

Historic subject in the modern Ukrainian advertising

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Abstract. The article researches the communicative nature and mechanisms of creating Ukrainian advertising with the involvement of historical themes. The attention is paid to the interaction of historical science with the media sphere of modern society because the expansion of the functional field of advertising in society forms moral values and worldviews. It analyses the television advertising of the beginning of the XXI century. The research embraces the expansion of the thematic and stylistic spectrum of advertising addresses in the conditions of active development of marketing technologies. It was found that the use of various creative solutions with the involvement of historical components (historical facts, situations and characters, national and cultural symbols, allusions) is a productive reception of advertising appeals, the advantages of which are primarily a positive perception of the target audience.

1. Introduction

History, historical issues as intertextual elements are widely represented in modern Ukrainian advertising, as well as in the Ukrainian media space in general. Advertising entered the life of the modern human consumer, taking over the functions of reflection and formation of mass culture and consciousness, producing values and worldviews [1].

The study of advertising as a multifaceted phenomenon has been carried out by many researchers, let alone a wide range of sources. Related to our interests in certain aspects of the study of the phenomenon of advertising are an advertising and communicative classical works of both Western researchers (J. Coleman, M. McLuhan, D. Ogilvy, R. Reeves) [2; 3] and modern domestic and foreign authors (G. Pocheptsova, O. Pronina, L. Feshchenko etc.) [4]. Elucidation of the socio-communicative nature of the phenomenon of advertising was reflected in the works of A. Boyko, V. Buryak, G. Krapivnyk, O. Podpruzhnikova, V. Rizun, L. Teodorska, T. Tretyakov, L. Khavkina, and others [5].

Foreign and Ukrainian historians (M. Nikitin, A. Poletaev, I. Golod, O. Udod, J. Vermenych, V. Smoliy, etc.) drew attention to the key problems of history in the modern information space [6].

The relevance of the article lies in the fact that advertising technologies and their impact on society are important factors in the modern information process. Also, the issue of creative and functional specifics of creating an advertising appeal with the involvement of historical themes is still not fully considered. The expansion of the functional field of advertising as a link to public communication outside the pragmatic sphere creates a certain danger because ideological, value-making aspects of advertising are still poorly understood. Among the unsolved problems is the

analysis of the evolution of advertising discourse, which is a reflection of the history of the Ukrainians, their cultural development.

The purpose of the article is to define the creative and communicative role of advertising using the historical component as an effective appeal to the recipient.

2. Academic novelty

Ukrainian advertising reflects various features of the national mentality, in particular, due to such a historical component as historical memory. A notable phenomenon of recent years is the information saturation of advertising appeals with historical facts, characters, allusions, mentions of specific historical events and more. Advertising, as part of marketing communication, should not be limited to providing information about goods and services. For successful perception by the target audience, advertising messages must contain a share of information of a universal nature. This increases the attractiveness of advertising, as it makes it more informative for consumers.

In this regard, experts in the field of advertising today must take into account that at the present stage of the development of historical science and society the purpose of history has changed significantly - its subject is not the past but the use of the past in the present to manipulate the future.

History occupies a prominent place in the modern socio-cultural and information space of Ukraine, so prominent that it makes historians even talk about the redundancy, harmfulness of history in the media and the need to overcome immersion only in the past. Issues related to reconciliation and mutual forgiveness are on the agenda. The insurmountable history of the past and the military conflict have a significant impact on Ukraine's interstate relations. Thus, the historian V. Masliychuk notes: "We really have too much history, it is often different. In this regard, shortly, we will see a very characteristic feature - fatigue from history. " [7, 71]. According to experts, the media played a significant role in creating a national historical narrative. Thus, an important means of media influence on the historical consciousness of the audience is the celebration of holidays and anniversaries, and hence the ideologies that legitimize these days. The commemoration of memorable dates covers a variety of practices: interviews, special logos, visualizations in the decoration of studios, slogans, social advertising - and this is the power priorities and tastes on the "historical front". Historians claim that Ukrainian society shows clear manifestations of the instrumentalization of history, its use for political purposes, especially in political advertising. In modern conditions, when the latest historical sources are either formed or begin a new life in the media, it is essential to prepare society to work with media historical sources. Overcoming the problems of the history of the past is a strategic landmark for peoples seeking to enter the circle of civilized countries. "The modern construction of Europe is based on overcoming the past, the formation of modern historical policy, based on the principles of tolerance and tolerance" [8,114].

