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The use of public service advertising for solving social problems
El uso de publicidad de servicio público para resolver problemas sociales

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Abstract.

Modern society, whose typical features, among other characteristics, are the growth and development of the advertising industry, is more and more interested in public service advertising whose goal is to draw the attention of a wider audience to social problems. The result of public service advertising is the formation of certain moral and value attitudes. Advertising influences the consciousness of people by promoting a certain attitude to life and ensuring the relevance of moral and social values, as well as an active socio-political position. In general, public service advertising is regarded as a means of regulating social processes. Avoiding the extremes of coercion and indifference, public service advertising makes the individual focused on the problems that should be addressed. The research goal is to analyze the experience accumulated by government bodies regarding the use of public service advertising for solving social problems. Methodology. The study was conducted in 2019-2020 at Yelets State Ivan Bunin University (Lipetsk Region). The subject matter of the research was the population of the Lipetsk region (n=1200). The scope of the study was the use of public service advertising in the government activities and the attitude of the population to public service advertising. Results and their analysis. As an instrument of influence on public consciousness and a factor in the formation of certain behavioral models, public service advertising implies interaction among society, public organizations, business, and government bodies. It is a method of targeted impact on society aimed at solving social problems. The development of public service advertising is driven by the changing attitude to social problems, both by government bodies and people, most of whom consider public service advertising to be an effective tool for raising social problems and improving social behavior. Health and family remain important themes of public service advertising. By drawing attention to social phenomena and problems, public service advertising promotes humanity, law, and care in society. Focus on public order, protection of public and personal interests and civil rights increases legal awareness in society. There is still public demand for public service advertising that stimulates people's interest in certain projects, programs, organizations, usually non-profit. Event advertising successfully informs the audience about upcoming festive events, historical dates, and strengthens common social memory. Public service advertising does not contradict basic social attitudes, and its study is useful for understanding and interpreting public consciousness.

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Keywords: public service advertising, social problems, system of public service advertising, impact, effective communication, dissemination of information among people.

Resumen

La sociedad moderna, cuyas características típicas, entre otras características, son el crecimiento y el desarrollo de la industria publicitaria, está cada vez más interesada en la publicidad de servicio público cuyo objetivo es llamar la atención de una audiencia más amplia sobre los problemas sociales. El resultado de la publicidad de servicio público es la formación de ciertas actitudes morales y de valor. La publicidad influye en la conciencia de las personas al promover una cierta actitud ante la vida y garantizar la relevancia de los valores morales y sociales, así como una posición sociopolítica activa. En general, la publicidad de servicio público se considera un medio para regular los procesos sociales. Evitando los extremos de coerción e indiferencia, la publicidad de servicio público hace que el individuo se concentre en los problemas que deben abordarse. El objetivo de la investigación es analizar la experiencia acumulada por los organismos gubernamentales con respecto al uso de publicidad de servicio público para resolver problemas sociales. Metodología. El estudio se realizó en 2019-2020 en la Universidad Yelets State Ivan Bunin (Región de Lipetsk). El tema de la investigación fue la población de la región de Lipetsk (n = 1200). El alcance del estudio fue el uso de publicidad de servicio público en las actividades del gobierno y la actitud de la población hacia la publicidad de servicio público. Resultados y su análisis. Como un instrumento de influencia en la conciencia pública y un factor en la formación de ciertos modelos de comportamiento, la publicidad de servicio público implica la interacción entre la sociedad, las organizaciones públicas, las empresas y los organismos gubernamentales. Es un método de impacto dirigido en la sociedad destinado a resolver problemas sociales. El desarrollo de la publicidad de servicio público está impulsado por la actitud cambiante hacia los problemas sociales, tanto por parte de los organismos gubernamentales como de las personas, la mayoría de los cuales consideran que la publicidad de servicio público es una herramienta efectiva para plantear problemas sociales y mejorar el comportamiento social. La salud y la familia siguen siendo temas importantes de la publicidad de servicio público. Al llamar la atención sobre los fenómenos y problemas sociales, la publicidad de servicio público promueve la humanidad, la ley y el cuidado en la sociedad. Centrarse en el orden público, la protección de los intereses públicos y personales y los derechos civiles aumenta la conciencia jurídica en la sociedad. Todavía hay una demanda pública de publicidad de servicio público que estimula el interés de las personas en ciertos proyectos, programas, organizaciones, generalmente sin fines de lucro. La publicidad de eventos informa con éxito a la audiencia sobre los próximos eventos festivos, fechas históricas y fortalece la memoria social común. La publicidad de servicio público no contradice las actitudes sociales básicas, y su estudio es útil para comprender e interpretar la conciencia pública.

