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POSITIVE ORIENTATION AND CREATIVE IDEA AS COMPONENTS OF PUBLIC SERVICE ANNOUNCEMENTS EFFECTIVENESS

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Annotation. The article is dedicated to the consideration of creativeness particularities in public service announcements, to the determination of the effectiveness of such approach on the material of public service video "About blood donation" ("Pro donorstvo krovi") from "1+1 media". The specificity of such kind of information as public service announcements is considered, its defining features are outlined. It has been determined that public service announcements need some positive orientation to increase the attention of various social groups to topical problems, and creative approach to coverage of a negative phenomenon, positive orientation and relevant humour become factors of the public service announcement effectiveness.

Keywords: public service announcements, creativeness, advertising video, positive orientation.

Society, in front of problems, needs effective, new means of influencing the behaviour and decisions of both individuals and social groups. One of the tools of positive information influence are public service announcements, which traditionally aim to "change the attitude of the population to certain social problems and in the future to promote the formation of new social values" [1, p. 173].

V. Buhrym defines public service announcement as "special information of

non-commercial content about human spiritual, moral, ethical, aesthetic, public, family and national values, good traditions, caring for nature and environment, healthy lifestyle, environmental safety, etc., which is created and it is distributed in any variant and form and is aimed at achieving socially noble goals" [2, p. 59]. According to G. Nikolaishvili, "public service announcement is a type of communication focused on attracting attention to the most urgent problems of society and its moral values" [3, p. 9].

A. Belianin in the study "Public Service Announcements as a Communication Resource of Management" gives the following definition: "Public service announcement is a mechanism of management and self-government of the society, it is addressed to a large mass of people and aims to stimulate their civil, socially approved activity in the direction of traditional for this society moral values, which ensures its ability to self-regulation, due to the requirements of the development of society" [4, p. 4].

We consider as exhaustive the definition provided in the Law of Ukraine "About Advertising": "Public service announcement is information of any kind, disseminated in any form, aimed at the achievement of socially useful goals, the promotion of universal values and the dissemination of which does not have the goal to obtain any profit" [5].

Thus, all definitions focus on the purpose of public service announcements, namely the achievement of socially important goals by influencing the consciousness of recipients. In doing so, researchers are in solidarity that public service announcements can use a wide range of means to achieve this goal. The current state of public service announcements development has shown that an appeal to a logical principle, such as presenting arguments and telling facts and creation of broad arguments to confirm a defended opinion, is not very effective. Researchers say about the need to involve not only logical and even emotional arguments, but also suggestion that addresses directly the emotional state of the addressee [6, p. 161].

To be effective, public service announcements must be creative. According to Yu. V. Chala, "in the formation of public service announcements, the main attention

should be paid to its emotional richness, receptivity and specifics... In order to attract public attention, public service announcements must be not only artistic, bright and non-standard, but also have a special appeal" [1, p. 177].

The aim of this study is to consider the particularities of creativeness in public service announcements, to determine the effectiveness of this approach. The subject of the research is creativeness in public service announcements, and the object is a public service video "About blood donation" ("Pro donorstvo krovi") from "1+1 media".

Researchers note that the term "creativity" in communication activities has a broad interpretation and it is difficult to formalize. O. A. Kavaryna focuses primarily on the purpose of creativity in advertising and views creative ideas as "a code system specifically designed for the effective transmission of ... information in order to create emotional reactions in the target audience, to form judgments that promote the understanding and assimilation of broadcast messages, which uses verbal and non-verbal communication. Creative ideas are a powerful resource for achieving communication and marketing goals" [7, p. 149].

In our study, we will pay attention to the public service video "About blood donation" from "1+1 media" [8]. The video was created jointly by "1+1 media" and all-Ukrainian youth NGO "Association of Young Donors of Ukraine" for the special social project – DonorUA. It was first launched on November 12, 2016 and aired on such channels as 1+1, TET, UNIAN.

This advertisement belongs to the category of non-profit public service announcements and represent informative-invitation type, because it was created for a special fund, in order to promote donorship and to involve people in blood donation.

The target audience of the video is wide enough; it can involve almost all citizens of the country, because by territorial coverage the announcement was nationwide. However, its core, to which the main influence is directed, is primarily defined by the creators of this video as active young people. The video has been adapted to online resources to further conversion of the announcement into viral video.

The authors of the video have taken a creative step to solve the problem of donor blood deficiency that is relevant to Ukraine. Instead of the traditional appeal to numbers (the number of those who need blood, the number of people willing to donate) and the negative discourse-intimidation, the authors of the video focused on humorous play with the problem. According to the plot of the public service announcement, the ordinary person Valera becomes a vampire, so he has to look for some ways to get blood. After a series of unsuccessful but ridiculous attempts to "hunt" humans or animals, he decides that the safest way to slake his thirst is to get to the hospital for blood transfusions. However, after he pretended that he had a trauma, the vampire learns that there is no donor blood, and it is unknown how long he should wait for it. Valera realizes that he can wait, but those who need blood transfusion really do not have such an opportunity. After being imbued with their problem, the vampire begins to agitate people to become donors (see Fig. 1).



Figure 1.