It is accepted to divide advertising in modern Ukraine into two periods: the 90s of the twentieth century (accumulation of experience) and the beginning of the XXI century (formation of the developed advertising sphere with a tendency to the advertising mythologists caused by Ukrainian realities). The latest period of development of Ukrainian advertising is characterized by the fact that in the 90s of the twentieth century the socio-historical realities resulted in radical changes in the communication sphere and advertising in the domestic media space reflected changes in world outlook, social ideals, and aspirations.

The post-perestroika stage chaotically adopted new mythological forms to substitute Soviet ones. The Western tradition of advertising was assimilated, unadapted foreign models were transferred to the Ukrainian background, a selective, "filtered" attitude to advertising was not developed - society was not ready to accept new myths. The beginning of the XXI century in Ukraine was marked by the emergence of the advertising sphere, which was built on Western models, but with considering the Ukrainian mentality. The advertising space becomes to some extent elaborated and independent due to the synthesis of the "own" and "foreign". Specialists in the field of advertising while creating and understanding it should take into account the country code, religious and historical, and political dominants [9]. There are many problems and misunderstandings, indeed. A well-known classic

incident is advertising the tour of the Bolshoi Theater in China, when nobody came to the performance of the ballet "Red Poppy", as it is a Chinese traditional name for prostitutes. Sometimes there were even anecdotes when word-traps and their misuse led to confusion and disinformation of customers. For example, a well-known case about juice advertising. A grandmother once remembered an advertisement for children's drink with the English name "Jucik", which she wanted to buy for her grandson. But she perceived only the similarity of the sound - "dustik" (in the Ukrainian tradition it means poison).

At present, Ukrainian advertising is filled with mythologies isolated from their own context, which are characteristic of the mentality, stereotypes and priorities of modern society: family, homeland, friendship, liberty, holiday, freedom, and so on. The creation of the Ukrainian advertising myth as a socio-cultural phenomenon of the set of presented advertising texts is based on mythological and historical-cultural means of conceptualization, of reality and it imitates archaic mythology in structural-semantic and functional terms and tends to perform production, transformation, maintenance the parameters of existence of society, by influencing its members through a syncretic combination of the real and fantasy, rational and subconscious, in contact with the individual and collective consciousness and subconscious on a symbolic level. At the same time, advertising reflects the processes of globalization, the growth of open society, it has features of transculturalism.

The effectiveness of advertising in influencing the consumer is not only to address rational needs but also to appeal to the realm of the unconscious. After all, advertising performs not only an economic function but also a social ideological one. Also, among other functions of advertising there is the function of unification and needs and tastes, the accumulation of social experience. Educational and aesthetic functions involve the formation of cultural background. To enable these functions, advertising uses a scheme of advertising communication, which traditionally contains the coding of the idea and its decoding, which is to identify signs, identify related social myths and the transition from mythical values to the advertised reality [10]. It is the specifics of the chosen type of communication that determines the subordination of all structural components of the plot to the advertising goal - to influence the consumer behavior of the recipient of the message and, thus, to sell a particular product or service. A communicator in an advertising field is a character through whom advertising information is broadcast. Its main task is to increase the efficiency of communication between the communicator (trademark) and the recipient of the message. The recipient is a person who perceives the message addressed to him [11, 40]. The authors of advertising messages direct them to the recipients - specific people who, responding to the message, acquire the status of respondents. The group of persons to whom the advertising messages are directed is the target audience, i.e. potential buyers of the advertised product, which coincides in advertising with the concept of the target market of the company-communicator.