Palabras Claves: publicidad de servicio público, problemas sociales, sistema de publicidad de servicio público, impacto, comunicación efectiva, difusión de información entre personas.

Introduction

The use of public service advertising for solving social problems N. Luhmann concludes the chapter on advertising from “Mass Media Reality” by repeating Leibniz’s metaphor about the best of all possible worlds (Luhmann, 1996). Of course, its theological and ontological components are shaded in this particular case. It seems that N. Luhmann does not really believe that the world of advertising is guided by Leibniz’s logic. Moreover, after referring to the “*Theodicea*” in the very last lines of the chapter, he goes on to discuss a salad. Leibniz’s theory can obviously be considered as a parallel to the philosophical and sociological constructions of Luhmann (Nazarchuk, 2012). However, we may diverge from the view of the German sociologist and try to take a broader view on the topic, considering the reference to *beste der möglichen Welten* as some explanatory pattern that can be used beyond Luhmann’s perspective on the emergence and functioning of public service systems. By expanding the theoretical scope of the metaphor, we simultaneously narrow the field of its practical application by choosing a specific type of advertising – public service – to demonstrate the equally specific transformation of the traditional ways of describing and interpreting advertising as part of the mass media reality. Among other objectives, this will help to maintain the right intonation. Traditional postmodernist irony, typical of Luhmann in this case, is not always appropriate when one talks about commercial advertising – advertising par excellence. It is often interpreted as totalitarian, bound to gain control over the individual, and frightening silent majority is directly associated with it. Public service and nonprofit advertising do not have such an explicit conflict, so Luhmann’s irony, combining modern European rationalism and salad in one paragraph, is more appropriate here. Due to the general educational in-tent, public service advertising is more like a pedagogical object, with all the conventions accompanying the discussion of education beyond the boundaries of pedagogy itself – some leniency along with respect based on tradition. For Luhmann, the best of all possible worlds of advertising means an ideal balance of order and freedom, characteristic of the world, as it is represented by advertising discourse. Here both or-der and freedom are repeatedly used with quotation marks, denoting only “a combination of high standardization with equally high surface differentiation” (Luhmann, 1996).

This means that advertising is to create the illusion of freedom and renewal with a constantly transformed object whose essence remains the same. In other words, it should support excessive diversity sufficient to prevent consumers' dissatisfaction, or this otherwise could potentially link freedom with the necessity to make a fundamental choice, which is unacceptable for the advertising client. In this case, freedom is limited by the implied order, while order should provide for the need to sublimate freedom. This leads to the emergence of the world of advertising that optimally balances multidirectional intents of the audience. The critical focus of scientific discourse here manifests itself in quotation marks, as we indicated above. Neither freedom nor order in the relationship described by Luhmann can be interpreted as real freedom or real order, even if they were fully realized, not only within the framework set by the reality of advertising plots. Obviously, the freedom of man in Luhmann's philosophically charged universe goes beyond the purchase of goods, while the order does not imply regulating the choices of the buyer, but the autopoiesis of social systems as such and their structural compliance with the outer world. To see the conflict of freedom and order in advertising means its profanation, or at least an ironic view on it. An ironic attitude to advertising might be nothing more but a reaction to its exceptional transparency. The motivation underlying it, as well as the mechanisms of its symbolic coding, manifest themselves openly. And although here, like in any other case of the actual construction of dis-course, a sociologist does not have access to the "peaks of discursive interaction" (Van Dijk, 2008) – meetings at which the decisions regarding the choice of advertising campaign strategies and advertising images are made, – the advertising discourse itself provides sufficient material for generalizations, as it fits in some simple possible models. The "psychological hermeneutics" regarding "transcendental subject" behind it reveals the simplicity of the decisions made. Their critical perception means that one does not believe in the sincerity of those creating an advertisement; if one acknowledges them, one can conclude that authenticity is maintained. Neither this nor that attitude questions the effectiveness of advertising, even "in the form of self-organization of stupidity" (*in der Form der Selbstorganisation von Torheit*) (Luhmann, 1996), thereby making it possible to consider advertising on scientific basis.

