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SYMBOLIC EXCHANGE AND ADVERTISING IN THE INFORMATION-BASED SOCIETY

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The article deals with main theoretical approaches to the analysis of modern advertising in conditions of information-based society as the object of the research. It also distinguishes its main differences in accordance with the possibilities of influence on the development and formation of person's consciousness. As a hypothesis, we have assumed that advertising, as a form of social activity, requires in-depth and comprehensive study in world-value, moral, ethical, and pragmatic aspects. It indicates the topicality of ad studying as one of the most effective means to create and attach the social changes in the current information based society and substantiates the importance of social and philosophical research of the ad from a perspective of the form of symbolic world development by current society and one of the ways of formation of modern person world perception and world view.

In addition it proves the advertising as one of the major ways of impact on social thought has also to form national identity and the consciousness of young generation. In our opinion it is impossible to do without studying theoretical approaches to the ad, first of all pragmatic, axiological, systemic, moral and ethical and others, in current information based society. It lays emphasis on the fact that the advertising performs the integrative function by virtue of the fact that it can bring information to human consciousness regardless of their national and cultural background and is the essential characteristic of current social globalization.

The article concludes the advertisement being a multifaceted process which is in a constant movement, an effective mechanism of influence on human self-determination at the present stage of human development that offers various models and lifestyles, transmits value orientations, and forms standards of behavior in daily life under the influence of modern socio-cultural and other conditions. The advertisement can directly impact on personal formation that is why it is a very important aspect in not just formation of a national consciousness of an individual but also in creating of social thought.

Key words: *Symbolic Production and Exchange, Advertising Appeal, Social Activity, Communication, Information Based Society, Information Space, Daily Occurrence*

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СИМВОЛІЧНИЙ ОБМІН ТА РЕКЛАМА В ІНФОРМАЦІЙНОМУ СУСПІЛЬСТВІ

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Розглянуто основні теоретичні підходи до аналізу сучасної реклами в умовах інформаційного суспільства у якості об'єкта дослідження. Ми визначили їх основні відмінності з урахуванням можливостей впливу на розвиток та формування свідомості людини. Як гіпотеза нами припущено, що реклама як різновид соціальної активності людини потребує поглибленого і комплексного вивчення в світоглядно-ціннісному, морально-етичному й прагматичному аспектах. Також нами зазначено актуальність вивчення реклами як одного з найбільш дієвих засобів виникнення та закріплення соціальних змін у нинішньому інформаційному суспільстві та обґрунтовано важливість соціально-філософського дослідження реклами з погляду форми символічного освоєння світу сучасним суспільством та одного із способів формування світосприйняття і світорозуміння у сучасників. Крім того, доведено, що на рекламу як один із основних способів впливу на громадську думку покладається важливе завдання формувати національну ідентичність, свідомість молодого покоління. На наш погляд, це не можливо здійснити без дослідження теоретичних підходів до реклами в сучасному інформаційному просторі, відтак нами виокремлено такі: прагматичний, аксіологічний, системний, морально-етичний та ін. Наголошено, що реклама включає в себе інтегруючу функцію, оскільки має змогу доносити інформацію до свідомості людини, незалежно від її національної та культурної приналежності, і є сутнісною характеристикою сучасної глобалізації суспільства.

Зроблено висновок, що реклама є багатогранним процесом, який перебуває в постійному русі, вона є ефективним механізмом впливу на самовизначення людини на нинішньому етапі розвитку суспільства, що під дією сучасних соціокультурних та інших умов пропонує різні моделі й стилі життя, передає ціннісні орієнтації, формує стандарти поведінки в повсякденному житті. Реклама може безпосередньо впливати на формування особистості, а тому є надзвичайно важливим чинником у формуванні національної свідомості особистості й у створенні громадської думки.

Ключові слова: символічне виробництво та обмін, рекламне звернення, соціальна активність, комунікація, інформаційне суспільство, інформаційний простір, повсякденність

Introduction of the issue.

Information space is an important sphere of communication in life of a modern person and society. The revolutionary changes in the way of life, especially in the general social sense, that are taking place in our country recently are the signs of the breaking of the system of values in the symbolic production and exchange of society which was artificially laid by the totalitarian practice and which our country could not fully eradicate despite years of independence.

To study the advertising as one of the most efficient means for creating and fixing the social changes is becoming more and more relevant against the background of removing old

ideals and stating a new concept of values. Learning of new socio-cultural values, social ideals and also rules and styles of behavior opens a huge research perspective for a philosopher. So that the advertisement needs the immersed social and philosophical research from a perspective of the current form of world development and one way of forming the world view and social activity of a modern person. In addition the advertising as a way of impact on social thought has also to form national identity, the consciousness of young generation and patriotism. Because of that impact there is an opportunity to implement the important constituent of this process: to nurture a conscious and

developed personality that is impossible without researching theoretical approaches to the analysis of the advertisement in the modern information space.

