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Efficiency recognizable visual images in promotional products

Introduction.

All information, what is perceived by person, has signed or analog expression. Sensory systems of human perception organize internal model of the world in three forms: visual images, sounds and sensations. Analog information this is a curved projection objective reality organized visual images, sounds and sensations perceived by person. Each of these forms may use any other system of perception: image - sound, sound - feeling etc. Once the object has a shape, color, sound or taste, gets a (name), it becomes a sign information. Sign information this is a words (in which contexts perception is numbers and symbols). However, the question of what types of information, and therefore is which channels its revenues are leading to effective and efficient human perception of general information message, advertising in particular. It will focus on the problem of our exploration. Advertising affects two systems of perception: visual and auditory (with the exception of direct marketing). It must be remembered that the transcript of the text (sign information) will take time and effort (for example the overwhelmed text stands on the highway are not just read by drivers, and combined text advertising for children is

not using). The analog information (image), by contrast, quickly find out the level of conscious attention and directly (no decoding) is perceived by the subconscious.

The Qualitative characteristics of the images, sounds and sensations limited quantitative ranges perception. These variables code are called sub-modalities. One kind of the sub-modality is *visual* and its characteristics: association or dissociation. panoramic view, size, distance, brightness, color, sharpness, contrast, front (rear) plan, angle and point of view, frame, mobility, continuity of visual range, luster, density image stereoscopy (depth, volume) form and others.

But in turn, raises the question as to which elements influence is most effective. The answer to this question can be given by a exploration conducted by the *Method of Semantic Differential*. As noted, the basis of the analysis was taken 9 indicators of advertising product, that can be divided into 3 groups:

- The *external characteristics* (criteria "Style" and "Brightness");
- *Features reception* (criteria "Clarity", "Persuasiveness" and "appealing");
- The *resulting impact and perception* (Criteria "The influence of" "motivation", "effective" and "remembering").

Empirical research factors and methods to ensure the effectiveness of advertising impact of social character will be using principles and the multidimensional many levels of (S.L. Rubenstein) consistency principle, the principle of integrity and the principle of determinism.

Scientific research hypothesis is the assumption that the market structure and methods to ensure the effectiveness of social advertising due to a some of specific factors specific to Ukraine and the EU, which consideration is required when creating effective advertising product that is essential in relation to the social advertising compared to commercial.

Empirical research factors effectiveness of social advertising will be conducted for using the material as stimulated material 2 blocks of samples outdoor social advertising produced by the EU (block 1) and produced by the Ukraine (Block 2) [46-51].

Test group: In the explorations take two groups of the research:

- Group 1 - "recipients", "those who receive advertising/promotional impact," 120 people, college students, age 19-21 years.
- Group 2 - "experts", "those who qualifies on the quality advertising / advertising exposure," 60 people, and masters of specialization "Social and Political Psychology", age 20-23 years.

Empirical methods of the research:

1. The *Method of Semantic Differential* to assess the efficiency of the sample "recipients" group.
2. The *Method of Peer Review* that is based on the structure of semantic differential, but has a complicated procedure that ends with proper expert assessment of each individual parameter choice "efficiency-inefficiency" social advertising exposure.

The Method of Semantic Differential (Charles Osgood). The semantically differential method (SD), offered in the 50th XX century of the Charles Osgood, gives an opportunity of integral description of semantic space for the person. He is based on principle of association between a marks the object evaluation, and by certain verbal antonyms, describing the direction and intensity of the evaluation. Examples of such combinations: pleasant - irritating, clean - dirty, good - bad and etc. To improve the accuracy of measurement settings using semantic differential between antonyms place numerical axis, bringing for each pair of antonyms are 5 or 7-point scale.

The Method of Semantic Differential (SD) has been widely used in research related to person perception and behavior, with analysis of attitudes and personal meaning. It is used in psychology, sociology, the theory of communication and advertising, as well as in aesthetics. Popularity method can be explained by the fact that the researchers were able to define such an intimate process, the attitude of the subject to the world of things, social environment and to himself. The exploration pragmatic value refers to the behavioral response to word that reflexively associated with the overall reaction to the object designated by this word, that psychological value is identified with representative mediated processes. This understanding puts its value dependent on individual knowledge and experience [43].

