate has to cause to him more sympathies ("serious, competent"). However, image-advertising better is perceived by visual memory, at the emotional level ("it is pleasant / it isn't pleasant, interesting, reliable, etc.). Despite idea that a main goal of business / political advertising is the change of installations of buyers / voters, rather small quantity business, especially political advertising clips actually influence someone's consciousness so that people change their choice. Business and political advertising helps to crystallize the existing installations, to specify them, to support them to keep not sure consumer / voter in a circle of supporters to receive return in day of goods acquisition / elections. Reaction to business / political advertising can depend

on communication, which the consumer / voter feels with the candidate (businessperson / politician):

- 1) objective belief (“*I like his economic program, business strategy etc.*”),
- 2) subjective emotionality (“*I think that he is good*”),
- 3) discrepancy of objective and subjective (“*I agree with all points of his program, but it seems to me that he is a bad person*”).

It is established that the mechanism of effective influence on consciousness and subconsciousness of the person through media advertising in business and political communication is characterized by various psychotechniques revealed as a result of special literature and the actual material analysis:

1) Substitution of parental figures (confessor, mother): obedient perception of parental figures based on an aspiration instinct to care, protection and safety.

E.g.

Stalin (The power, Putin, Tefal ...) thinks of you ... (TV, 2011)

2) Replacement – binding of life before reform, change of system, regime, etc. with something bad with gradual expulsion of the experience from memory and consciousness, forgetting of real life in society and values.

E.g.

The country, the power (family, society, school) constantly deceived you! (TV, 2000)

3) Devolution of the addressee to earlier stages of personal development – return to a condition of psychotic plasticity (Freud, 1990; 1997), when the early children’s age dominates in formation of mental strategy of the personality; disbelieving of the person in own individual solvency with illusory dependence on pseudo-parents (figures of the esteemed deity, the head of cult group, the president, the most cult collective, party, etc.) that causes loss of the socializing skills mastered during life and allows to perceive the ideas and the principles of minority.

E.g.

Zhirinovsky or it will be even worse. (TV, 2012)

4) Stereotypification – leading of the addressee to the language incentive causing certain tactics of social behavior by representatives of this national culture.

E.g.

big spider – the aspiration to avoid contact with it;

the child – the aspiration to teach him;

elections – the aspiration to vote (the changed tactics: the aspiration not to go to elections);

war, army (in peace time) – the aspiration to protect (the changed tactics – the aspiration to avoid an appeal) etc. (TV, 2000-2017)

5) Intensification – gradual strengthening of intensity of activization of important for the sender mental schemes and components, increase in frequency of keywords, cliché repetitions use, etc.

E.g.

There is a game "Oh, Lucky".

– *Question:*

Who will become the governor of St. Petersburg on future elections?

Possible answers:

A – Valentina,

B – Valentina,

C – Valentina,

D – Valentina.

– I use a call to the friend. Vladimir Vladimirovich, you won't prompt who will be the governor of St. Petersburg on future elections? (TV, 12.2003)

6) Imitation – congenial trust to patterns of the immediate social environment behavior: a spontaneous taking of consciousness, will, habits, stereotypes by the addressee from the addresser and people around, assignment of statement logic, the sender's argumentation, maintenance of new identity by means of cult clothes, hairstyle, food, ritual behavior, sign words and phrases; life by the principle: *The more people shares and supports a certain belief, the stronger the faith of this group in this belief* (Chaldini, 2001).

There are many text markers:

- statement logicality,
- separability,
- cause-effect relations between various statements by means of the unions,
- argumentative support for claims (technique "documenting"),
- analogy mechanism (comparison and parallel constructions),
- mechanisms of association (metaphor and allegory),
- oppositions (antonymy),
- generalizations (metonymy, synecdoche).

E.g.

FOR NEW RUSSIA – NEW PRESIDENT! (TV, 2012);

FOR GREAT RUSSIA – STRONG LEADER (TV, 2012)

If not Me, then who? (M. Prokhorov) (TV, 2012) (In Russian we use the pronoun "I".)

7) Use of images force – the appeal to memory, emotional coloring of the introduced formulas on the basis of associativity, figurativeness, interrelation between external, corporal behavior and neurophysiological dynamics; internal agreement when you select a condition or action without awareness of their own condition (regressive, depressed, weak, humiliated and threatening) at the time of decision-making.

