

Секция «Реклама в США и Великобритании: современное состояние и перспективы развития»

Contemporary advertising. Archetypes and symbols.

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Mass culture is a mode of transmission of the mentality. This process is determined by peculiar features of modern communication. Actually, the practice of making advertising is _ creative work in which the reality of life translates itself with the help of distinct images and symbols.

First of all, art in general and particularly commercial advertising have similar goals in promoting emotional impact. On the both sides there are speci[U+FB01]c components of psychological features comprising such things as symbols, archetypes, language forms and scopes of associations.

This sphere of study is extremely important _ because of a great attention which is attached topsychological in [U+FB02] uence and propaganda. These problems of manipulating occupy an important place in academic human studies in the 20th century. There are tens of fields of research in psychiatry, psychology, linguistics, philosophy, sociology and other spheres of study.

Advertising is a practical implementation and usage of this theoretical experience. The main points of studies in contemporary advertising are concepts of the collective unconscious, archetypes, individual perception and cultural patterns.

Traditional modes of art direct a person to special human decencies. Advertising has the same goal. Moreover, there is one more speci[U+FB01]c aim of commercials - to make a person __ buy an exact product. These images induce not only conscious, but unconscious of the individual. The more products appear __ the more impressive ways of promotion and in [U+FB02] uence are used.

Arts alongside with Myth, Religion and Law promotes high moral and spiritual standards, whereas advertising as a part of arts transmisses the human moral system. __ Today people do not re[U+FB02] ex about this. There is no exact hierarchy of decencies in this system but their standards and levels are uncontrovertible. It may be assumed that the process of obtaining this system was logically [U+FB01] nished in the 20th century when modernism and Avant garde deconstructed morals and then reconstructed them in the wake of of Post-modernism. It is the status of universal decencies that makes it possible to translate them in advertising with the help of topical images and signi[U+FB01] cants. __ Understanding certain forms and images that serve as positive or longing symbols, though perhaps inaccurate, may build a powerful and emotionally provocative pattern to achieve advertising targets.

Advertising also uses textual communication tools in order to construct messages that will lead to consumption of products through the conscious and unconscious. The use and abuse of language has allowed to attract __ the mind and send misleading messages into it.

The unconscious process __ in [U+FB02] uences the evaluation of an advertising stimulus, and the selection and purchase of a product. Consequently, the most important thing now, regardless of whether its use is intentional or not, is to be aware of it and use it in order to develop better advertising strategies.

Источники и литература

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