Assessment concepts for diabetes are actually individual assessment experience relating to material referents of these concepts; rating is the list of parameters corresponding generalized quality experience. SD - a measurement technique based on the use of analysis to the study of values. As the self Osgood, SD is basically a combination of methods and procedures controlled associations scale. The methodology semantic differential process describing the object being studied can be considered as an opportunity to put it in experimental continuum caused by steam antonymous terms. Many experimental continuum actually equivalent and can be reduced to one dimension. A limited number of continuum used to build semantic space in which you can evaluate the value of

any object. The exploration Osgood this space was a three-dimensional Cartesian space where it formed the color coordinates in the orthogonal factor analysis factors "Grade", "Strength", "Active / Energy". Subsequent experiments showed versatility selected factors.

In accordance with the principles of psycho-semantics, the mental image by its nature is solid and intermodal, and synthetically in this sense is one of the mechanisms to reconstruct a complete image based on the perception of one modality. The phenomenon of synesthesia and cause a high degree of consistency between the scales and determine the nature of community factors. Consequently, exploration is hived shown that singled out semantic space is versatile for different persons and this versatility is provided as the real mental mechanisms. However, it seems that the factor structure sensual to the circle of the scale concepts on which they are built. That's why the classic experiment used on the Osgood randomly selected concepts from different semantic classes [43].

In our exploration, the effectiveness of social advertising semantic differential method was used as the central method of training and evaluation of social-oriented advertising product. He was the basis for the method of expert estimates used in the next stage of the exploration. It was used a 7-point scale, and semantic filling the content of CIS structures, on the one hand, components of advertising product, on the other - the main criteria for evaluating the effectiveness of a promotional product and advertising effects such as:

NOT UNDERSTENDET	- 5 3 1 0 1 3 5 +	UNDERSTEND
WITHOUT STYLE	- 5 3 1 0 1 3 5 +	STYLISH
NO DIFFERS BRIGHTNESS	- 5 3 1 0 1 3 5 +	BRIGHT
UNCONVINCING	- 5 3 1 0 1 3 5 +	CONVINCING
UNINFLUENTIAL	- 5 3 1 0 1 3 5 +	INFLUENTIAL
NOT CALL TO ACTION	- 5 3 1 0 1 3 5 +	ACT TO ACTION
FORGETING	- 5 3 1 0 1 3 5 +	REMEMBERING
DON'T LIKE	- 5 3 1 0 1 3 5 +	LIKE
NOT EFFECTIVE	- 5 3 1 0 1 3 5 +	EFFECTIVE

Instructions for the exploration «Put the mark the positions on the scales that fit your evaluation sample (sample block) of the social advertising. Block 1 are shows examples of the social advertising produced and consumed in the EU. Block 2 - are shows examples of the social advertising produced and consumed in Ukraine. « The structure of the Semantic Differential created list of criteria for evaluating the effectiveness of social advertising: 1 - clarity; 2 - style; 3 - brightness; 4 - unconvincing; 5 - influence; 6 - act to action; 7 - remembering; 8 - the ability to please; 9 - effectiveness.

Under the three-factor structure Semantic Differential mentioned the criteria can be grouped as follows:

Factor „Rating”	Factor „Power”	Factor „active/energy”
Styling	Clarity	Influence
Brightness	Unconvincing	Act to action
Ability to please	Remembering	Effectiveness

The method of expert analysis (or methods of more than one expert) is quite widely used in the practice of empirical social effects and phenomena. In particular, the mass surveys (surveys, interviews, mail surveys, telephone interviews) source of the information on certain aspects of the research object is representatives of the same object. However, in practice there are situations when the evaluation of a effects is difficult or impossible to determine the carrier problems and therefore use it as a source of information. The most often of these situations are connected with attempts to forecast the change of the social effect of the process, give an objective assessment of this sides and features of people for which their self-esteem may be distorted. This information can only come from competent persons - experts with have deep knowledge of the subject or object of exploration [5].