E.g.

Political advertizing:

Emelya has caught the speaking pike.

Emelya: *Wow!*

Pike: *Let me go, Emelya. Ask! What do you wish?*

Emelya: *What do I wish? To live well!*

Pike: *To live well? And why do you need me? Go to elections! And it will come true!* (TV, 11.-12.2003)

As a result of the analysis we have revealed the main directions of influence in media advertising in business and political spheres on phonologic (orthoepic deformations, phonosemanticity), morphological (morphological deformations), lexical (semantic heterogeneity, alogism, lexical and phraseological contaminations and deformations), stylistic (stylistic deformations), syntactic (grammatical deformations and contaminations), psychological levels (psychological deformations, neuromental deformations).

E.g.

- *The sound has the form.*

The Vitek Austria equipment – the equipment for life. For good life! (ÖV, 2000)

Expansion of mass media samples of life is shown at all levels and leads to rather well-known syndromes “madness of the choice”, “madness of consumption” i.e. when all segments of the population try to reach the screen “virtual standards” offered in business and political media advertising.

DISCUSSIONS

The study of literature indicates on the presence of a theoretical framework on the issue of the most effective directions of media advertising influence on the addressee in business and political communication.

The depression as a result of information overload (Litvinenko, 2001), strengthenings of discomfort is the condition, which is characterized by a negative emotional background (heavy, painful emotions and experiences – depression, melancholy, despair), change of the motivational sphere, cognitive representations and the general passivity of behavior.

In a pursuit of information or in flight from her the person is forced to adapt to promptly changing living conditions that cannot but exert serious impact on his psychological state and behavior. The use of bright images by the speaking person for the description of experience in a direct situation of communication we understand the speech act where the depression condition in situation context is considered as perlocutionary effect or as intentional state leading to a fatal outcome due to recognition of the struggle futility. Thus, the depression causes frustration and indifference, which generate concepts, verbalized by numerous express units and idioms. Conscious creation of the situation causing aggression, depression, frustration, indifference and inadequate reactions is comparable with psychoterrorism.

The above confirms possibilities of media to design an image of reality, to influence all spheres of human activity in certain interests. Mass media represent filters, which due to the lack of direct perception by the addressee of reality, in the result of information selection and formulation of messages, opinions, estimates, are able to create a distorted, biased image of reality.

It should be noted that the mass media discourse as a sociocultural product is characterized by sociocultural identity, which is especially actively shown in a boundary region of media, business and political discourses.

In this interrelation the ideology forming the public opinion allowing to exclude certain social groups and individuals of active political and cultural public life is implemented.

Suggestive psychotechnologies play a significant role in the media discourse, promoting formation of world outlook behavior models of the consumer texts in mass communication through PR and advertizing.

CONCLUSIONS

So, as you can see from the above, suggestive influence is carried out at the mass and individual levels of consciousness. To mass consciousness stereotypic forms of thinking or spiritual activity of the person are peculiar, i.e. the general concepts, cogitative analogies and associations, moral standards and prejudices, language stereotypes as the rated language means designating certain rated situations of different types of human activity.

Implications and recommendations for future studies are as follows. For achievement of efficiency of media influence on consciousness of consumers of business / political advertising it is necessary to investigate structures of knowledge which the addressee creates about business/political figures.

The theoretical base of studying of these cognitive structures will be made by the theory of semantic processing of mass media (Biocca, 1991), the theory of the cognitive scheme and the semiotics theory, researches of political advertising and its effects (Faber, 1992; Jamieson & Campbell, 1997; Johnson-Cartee & Copeland, 1991; 1997; Kaid & Holtz-Bacha, 1995). So, the media overtly or covertly shape our perceptions about the business/political world, unwittingly, but often intentionally reach their goals, acting on the psyche and human behavior.

Mass media are actively exploiting the mythological nature of human consciousness, based on emotional-affective and conditionally-symbolic images in the transmission of information transfer. Based on findings of this study we can analyze and compare the contents and means of influence in business and political media advertising texts. It should be noted that our future study could form integrated communicative media space of business and political advertising. It is recommended that linguistic and cultural development of research should include complex methods, which were integrated into research process and should be

discussed by experts in the fields of linguistics, psychology, politics, business, etc. The next step in the development of this research will be the creation of basis of the advertising media texts in business and political communication in different media cultures.

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