Since modern society is defined as an information one, this inevitably means a wider range of practices that aim to adjust human behavior in a given direction. For instance, it is assumed that public service advertising has the potential to correct social standards and influence moral values, which are the elements of a society with a high level of awareness and prosperity. Ideally, public service advertising helps form psychological stereotypes of behavior and the worldview as a whole. These tasks are set by the discourse on public service advertising, functioning in the context of social science, practical recommendations on the creation of public service advertising, as well as within direct social communication in large population groups. The discourse on commercial advertising and mass media as a whole has a crucial component that manifests itself, inter alia, in a number of classic texts (Baudrillard, 1972; Fairclough, 2015; Luhmann, 1996; Wodak, 2011; Zimbardo and Leippe, 1991), while public service advertising has no opposition between “internal” discourse (by definition perceived as loyal), and “external” discourse (the discourse of the “second-order observer”). To talk about the impact of public service advertising – even the negative impact – one has to be inside this discourse, accepting its imaginary or real intents. The person writing or talking about public service advertising somehow becomes its consumer. The discourse related to public service advertising, as we can assume, is virtually identical to the discourse on public service advertising itself. The unity of the discourse can be clarified by analyzing its heterogeneous components, and this may help determine the universal characteristics of public service advertising and present it as a self-referencing discursive practice that still requires further study.

Methods and Materials

Compared to commercial advertising, public service advertising is a much less significant subject matter of research. This is due to a smaller volume of funds and efforts required for its creation, and formally, it is beyond the obvious process of general commercialization of modern culture. The most interesting fact for us is that public service advertising has accumulated much less experience of theoretical reflection. Nevertheless, some certain eneral characteristics make public service advertising one of the most interesting discourses for research.

In this study, we combined several theoretical and empirical methods. The first group included a theoretical analysis of scientific papers, the study and generalization of the consideration of public service advertising in the ongoing scientific discourse. To obtain quantitative characteristics of the problem under study, to determine how public service advertising is perceived in society, we conducted a mass survey at the place of residence of the respondents using the methodology of standardized questionnaires.

Results and Analysis

The role of public service advertising in society is determined by its capability of harmonizing social space and social relations as a technology for developing new social values and socially approved behavioral models (Kovaleva, 2012). Public service advertising is considered and studied as a psychological, semiotic, marketing, and communication phenomenon (Martynov, 2017), as well as a type of mass communication based on the creation of informative images that are targeted at certain groups of people and encourage them to perform a certain action or make a specific choice. The main feature of such advertising is its anthropocentrism, since the purpose of the advertising text is the regulation of human social needs. Accordingly, the language of advertising and its content comply with the current level of the cultural development of society.

A number of key values and featured behaviors become real and material only if they turn into general norms of behavior that are popular and generally accepted (for example, they indicate a concern for the environment or norms of proper behavior at work and at home). The extent to which such positive social norms are adopted in any society, regardless of the level of its economic development, plays an important role in shaping the internal social climate in the country. Accordingly, public service advertising is primarily aimed at solving problems affecting the largest possible population groups, which may be illustrated by the prevention of violence, drug abuse, AIDS, or improving children's health. Public service advertising claims to change the attitude of target social groups to the problem using the information provided, and in the long run to turn specifically coded social values, norms and behaviors into reality. Advertising, to the extent it can be taken seriously and

considered a working tool, is trying to change human behavior and, accordingly, influence public ideology. In this regard, we may assume that the mission of public service advertising is the long-term modeling of social behavior that improves both moral and social worldview of people and their actual behavior (Nikolayshvili, 2009).

