

Role of the Structure of Public Service Advertising Text in Influencing its Recipient

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Abstract: This study deals with a text of public service advertising which is a catalyst for moral behavior of society, a signal of social problems. Public service advertising differs from other ad types, primarily by its themes, objectives and functions. Public service advertising is created, by public organizations, non-commercial foundations and serves for forming public opinion. However, the problems covered by public service advertising may not always be welcomed by the society. Such advertising may ridicule the moral state of society, the poor performance of state institutions, various important issues unresolved by the legislature, etc. A well-planned structural organization of the text in accordance with the communicative purposes, genre and target audience will be effective and useful for society. This study has several communicative purposes identified (paying attention to the moral (ethical) and social value; calling for the solution of social problems; warning of the danger associated with the threat to life or health; finding a way out of social danger, violence, etc., promising a remuneration for performing any regulatory action, etc.) that define the structure of the text and its tone. As the studied material shows, texts of public service advertising have both folded and unfolded structure depending on the purpose and genre of the advertising message.

Key words: Public service advertising, communicative purpose of an advertising text, structure of an advertising text, regulatory action, promising

INTRODUCTION

It is known that public service advertising, unlike other forms of advertising is a publicity of social values (ethical, cultural, moral, human health and safety values, etc). However, the main task set by the public service advertising is not only to reflect social problems, but also call for their solving, using for this purpose the specific linguostylistic methods of structuring advertising texts. This problem has attracted attention of both domestic and foreign linguists (Sternin, 2001; Issers, 2012; Golub, 2010; Nikolaishvili, 2008; Larson, 1992; Lakoff, 1990).

According to the studied material, the subject of public service advertising and its communication objectives determine the structural organization of the advertising text, the choice of arguments and the general tone of public service advertising.

MATERIALS AND METHODS

The structure of the texts of public service advertising, discussed in this study have been considered under the discursive and stylistic approaches, which involve simultaneously the study of the text from the standpoint of the discursive and functional-stylistic analysis.

A functional-stylistic component of the approach used is associated with qualification material selected for the study. The researcher refers to the analysis of certain type of texts such as socially-oriented advertising texts which include a consumer-affecting information fixed by any functional style. The discursive component focuses on the consideration of the effect of extralinguistic factors on the formation of text (Mills, 1997; Foucault, 1972, 1984). The nature of discourse determines the specificity of verbal interaction between subjects as well as the nature of aims, realized by them (Kress, 1985; Foucault, 1984), which is embodied in the relevant text structure. Communicative orientation, implemented by the researchers of advertising texts, has been subordinated to the aims of denial and assertion: it is associated with the expression of evaluative attitude toward the advertised objects.

RESULTS AND DISCUSSION

Main part: The communicative purpose, the subject and argumentation determine the specificity of the public service advertising structure. The researches by modern researchers have well studied the structure of a commercial advertising text (Wodak, 1996):

- Communicative name (including a trade mark)
- Logo and slogan, i.e., art components
- Key phrases:
 - Title (headline or motto)
 - End-line (echo-phrase)
 - Informational block
 - Contact details

The number of components of the advertising text structure and their order may vary depending on the nature of the products offered and target audience for which this ad is designed. For example, Medvedeva (2003) distinguishes four basic compositional elements: the slogan, the title, the main ad text and the echo-phrase (Kara-Murza, 2007). Some researchers additionally distinguish the subtitle (introduction) (Feofanov, 2004).

Following Solodovnikova (2011), the structure of public service advertising texts can be as follows (Zirka, 2004):

- Slogan
- Thesis which reflects the main idea of an advertising message
- Argumentation
- Guide to action, imperative, slogan
- Organization's details

It should be emphasized that both in social and commercial advertising, the structural components are located freely and some blocks may be absent at all.

Communicative objectives, content and genre of social advertising define the specifics of its structure. Thus, using the structure of advertising text suggested by A.N. Solodovnikova as a basis, we have revealed the following communicative purposes (Zirka, 2004):

- To pay attention to moral (ethical) and social value
- To call for the solution of social problems
- To warn of the danger associated with the threat to life or health
- To find a way out of social danger, violence, etc
- To promise a remuneration for performing any regulatory action, etc.

A communicative purpose of drawing attention to a moral (ethical) or social value is realized in advertising the achievements of the society or a state. These usually are short slogans accompanied with contact details and vivid images.

Benefits to multi-child's families: Ministry of Social Development of Perm region. Perm 2014; promoting the self-employment of unemployed citizens. Employment Service, Perm 2013.

The above examples draw attention due to ascertaining facts requiring no argumentation (benefits to multi-child's families; promoting the self-employment of unemployed citizens).

Another important communication purpose of public service advertising is a call comparable with the prevention purpose in its prevalence. The call-bearing texts have different structure.

Camp "Orlenok" (Perm) Plan out your kid's vacation just right now. A direct appeal in this text (plan out) is expressed in one slogan in the imperative form.

Orphanages lack the simple things: Charitable Foundation "Everything for Children". In this case, the text is a hidden call-slogan (to provide all possible financial assistance to orphanages) in the form of indicating the problem ("lack simple things").

Beauty is a fragile power! (thesis): Leave it off until becoming dramatic! (a calling slogan) Many will give any means to stay young even for a short time. While not hurrying the time with cigarettes is just enough (argumentation). Both thesis and slogan in the given text require explanation or argumentation. We can see that the argumentation uses methods of influencing the motivation of the recipient to do or not to do any action. The arguments given as a worldly experience ("many will give any means to stay young, it is enough not to hurry the time with cigarettes) may have influence on all segments of the population.