The specificity of advertising communication is that the recipient does not trust the communicator and tries to avoid contact with him or make this contact as short as possible - and the establishment of contact is a prerequisite for advertising and, consequently, the promotion of goods or services. Based on the analysis of advertising materials, we can conclude that a common method of creating advertising is to involve intertextual elements, including historical themes. This type of creative solutions is universal for advertising space and can become a wide field for the implementation of advertising creativity and the development of potentially effective methods of addressing the recipient. The use of historical themes by the creators of advertising appeals to the consumer more spectacular, information-rich, increases its aesthetic value. Experts note that appealing to the aesthetic feelings of the recipient of the message, and sometimes (and this is the main difference between advertising using historical elements from other types of advertising messages) such an appeal even becomes the main task of advertising creative: thus significantly reducing the negative perception of advertising as such. Previous research has found that a person needs a role model with a possible interpretation. Thus, Tobias Kovacs and Wolfgang Maas emphasized that the presence of real human experience and the opportunity to acquaint the target audience with it allows to model the behavior during the purchase. An additional effect is created by a source that is of a reliable, authoritative status for the consumer

[12]. Modern Ukrainian advertising contains information about universal values, in particular, such as "freedom", "justice", "good", "truth" and so on. This happens when they try to focus the recipient's attention on ancient traditions, the experience of the manufacturer/supplier, the integrity of the manufacturer and so on. Thus, in the advertising of the First Private Brewery brand, the consumer sees in the promotional video the history of creation and traditions of the enterprise, the process and quality of brewing beer and kvass, the image of the leader among employees and family. Verbal text ("For people - as for themselves") is enhanced by visualization. The personality of the advertising character is important in such advertising, in this case, the personage of Andriy Matsola is a successful leader, a conscious citizen and a good family man. Promoting a product or service is a complex process, but if advertising includes a historical component, the audience perceives it positively, despite the fact that in general most people have a negative attitude to advertising. An example of such advertising is the promotion of the trademark "Cozatska Rada" (Cossack Council). The TV clip contains a text about the courage and Ukrainian character, depicting a courageous and strong Cossack beating drums and symbols of Cossack temperament - a horse, a wolf, an eagle, fire.

A special place in advertising is occupied by an advertising character, which is an advertising image and has acquired a specific form or a personalized, living object of presence or action. The character is an independent component of the advertising message, it reflects the characteristic qualities and functional features of the personalized advertising image, is indifferent dependence on the advertising object. Thus the advertiser as the creative person, addressing to use in advertising of the known character, is not limited to repetition and imitation and adds something new from itself. Yes, the Richard tea advertisement successfully uses a fictional image of King Richard drinking tea and considering it a royal drink and recommending it even to a baby. The importance of such a character is that he can make the consumer of the message associate the created image, which concentrates the typical features of a particular stratum of society - the elite. Similarly, they advertise mayonnaise "Royal", which has a "royal taste" and "tastes royally". Thus, through the use of the product, advertising seems to bring consumers closer to the elite.

Famous historical figures of Napoleon, Tamerlane, Alexander the Great, Peter I were used in the creation of advertising stories about the Imperial Bank. At the same time, advertisers anticipated the success of advertising in the authority of the characters. But sometimes such a character can pull over the attention to himself and level the main advertising idea.

Accurate and competent advertising not only activates business but also helps to improve awareness and literacy of the population, it has a positive effect on public relations and the mood of the individual. Modern advertising is super-aggressive because its purpose is to sell any product or service, the information about which it disseminates. The worldview of the struggle is unconsciously formed as a result of a consistent review of advertising. The image of constant struggle or actual war with the enemy (plaque, bacteria), which is transmitted in a latent form during an advertising appeal, is always accompanied by a feeling of anxiety [13]. It is expected that this feeling will force a person to take measures to more successfully fight the enemy, i.e. in this case to buy chewing gum or a toothpaste. The advertisement of the bookmaker "Pari match" also demonstrates the aggressiveness of the opposing parties in the video. On the one hand, it is a crowd and a four-armed giant monster, and on the other hand, there are sharp-cut ranks of different groups of athletes who are ready for a fight. Their aggressiveness is emphasized by the advertising appeal: "Cut into the notch!". The characters of the plot are carriers of symbolic qualities and through a combination of colors - blue, yellow, orange, red and black are associated with the existing in modern mass culture ideas of patriotism and fan devotion. It is the verbal tools that best convey and reinforce aggressive orientation through coercion, order, encouragement in advertising to promote a product or service through appropriate vocabulary (fighting bacteria, pain protection, revolutionary formula, business energy), the use of most verbs in the imperative mood (break-in), choose, taste, do not slow down, sneak, open etc.).