Public service advertising can be initiated by society or the state. Nonprofit advertising is sponsored by nonprofit organizations or donations. It aims to communicate clear messages to a wide audience. Its objectives include disseminating information and changing behavior patterns to promote a nonprofit product. Public advertising is used to popularize positive social values. Its main goal is to draw attention to the need for specific social behavior, which in this case can be called an intangible social product (MacFayden *et al.*, 2003). This product is usually not associated with direct financial costs or profit made by any party.

The main suppliers and sponsors of public service advertising are public organizations (including charities), businesses, entrepreneurs, and state bodies. For charitable and public organizations, public service advertising is not only a way of achieving their organizational goals and objectives, but also an efficient tool of receiving donations. Commercial companies use public service advertising as a means of demonstrating social responsibility and to create positive PR related to their business. Public service advertising campaigns also allow the commercial sector to promote social policies supported by the government. In addition to this, business has certain benefits related to supporting and distributing public service advertising, which include increasing the company's popularity, PR, improving the company's image and reputation at the local and national levels, maintaining the association of a company name with sponsorship or prestigious charity events, demonstration of closeness and openness to other non-profit organizations and government bodies. Corporations are interested in public service advertising as it helps them build the image of a socially responsible company. Investment in public service advertising is a way to reduce or eliminate criticism from the audience on the actions of a company and government. For example, to overcome criticism, tobacco companies used to create anti-smoking ads designed for teens. Another example is a large-scale public

service advertising project in Russia titled: “Smoking? There is no time for this.” Such largest tobacco companies as British-American Tobacco, Philip Morris, Japan Tobacco International, etc. funded this program.

Government organizations use public service advertising to establish positive links between the goals of the state and the goals of society in general. For this reason, public service advertising that is created with state support is hard to distinguish from state policy.

Social advertising can be used to create and maintain a more positive image of the state, as well as to determine its position and attitude to certain problems. It can also help inform citizens about the measures taken by the state that aim to solve problems and tackle problematic issues. People want to know what the state is doing to combat social, moral, and spiritual problems. In this regard, one of the main goals of public service advertising is to promote and maintain confidence in what the state is doing.

Unfortunately, legislative preferences for public service advertising create prerequisites for its unfair use as an element of covert propaganda or covert commercial advertising. For example, “labeling” based on the stereotypes existing in the mass consciousness is an essential element of manipulation actively used in advertising (Navasartyan, 2016). One of the main targets of manipulation is human emotions, since the emotional sphere reacts faster, this reaction is irrational, and it is easier to take advantage of. In particular, for these purposes, ad makers resort to abnormal situations that evoke strong feelings: insecurity, jealousy, hatred, or fear; it is very difficult to control them or use common sense. The methods of aggressive manipulation of public consciousness are equally dangerous (Terskikh and Gladun, 2019; Esarey *et al.*, 2017). All this raises the question of the quality of public service advertising (Golenkova and Kalmykov, 2017; Kalmykov and Sharkov, 2017).

The annually generated volume of public service advertising, as well as the corresponding descriptive discourse, contrasts with the lack of an effective procedure for measuring the

real impact of public service advertising on various forms of social behavior. It is difficult to both qualitatively and quantitatively track changes in the behavior of the target audience that can occur after viewing public service advertising and should be attributed solely to its influence, which has been considered in a number of special studies (Ukhova, 2012; Firsova, 2019; Shovina, 2014; Yoon, 2017; Kiyu *et al.*, 2019; Leshner *et al.*, 2018; McDonald *et al.*, 2014; Moore *et al.*, 2011; Nan *et al.*, 2017; Quesenberry, 2019). Nevertheless, as long as public service advertising is traditionally seen as a value that does not require empirical confirmation, which exonerates its production and dissemination, we can consider the attitude of the general audience to public service advertising as a marker that would allow us to register the compliance between the very existence of public service advertising, on the one hand, and the degree of its social legitimation, on the other. In other words, since it is impossible to assess its formal effectiveness, the degree of social support for public service advertising quite successfully ensures its recognition as a form of social communication.