The main role in the video was played by the creative producer of "1+1 media" production Dmytro Savianenko. To create a compelling vampire image, he even went to the dentist to have fangs created. The filming of the video took place at night in order not to confuse the accidental witnesses of the shooting process with the appearance of the vampire (see Fig. 2).



Figure 2.

Due to the creative approach in interpreting the problem, by making the lead actor of the video a vampire that gets into funny situations because of his "blood need", advertisers have succeeded. We should note that the video went viral; it was actively reposted on social networks. In addition, the number of video views on the 1plus1media YouTube channel is over 17 thousand views [9] (see Fig. 3).

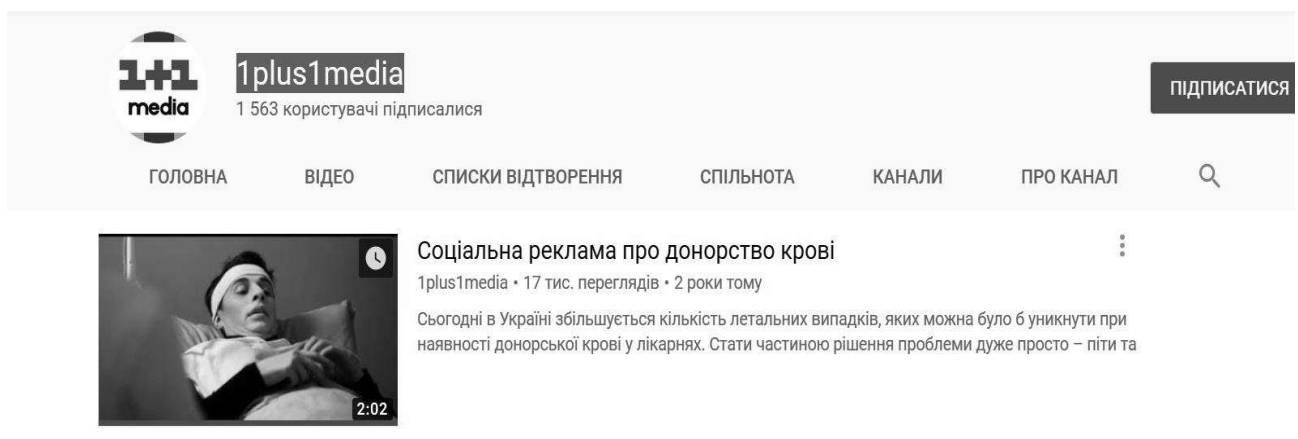


Figure 3.

Saturation of the video with humour, orientation to a positive solution of the problem helped to counteract the negative stereotypes that now surround the topic of

donorship. The value of the creativeness was realized in "creating such a concept for communication campaigns / projects that is able to generate, launch new discourses into the public space, attract the attention of the public and target audiences; able to actualize interest in life, professional activity, civil position and common human values" [7, p. 150]. Traditionally, the problem in public service announcements was accompanied by negative images, in particular, illness, death, pain, trauma, fear. The humorous vampire image invented by the video creators promotes should refocus on positive associations.

The attention also should be paid to the fact how the announcement was perceived by the audience. It not only deserved positive reviews and comment on the page, for example, "Guys from 1+1. This is the most ideal advertisement. Of all!" [8], "I thought this was a movie trailer and I wanted to watch the movie. But this is announcement, then it is the best announcement in the world" [8].

In addition, it is important to mention that in the comments to this public service video, people stated that after watching it they went and donated blood [8] (see Fig. 4).

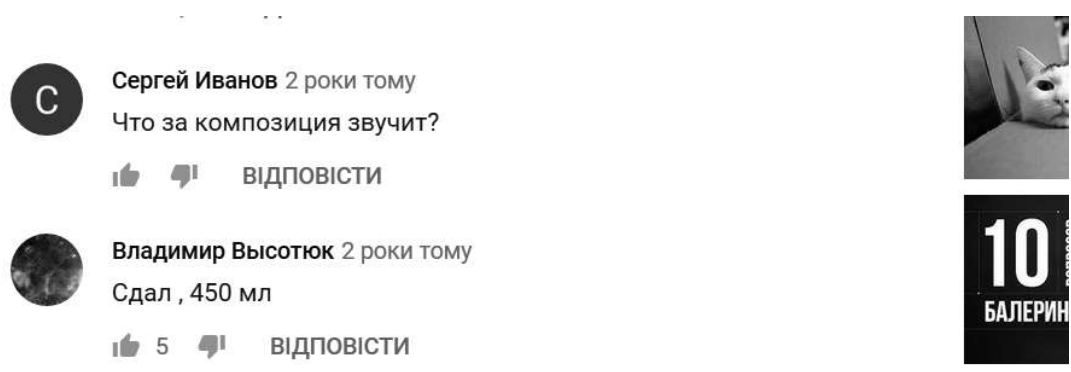


Figure 4.

Thus, we can say that the video fulfilled its purpose and not only attracted attention to the current problem of blood donorship in Ukraine, but also encouraged some people from the audience to take active action to solve it, and therefore became effective.

Therefore, creativeness in advertising is relevant and effective. To elicit the right reaction – attention, memorization, engagement, action – it must be thought out

in detail to stimulate the right reflexes and associations. Public service announcement needs a positive orientation in order to increase the attention of different social groups to the urgent problems of the Ukrainian society and humanity in general.

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