At the same time the ad as one of the characteristics of modern consumer society has an integrative function because it can convey an informational message to the human consciousness regardless of their national and cultural background. Hence it is logical to note that the advertising in the general civilization sense is one of the most important characteristics of the modern social globalization. Therefore, its study is promising for understanding both the current challenges to the development of Ukrainian society and the identification of new goals by society in general.

Current state of the issue. We can confirm the topicality of the chosen research topic of philosophical approaches to the analysis of the advertising in the information space by using thorough works of researchers as the last century (such as R. Bart, P. Drucker, P. Kotler, M. McLuhan, C. Hopkins), as today (P. Barden, J. Baudrillard, J. Vitale, A. Sohorin, V. Lapina, Y. Romat, I. Sydorenko, D. Sienderov, A. Shymko, O. Hrytsanov, T. Zviahintseva, Y. Zapisotskyi and others). For example, Andrii Sohorin examines the major approaches to study the advertising within the subject of separate socio-humanities, pointing to the need for interdisciplinary scientific interaction in the study of advertising as a social phenomenon [10: 30]. Advertising is becoming increasingly important for a modern person and society as a simulacrum in the space of symbolic production and exchange. Thus, Y. Zapisotskyi notes "the ontological function of modern advertising is its ability to create a person in his/her new values and behaviors" [3: 33]. That is, the author emphasizes its special role in forming

social values and incentives to social activity of a person.

But V. Lapina proclaims the importance of studying the features of world outlook and value determinants of general strategy for the development of modern advertising theory which serves as important factors for the development of scientific research on advertising at the global, macro, meso and micro levels of public knowledge. Taking into account the process of intensive development of a tendency to globalize the current ad practices, the scholar notes that the development of a research strategy of multilevel advertising analysis is an important scientific task, which has not yet acquired the evidence of its positive decision in modern theoretical sociology [5]. In this context the works of Y. Romat and D. Sienderov are very interesting because they research the role and value of the advertisement in current society, paying attention to the increasing public importance of advertising: "the value of advertising increases as in the field of economy, as in other fields of social life. That is why it is necessary to note its significant economic, social and political, ideological, educational, psychological and aesthetic role" [8: 203].

The outline of unresolved issues brought up in the article. We have to mention that little attention is paid to this phenomenon when it comes about social, ideological or educational aspects of its analysis. While aesthetic moments of the advertising are practically left out of the research interest too.

The aim of article is to research the problem of philosophical approaches to the analysis of the current advertising, isolate their major differences considering the possibilities of influence on the development and formation of human consciousness.

Results and discussion. During the learning of the theoretical approaches

to the analysis of the ad in the information space the question of definition the ad and its content is very relevant. So let's consider the official terminology that is let's analyze the works of specialists-scholars of this field. Thus, the Law of Ukraine *About Advertisement* proposes the following definition: "Advertising is specific information about a person or a product that is distributed in any form and by any means for the purpose of gaining favor directly or indirectly" [2: 162]. That is the advertisement is a flow of information mainly aimed at promoting products and influencing the motivational component of human behavior. An example is the advertising as a political agitation which is arbitrary in nature and is distributed for the purpose of getting some benefit (for example, there can be increasing the rating of an individual candidate or a party in an election or promoting a particular brand, etc.).

For detailed understanding of the essence of advertising, its types and pathways we have to turn to the research, for instance, of T. Zviahintseva, who proposes the following definition of advertisement: "Advertising is a purposeful informational impact of indirect nature on consumers in order to promote the goods and services of the enterprise in the market" [4: 57].

Another definition we can see in works by O. Hrytsanov, who claims the advertising is "paid activity related to broadcasting persuasive information about various goods and services through the media – newspapers, magazines, radio, television, street shields, etc." [11: 848].

As we can see there is no clear definition of advertising, because it as a certain type of social practice has many kinds, and is still being modified and developed. But by using the works of researchers we can distinguish the main theoretical approaches to the ad

research, its influence on the society and consumer.

There is the study of the advertising from a perspective of social institute within considering it as a systemic, professionally organized activity. That is this approach is based on the analysis of social advertising which is directed not at the product itself, but at the attitude to the world expressing the position of society to socially significant standards of living, having an emotional color, paying attention to feelings, and thus having the opportunity to influence the world view of citizens and therefore their behavior and choice. Such system has to be managed by legal norms, have their own training mechanism for their own staff who integrate with advertising agencies with their code of values and rules. This is a social-activity slice of advertising analysis. We can see this approach in the writings of specialists in the field of social philosophy, sociology, etc. It focuses not only on the world view aspects of advertising but also on its pragmatics.