For this purpose, we conducted a study at the Department of Philosophy and Social Sciences of Yelets State Ivan Bunin University involving 1200 respondents aged 18 and older. The subject matter of the study was the population of the Lipetsk Region (n=1200). To get a representative result, we carried out a stratified selection of the obtained primary data according to several criteria: gender and age of the respondents (18–25 years old; 26–45 years old; 46–60 years old; 60 years old and older). The sample size and the method of the primary data processing gave a standard error of measurement. The maximum permissible error of the sample did not exceed $\pm 2.6\%$ with a probability of its occurrence of 0.95. The empirical data were processed and analyzed using SPSS analytical software. The scope of the research was the attitude of people to public service advertising.

Having conducted the study, we obtained the following results. It was established that 56% of the respondents occasionally saw public service advertising, while 44% of them came across it regularly. Thus, people pay attention to public service advertising and know that it looks like and what problems it addresses. Most often, the respondents found

advertising, which they defined as public service, “outdoors, on billboards” – 82%; the second place, 58%, – on television; in various leaflets – 48%; and on the Internet – 46%. Only 32% of the respondents came across public service advertising in transport, and 18% – in the media.

According to the respondents, the main goals of public service advertising are “Encouragement of certain socially significant actions” – 36%; “Charity” – 18%; “Prevention of traffic accidents” – 16%; “Promotion of a healthy lifestyle” – 10%; “Alcoholism prevention” – 8%; “Drug prevention” – 6%; “Crime prevention” – 6%; and “Entertainment” – 0%.

The respondents claimed that the public service advertisements they had seen aroused the following feelings: “Got them thinking” – 66%; “Interest” – 38%, “Surprise” – 28%, “Admiration” – 4%, “Fear” – 2%; “Irritation” – 0%; “Indifference” – 0%; “Made them laugh” – 0%; and “Did not arouse any feelings” – 2%.

For 48% of the respondents, the main features of advertising are “being truthful”, “a slogan one can understand” – 32%; “providing information about the problem” – 22%; “giving information on the agency to address” – 20%; “advertising is true to life” – 16%; and “providing useful information” – 8%. Moreover, this question revealed unusual gender specifics of the preferences: for the female respondents, the most important aspect was “giving information on the agency to address,” which gave them an opportunity to take immediate action, whereas the male audience stressed the motivational component – “a slogan one can understand.”

The distribution of the answers to the question about the main values promoted by public service advertising was representative: the respondents chose options that were quite traditional for the modern social space: “Family happiness” – 64%; “Health” – 52%; “Respectful attitude to others” – 48%; “To do good for the country or humanity” – 28%; “Love” – 6%; “Wealth” – 0%; “Power” – 0%; “Glory” – 0%; “Respect of relatives and friends” – 2%; “Self-realization” – 0%; and “Successful career” – 2%. People are interested in

various themes of public service advertising, but the most important are those that are connected with good family relations and health. The answers to the question on the themes of public service advertising the respondents had noted was in general consistent with the choice made in the previous question: "Prevention of emergency situations and accidents" – 86%; "Civil rights and obligations (taxes)" – 74%; "Alcohol abuse and smoking" – 72%; "Abortion" – 64%; "Personal security" – 48%; "Blood donors" – 48%; "AIDS" – 32%; "Addiction" – 28%; "Use of seat belts" – 28%; "Violence" – 12%; "Cancer" – 10%; "Waste management" – 2%; and "Tolerance" – 2%. Consequently, the public service ads the respondents remembered best over the past year were: "Say no to drugs!", "Ruble per day" ("Help Needed" Fund), "No small shots while driving," "Stop abortion. I want to live too," "Take care of wildlife!", "Forest is not a place for littering," "Stop drugs," Dobroshift ("Angel Gift" Fund), "This cannot be cured" (Khabensky Foundation), "Report home violence," "The forest dies with its inhabitants," "I love my life," "Alcohol addicts harm not only themselves," "Come back," "Fasten your dearest", "Mom, don't wait me home. The driver was in a hurry," "Smoking? There is no time for this," "Speeding brings bad luck," etc.