The development of Ukrainian advertising and the use of historical motives is due to the growing number of domestic brands with a historical component. The national color of the advertising sphere contributes to the establishment of relations between the addresser and the addressee. Historical facts,

national motives, folklore images and symbols of Ukrainian advertising in this case act as a universal code [14]. As a result of the appeal to the use in advertising of the achievements and experience of the nation in all spheres, the nation itself is mythologized. Historical themes are present at the level of naming in the brands ("Two Cossacks", "Cossack Council", "Polyana kvasova", "Galychyna", "Khortytsia"), characters and plot (Easter celebration in the advertising of TM "Coka-Cola", in advertising TM "First Private Brewery"), art samples (TM "Khortytsia", TM "Panna"), slogan ("Truly Ukrainian", "Obolon - thirst for discovery", "In every home, in Odesa and Lviv," "Slovyanochka "very tasty!") and so on.

Modern Ukrainian advertising has become one of the channels of a reminder of the historical past and even one of the tools of the nation's historical identity. Thus, in advertising for the promotion of the brand "Chernihivske" we can see mountains, wheat fields, cities and architectural monuments of Ukraine. And behind the scenes, there is a story: "These are my mountains, my fields and my cities." Then a man appears reading a history book, and the narrator's voice comments, "This is my wisdom, my courage." The following shots with the warlike Cossacks are replaced by scenes with the builders, and then we can see the stands of the stadium and the players of the national football team. "This is my heart, this is my home and my beer, and this is us, Ukrainians!" - says the narrator. At the same time, in the story, fans celebrate the victory of the national team. This advertisement uses the typical symbols of Ukraine - fields, Cossacks, famous historical monuments, popular patriotic feelings and emotions of fans. The characters of the commercial partly have the qualities of symbols of Ukraine and act as bearers of patriotic feelings. Also, the trademark of the advertised beer "Chernihivske" can appeal to the image of Ukraine.

Among the creators of modern television advertising we can find the common use of symbols, the source of which are archetypal images, the origin of which is due to images of culture. Advertising is one of the structural components of culture and at the same time a relatively independent link. It is not just a separate sphere, but a holistic, multifaceted phenomenon, which is formed with the help of social norms and rules of conduct, as well as the mentality inherent in a nation. Modern advertising with the inclusion of cultural and artistic components to some extent determines the lifestyle of modern man, as it conveys the cultural experience, human behavior, its values. Thus, the advertising of the Panna wine brand demonstrates the different image of a lady and young ladies on the Ukrainian cultural and artistic background - the traditional women clothes are modernized, the stories about tapestry making change, but the traditions of wine consumption culture and its Panna brand remain unchanged. The peculiarity of the success of such advertising is due to its pronounced utilitarian nature and the presence of artistic richness. The very appeal in advertising to the methods and techniques of art (creation of a tapestry) has a significant impact on the consumer because referring to works of art enriches the spiritual world of man and satisfies his desire to surround himself with things that would be perceived as objects related to art.

Conclusions

Thus, advertising, having a synthetic nature, reflects the processes that take place in society and modern mass culture. The role of advertising in the development of the modern Ukrainian economy is growing. The state of modern advertising shows that the information space of Ukraine, which has long been in the process of structuring, cannot yet adequately reflect the socio-political and ideological processes in our country.

Advertising information quickly transmits data to a wide audience, forms public consciousness, basic ideas and mental patterns of behavior, improves business practice. Establishing contact with a consumer to promote a product or service is a prerequisite for contact with the consumer. An efficient factor in advertising is its ability to be remembered. A productive mechanism in creating an advertising appeal to the recipient is the involvement of historical themes, which strengthens the argumentation and promotes better memorization. Holders of behavioral norms or standards of attitude to the brand should make a bright emotionally colored impression to adjust the consumer beliefs and behavior. The subconscious motive of certain human actions, in this case, will be a demonstrative

imitation of a successful pattern, which is a historical character. It is the meanings embedded in advertising with a historical and cultural component that can not only reproduce the surrounding reality but also create a new reality, set the vector for the nation's behavior, because even after the "death" of advertising its meaning can continue to live.

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