The socio-philosophical approach, studying the phenomenon of modern Ukrainian advertising, predicts the identifying features of social transformations occurring in Ukraine in a specific period of time, and also regularities of transformation of present society. For example, taking into account commodity market saturation individuals are turned to be in a situation of a total choice in the modern Ukrainian society.

We are telling not about satisfaction in the act of consuming material need, but about experiences related to the thing and its consumption, sociocultural involvement, group identity, which is defined by an idealized advertising image. Such approach allows revealing the multi-level advertising structure as a complicated dynamic social phenomenon that forms and develops as one of the mechanisms of

socialization and identification of personality. This mechanism is responsible for setting new types of relations, which are characteristic of the current society. (The information based society can be presented as the only communicative space within which there are various social and communicative dialogues). In other words, within the socio-philosophical approach the advertising is considered as mass communication, as the constant process of creating and showing the meanings. The cultural form of these meanings is a myth which is based on archetypes of C. Jung. For instance, the myth is a source of creating the social reality in the modern mass consumer society. The authors believe communication to subordinate the advertising. The advertisement as a form of displaying of global information space is characterized by creating its own space of events and its own language of communication.

There is an axiological approach. Its major difference is the fact that the information space within such an approach is taken into consideration as a means of creating human value orientation. It means that the advertisement is a main element of complex of changes of different value orientations. The essence of this approach lies on the investigation of techniques and skills, identification of their composition and creation of recommendations of practical direction based on this study. This approach is based on the study of the human value sphere and the impact on it of the professional activities of advertisers.

Despite the importance of these approaches, the systemic one makes us able to examine the social aspect of advertising because it helps to explore its impact on the formation of personality. This approach is based on using the general principles of a functional analysis to any phenomena. And at the same time it makes us

capable of specifying this approach for each of them.

Considering the advertising of modern information based society we conclude that the systemic approach performs three main tasks: theoretical, methodological and marketing. The first task consists in R&D in advertising including retrospective analysis, which helps to objectively evaluate a particular position based on an examination of all of its possible conclusions that can be obtained. For example, such research is quite efficient while analyzing Internet advertisement that makes us able to define its various types, divide it into contextual, video and banner ads, as well as social media advertising, explore its main features, and more. Quite interesting in this context is the study of J. Vitale, in particular, the so-called "hypnotic style" of writing advertising texts. The scientist describes it as "the conscious use of words to enter people's mental state of focus, in which they are inclined to make the right choice of product or service" [1]. The author has made a significant contribution to the development of online advertising. It is the systematic approach that enables a meaningful assessment of its achievements.

The second one as methodological task is directed to the development and application of instructions, which regulate different sides and major stages of advertising. It means that the study of the mechanism of ad object creation from several multiples is the main feature of this task.

Besides, one more characteristic feature is that we have to take into account the internal and external systemic relations, that is, the procedure of grouping the main concepts and creating a single theoretical picture. Via it we are able to study out the essence of entire system.

The third task (marketing) is based on monitoring and analysis of ad

markets not just our own country, but also the foreign ones. This is to identify the balance between supply and demand for promotional products, to identify the most profitable object and the acceptable source of its receipt.

For example, by using the opportunities of conscious and unconscious influence on consumers the ad can not only form a demand but also manage it, in particular, in decreasing or increasing the the volume of submitting a separate message or scheduling promotional information. For example, the so-called promotional advertising at media about the sale at discounted prices, promotes greater competitiveness for the company. In A. Shynko's opinion, it also solves the main task of the advertising: To change the behavior of potential consumers, make them desire to purchase a product, provide the effective marketing of a product or service in a particular situation [12: 97].

Having identified the main objectives of the systematic approach, it seems logical to move to the consideration of the essence of the integrative approach, because it is the latter that outlines the main strategies for the study of targeting in advertising. Such approach is quite relevant because by its successful implementation an important aim is achieved: the creation of quality, competitive advertising. In addition, integration is an important didactic tool that allows creating a holistic concept of object of interest of the world not only for marketers and advertisers, but also for consumers. Therefore, we conclude that the integrative approach is interpreted as a way of combining the essential link between different marketing, advertising and psychological knowledge.

The following approach looks up to the search for features of human perception. It is a socio-cognitive approach. Confirmation of the

importance of this approach can be found in the works by V. Lapina. She claims that this approach in its capacity: "1) promotes the development of scientific research in advertising as a certain way of implementing social interactions, which makes it possible to view advertising as a specific and specialized communicative practice; 2) stimulates modern scientific search in the areas of identification and study of the typological specificity of direct and hidden advertising, as well as the study of typological influences advertising on the processes of perception and practical use of the content of advertising messages by people; 3) acts as a conceptual and methodological basis for the development of specialized innovative technologies that provide such impact" [6: 94-95]. In this context, we are more interested in social and contextual advertising. In general, the aim of this approach is to find out the nature of human behavior and thinking under the influence of various social situations.