We focused on the questions reflecting the respondents' assessment of the role of public service advertising in society, as well as its effectiveness. For instance, 42% of the respondents indicated that "public service advertising effectively contributes to the prevention and solution of social problems in modern society"; 22% – "public service advertising basically deals with the task set"; 20% – "social advertising only partially solves the task set"; 16% – "social advertising is not an effective way to prevent and solve social problems."

According to 47% of the respondents, public service advertising can change the behavior of people in the future. At the same time, 46% of the respondents were sure that "public service advertising cannot change people's behavior", while 7% claimed "people's behavior is already changing under the influence of public service advertising." At the same time, 24% of the respondents believed that "public service advertising has a solely

positive effect on the behavior of people,” and 20% said, “public service advertising can influence human behavior both positively and negatively.”

What is more, 46% of the respondents were certain that “public service advertising will not influence their behavior” (60% of men and 32% of women). On the other hand, more than 50% of the respondents recognized the influence of public service advertising on their behavior. Also, 22% of the respondents claimed that they “changed their behavior related to the problem raised in public service advertising” (20% of men and 24% of women); 16% of the respondents “made a donation to some charitable foundation” (12% of men, 20% of women); 8% “worked as a volunteer” (4% of men and 12% of women); 6% “helped relatives/acquaintances who had a problem featured in public service advertising” (2% of men and 10% of women); 2% “changed their lifestyle” (2% of men and 2% of women). At the same time, more than 50% of men noted that social advertising had no effect on them, with a third for women claiming the same. The women were more willing to take certain actions and change their behavior. This is confirmed by the fact that 24% of women changed their behavior on some social problem, 20% made a donation, and 10% provided certain substantial assistance. All these figures were lower among men.

People acknowledged the role played by public service advertising: 42% of the respondents believed that the effectiveness of advertising is increased by “catchy slogans and images,” 32% claimed that “positive stories should be used,” and 26% indicated that only dramatic and shocking stories could make public service advertising more effective. According to the respondents, social advertising should be created: by social institutions (educational institutions, pension funds, hospitals, etc.) – 22% of the respondent; by the state – 26%; by special commercial organizations (advertising and PR agencies) – 52%.

Let us explore some debatable issues regarding the study and functioning of public service advertising that we obtained in this research. The mass media as a whole – the emergence and popularity of social networks had no dramatic effect on this, – have a limited feedback and the acts of communication produced within itself, despite its focus on communication, and this has always been the standard characteristic of the media

(Baudrillard, 1972; Luhmann, 1996). Even against this background, public service advertising has a significantly smaller number of the addressee's statements than commercial advertising. This situation necessitates a special study of the phenomenon of public service advertising. At the same time, the more serious the target of public service advertising, the more difficult it is to determine its immediate effectiveness. In fact, due to the complexity and ambiguity of any research procedure that is used to explore this phenomenon, the effectiveness as such ceases to be a criterion for the success of an advertising campaign, and public service advertising can be considered as a fully self-referential system. It directly constructs social reality and the general setting of the reference points, compliance with which turns out to be an element of social loyalty.