Noisy neighbors (thesis)?: Your district police officer is for "strictness" (argument). Find out your police officer's telephone number by calling 02 (an appealing slogan). He strictly won't ignore your problems (argument). In this example, the appealing slogan is in the middle of the text which allows softening its cautionary tone by using the argument ("district is for "strictness" "He strictly won't ignore your problems").

The analysis of thematic material shows that most of the advertising texts with the communicative purpose of prevention are the text about healthy lifestyle and road safety. Such advertising text usually warns its recipient of the consequences of violating a rule or ban. The structure of these texts as a rule is based on the typical pattern thesis argument (counter-argument) echo-phrase.

Road police calls again the drivers for paying fines for traffic offense (an appealing thesis). Any debt overdue within the time limit specified by law involves administrative responsibility under the Art. 20.25 AdOC RF a double fine or administrative arrest for up to 15 days (a warning argument).

Drug addiction snakes through each crack (thesis) “Be careful!” a squirrel advises (slogan). You should not try all drugs at will, just not to run. Like a squirrel in the wheel! (a warning argument).

This text structure reflects a clear logic of the warning of a danger or an administrative arrest, etc. This uncluttered two-component (three-component) structure of the text (thesis-slogan-argument) allows sticking in memory of the consumer and maintaining a warning tone of the advertising text.

Texts with the communicative purpose of overcoming social danger and violence represent a theme of domestic violence and child abuse. The structure of these texts consists mostly of a thesis, strong arguments and an echo-phrase.

Domestic violence against women is a silent problem (thesis). Total silence results in the growing number of women being battered, mutilated and humiliated by their own husbands (argument).

The statistics is terrifying: 4 of 5 Russian women aged 18-60 experience psychological violence in their families, every fourth (at various frequency) experiences physical violence, 22.4% of women experience economic and 13.1% sexual violence from their husbands or permanent partner (argument).

Almost every tenth woman (8%) experiences both physical and sexual abuse at home and one of ten women (9.5%) has experienced physical violence from her husband/partner during pregnancy (argument).

Speaking about such problems is the only way for a woman to break out of the vicious circle (an appealing slogan). Being a victim is not a shame. Standing, it is worse (echo-phrase).

The above advertising text shows that the risk of violence is revealed through three similar socio-statistical arguments (four of five women experience psychological violence in their families. Every fourth experiences physical abuse, 22.4% economic and 13.1% sexual violence. Almost one of ten women (8%) experiences both physical and sexual abuse). Of course, statistical data underline the importance of the problem and make the advertising message more convincing. This text solves the problem of destructing the stereotypes about humility and tolerance of Russian women in situations of social risk.

The next type of texts with the communicative purpose of promising a remuneration for the performance of any regulatory action, etc., is a three-tier structure:

- Can't give up smoking? (title)
- We will provide you free support for 30 days! (a promising thesis)

- You will succeed. Leaving off smoking is quite easy (argument)
- You don't need any will power. No bone-rattling torments (argument)
- You will easily quit smoking. Just make the first move (argument)
- We do not smoke already join us! (slogan)

The above text bears a promising thesis represented by persuasive arguments-slogans (You will succeed. You don't need any will power. You will easily quit smoking). The text ends with the assertive slogan calling for action: We do not smoke already join us!

The following example of social advertising can be used to see how the text with the same communicative purpose (see above) is full of advertising structural components:

- A family begins with children (slogan)
- Since 2008, a regional competition “The best multi-child's family of the year” is held in Perm region (thesis to attract attention)
- This competition is aimed at increasing the prestige of family institute and strengthening moral principles in the family relationships, mutual understanding and respect (argument)
- The competition consists of two stages: the qualifying round in each municipality and the final round (argument)
- In 2014, 47 families will participate in the final round of the competition (argument)
- The winners will be awarded with plaques, the desk-type medals “Best multi-child's family of the year” and cash payments in the amount of 200 thousand rubles (a promising thesis)
- Organizer of the competition, the Ministry of Social Development of Perm region (reference information)

The multicomponent structure of the above text reveals the theme of the contest for choosing the best multi-child's family. For drawing attention the numerical indicators are used, the objective of the competition (“This competition is aimed at increasing the prestige of family institute and strengthening moral principles in the family relationships”) and its realization conditions (“The competition consists of two stages. About 47 families will participate in the final round”) serve as an argument. At the end of the text, there is a rational promising argument and reference information that gives the text a serious confidential tone.

It should be mentioned that the final phrase in the commercial advertising usually causes positive emotions

while the social one encourages thinking about the problem and contains a reproach, shame and a premonition of tragedy, etc., “we do not smoke already join us!. Being a victim is not a shame. Standing it is worse. Not to run like a squirrel in the wheel”.

Summary: The ability to correctly structure the text of public service advertising with communicative purposes for influencing a recipient helps the professionals engaged in the field of PR and advertising to achieve the set goals.

CONCLUSION

Thus, we have revealed different types of text structuring in the public service advertising texts depending on communicative purpose orientations of an author. For example, a text consisting of one or three sentences and having one of the communicative purpose of advertising clearly traced such as to draw attention to the moral and ethical issue or call for any action or warn of any danger is successfully presented in the genre of announcement. The structural organization of such texts is a shortened version of the four-component structure, since, it implicates explanation components (argumentation), contact details and an echo-phrase. The texts consisting of three or more components are a detailed message aimed at influencing a consumer's will and his/her decision-making.

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