So that approach allows us to understand how and why people interact with each other. In other words, the conditions that help to form social behavior and thinking of consumers have the considerable importance here.

A striking example of such a study was recently observed in France. And I.Sydorenko, exploring why social advertising abroad is more effective than in Ukraine, provides the following example. There was an attempt to combat the problem of road accident at the crosswalks in France: "Virtual accident billboards have been installed in Paris. When a passer-by violates, the billboard imitates the terrible sounds of a braking car or the sound of a car crash. Then it takes a picture of the frightened passer-by and places the photo on the screen" [9] A closer example for Ukrainians is the recent social advertising, developed as part of

the Campaign For Safe Roads, where people are shown *Belt or Autopsy* (a bruise from a belt in an accident or a mark from a morbid anatomist's knife). So, with the help of social advertising, citizens are reminded of the due care and knowledge of traffic rules.

Besides, let's mention one more approach. The socio-cultural approach helps to explore the socio-cultural characteristics of advertising; in particular, we can study the impact of advertising on social activity. In the context of this approach the ad is considered within the specific historical period of a particular society. It allows defining that in a separate period of time the ad can act as a process of consolidation of society and separate people, their impact on each other so as a process of deconsolidation. On the current stage of the ad development the individualization of society and as a result of it is becoming a big problem. As we can see there is one significant feature in the context of such advertising as the gradual transformation of the commercial nature of relationships into personal ones. Despite this the advertising as one of means of formation of new forms of socio-cultural environment, systems of cultural and normative values has a large cultural potential which under certain conditions can influence as on separate individuals as on the entire society positively.

The socio-cultural approach plays a significant role not just in the development of a mass culture but also influences on the classic, traditional culture and entire society. This approach seems similar to the axiological approach in advertising analysis.

Many scholars highlight the moral and ethical approach of analyzing advertising. For example, in the work *Psychology of advertising* by A. Lebedev-Lyubimov, the author notes the importance of the approach in the

context of morality, when psychologists working in advertising, need to make a difficult moral choice between manipulating the consumer, as sometimes required by advertisers, and a comprehensive study of advertising activities within the framework of scientific psychology. In particular, many practitioner psychologists contribute the promotion of goods and services that are not always objectively beneficial to the individual (e.g., tobacco, alcohol, low-performing drugs, foods containing harmful chemical components, etc.) [7: 353]. In its context the advertising is directly considered as a tool of manipulative influence on consciousness not only consumer, but also public. Firstly, there is a suggestive model, the aim of which is to impact on the customer's consciousness and subconscious for creating the "desire" to purchase the advertised product or service. It means that in that context the ad influences directly on the will and behavior by attracting attention and engrossing in the human subconscious.

Secondly, it is a model for monitoring the basic needs of consumers. It is based on meeting the needs of the subjects. This method claims the influence and belief between the subjects to be not clear. It is managed by those forms of the ad that may attract customer attention. Thirdly, there is an advertological model.

This model is based on the study of advertising as a public interest activity. By analyzing direct and indirect influences on customers the advertological model does not have the main task to study the market for trading unlike the former one. In this case the ad communication is studied for the purpose of exploring its psychological aspects with a desire to focus on the nature of the phenomenon and impact on the cultural development of mankind. So that the main task of this model is not to raise the brand or

product popularity but to meet the customers need with getting the prospect of cultural satisfaction. As we can see the approach studies the ad from a perspective of its impact on human psychic structures as on a conscious level as on a subconscious one.

Conclusions and research perspectives. Advertising is a multifaceted process that actively influences the formation of society's outlook in today's globalized world, and is also an effective mechanism for influencing human self-determination. Under the influence of modern challenges and social innovation it suggests various models and lifestyles, actively forms value orientations, etc. The advertising performs the integrative function by virtue of the fact that it can bring information to human consciousness regardless of their national and cultural background, therefore, it's an important factor in influencing current people during globalization. The advertisement can directly impact on personal formation that is why it is a very important impact instrument in not just formation of a national consciousness of an individual but also in creating of social thought. It can form new behavioral stereotypes or lifestyle standards and values. The advertising as one of the major ways of impact on social thought has also to form national identity and the consciousness of young generation. Therefore, it is important to deepen your understanding of theoretical approaches to the advertising in today's information space.

We have distinguished and researched such as axiological, pragmatic, systemic, socio-cultural, socio-cognitive, moral and ethical.

Further socio-philosophical researches of advertising from the point of view of the modern form of development of the world and the formation of the world view of a young human have a great perspective.

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