Public service advertising does not imply exchange, market competition, or visible satisfaction of current needs. Since marketing schemes to a certain extent reflect the functioning of advertising in society (Miller, 2013; McLeish, 2011), these schemes inevitably acquire non-economic status. When public service advertising promotes ideas and behaviors that are characteristic of the commercial sphere, this redefines economic relations, making it possible to extend them to the sphere of socio-cultural interactions. Another possible interpretation claims that the shift of these descriptive schemes indicates the initial compliance of the methods we have for describing communicative interaction and the lack of the fundamental specifics of the economic discourse.

When studying the effect of public service advertising in an extremely broad sense, one should bear in mind that research results strongly depend on the respondents' answers. The limited applicability of marketing methods for assessing efficiency, in contrast to the general description of public service advertising in the language of marketing, makes one resort to the methods of survey that are traditionally used in sociology as the main way of obtaining information. Such surveys easily allow one to measure the awareness of public service advertising; however, its influence at the level of motivation for actions and behavior stereotypes cannot be determined with the same degree of reliability. One's motivation to participate in certain social practices, as well as emotional and personal attitude to the issues targeted by public service advertising, which the respondent

allegedly formed under the influence of advertising, have a complex connection with the reasons that underlie one's statement on public service advertising. In other words, in order to solve a sociological problem, we should somehow take into account the respondent's qualification as a "second-order observer." This allows the researcher to deal with the supposed spontaneity of the respondent's answers and reflect the social and cultural contexts of the statement. The language of hermeneutics, rather than the language of sociology more accurately describe the emerging situation.

Nevertheless, the totality of the answers given by the respondents to the questions of the survey enabled us to draw a number of conclusions regarding the language used and to which this context can be reduced. First, despite the fact that a large share of the respondents did not acknowledge the actual impact of public service advertising on people's behavior, advertising of this kind per se did not receive any negative assessments from most of the respondents. Even without the explanation of what exactly should be considered public service advertising and forming this definition according to the proposed answer options and their own experience, the respondents could easily assess the phenomenon, giving surprisingly similar answers. This clearly demonstrates that even when one can question the pragmatics of public service advertising, the social context prevents the negative attitude towards its semantics. Accordingly, the need to develop the sphere of public service advertising can be quite fully justified by the claims that it can provide effective statements aimed at the correction of social behavior. This approach is based on the emphasized traditional pedagogical perception of the relationship between people and the text they are given. One can confirm the effectiveness of public service advertising and justify its significance staying within the boundaries of the language forms, metaphors and idioms that have been successfully internalized by the majority. Public service advertising, in addition to its intertextual characteristics (Terskikh, 2017); can always refer to itself, acting as a kind of hypertext, at the same time confirming its effectiveness.

The self-referentiality of public service advertising can also be understood as the demand for a radical reduction in the cognitive component of the discourse. Conventionally defined

discourses of cognition – from self-education to scientific knowledge – remain the “outside world” for it. The connection between the signifier and the signified in public service advertising does not imply an appeal to explanatory strategies and implicitly admits that they can be omitted in the formation or self-formation of behavior. In other words, the assumed effectiveness of public service advertising means that it is impossible to maintain the intellectual model of the ethical element.

Conclusions

Regardless of its effectiveness, public service advertising is considered by society as a fact of life. Modern society justifies advertising in this, although only in this, sense. As an instrument of influence on public consciousness and a factor in the formation of certain behavior models, public service advertising is regarded as a sphere of interaction among society, public organizations, business, and government bodies, a way of targeted impact on society aimed at solving social problems.

The development of public service advertising brings about a change in the attitude to social problems by both state bodies and people, most of whom consider public service advertising as an effective tool for raising social problems and correcting social behavior. According to the survey we conducted, health and family remain important themes. By drawing attention to public service phenomena and problems, public service advertising promotes humanity, law, and care in society. Focus on public order, protection of public and personal interests and civil rights increases legal awareness in society.

There is still public demand for public service advertising that stimulates people’s interest in certain projects, programs, organizations, usually non-profit. Event advertising successfully informs the audience about upcoming festive events, historical dates, and strengthens common public service memory. Public service advertising does not contradict basic social attitudes, and its study facilitates understanding and interpreting public consciousness.

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