Forming a group of experts, in the first stage of selection is reasonable to use the following criteria: Occupation and work experience with a particular profile. The privies list of experts may be big, but it is advisable to continue to narrow, leaving it in the most ready person. The main criteria for selection of all the experts are their competence. For its determination using two methods: self -esteem of the expert and collective expert assessment of the credibility of the experts. The collective

evaluation method used to create the group of experts; they know each other as professionals.

The main functions of the expertise method in empirical exploration:

- a) forecast of development trends of different events and processes of social reality;
- b) assessment of the level of reliability of the resaved empirical data with help of mass surveys;
- c) certification of team (its members) in terms of professionalism, work activity and more.

Prognostic expert assessment can be applied on any social phenomena, processes, global and local problems. In expert interviews anonymity loses all meaning. The expert in this case is an active participant of scientific exploration. Trying to hide from him the purpose of research, turning it on so passive source of information may result in the loss of his trust in the organizers of the exploration. The main tools of expert surveys - form or interview form - developed a special program. Unlike mass survey, the survey experts forecast program is not detailed and have mostly conceptual character. If the researcher does not dare to formulate prognostic judgment, the expert application containing open questions that provide complete freedom of choice of responses. Otherwise create formulate for forecasting hypotheses.

The procedure expert survey can be full-time or part-time (postal survey, telephone interviews). One of the simplest applications of expert's prognosis - exchange of views. It provides simultaneous presence of experts for the "round table", where there is a dominant position to ascertain formulated researcher debatable question. Discussion of problems can making in several rounds until will be produced consistent evaluation. When making management decisions through surveys sometimes takes a question of reliability of the results of mass surveys legitimacy formulated based on these results. This is the assessment of the competence of the respondents expressed concerns. To make this expert application that contains mostly closed questions that structure identical to the question formulated in the questionnaire respondents. The task of the expert is to subject the objective situation and factors of interest to researchers, to express the questions asked on unbiased, fully informed reasoning. Recently, widely used method of this kind of peer review, certification as when experts are heads of institutions, staff or special Certification Commission. Structure attestation letter that fills the experts collectively caused a system of indicators which assess the team member

or the entire team. The method of evaluating review is widely used in search and research the problem to obtain preliminary information about the object, the object analysis to refine hypotheses and objectives of the main exploration to determine the conditions of the experiment, as well as evaluating its effectiveness. In our exploration, expert evaluation method will be applied to equilibrium in the "Recipient expert" research of the effectiveness of the methods and factors to use ensure the effectiveness, impact of social advertising.

To provide the most complete range of comparisons of the results obtained by different methods of empirical research, content Method of experts review was consistent with the structure of the method of semantic differential procedure also remained classical exploration (see. Appendix 2). The research on semantic differential method, the results of which are

Table 1. Results of method «semantic differential» group «recipients» block of advertising without recognizable images.

Block1

	5	3	1				
Clarity					2	3	8
Style				4	0	6	5
Brightness				0	3	5	2
Unconvincing		0	4	7	8	8	1
Influence			0	8	2	8	4
Act to action	0	4	6	7	4		2
Remembering				5	6	3	2
Appellativity				7	7	6	3
Effectiveness			6	2	1	7	5

shown below in Table 1 and Table 2, will allow checking the correctness of this group and determine which of these groups is the prerogative of indicators to achieve the maximum impact of social advertising:

- The external characteristics (criteria "style" and "Brightness")
- Features reception (criteria "Clarity," "persuasiveness" and "appellativity")
- The resulting impact and perception (criteria "The influence of" "Act to action", "efficiency" and "unconvincing")

Since the exploration, as noted before, involved two groups, the analysis just carried out in two stages. Stimulated material to the method - see. Appendix 1, Appendix 2, a sample application - Appendix 3. Direct result surveys of group "recipients" are as appearance.

Table 2. results method «semantic differential» group «recipients» advertising block of using elements known works of art.

Block 2

	5	3	1				
Clarity	9	9	1	4	1		4
Style		0	3	5	3	1	7
Brightness		6		9	0	6	2
Unconvincing	0	3	7	1	0		1
Influence	4	2	7	5	9	1	3
Act to action	7	2	9	9	0		1
Remembering		1	2	9	6	2	2
Appellativity	7			5	3	3	1
Effectiveness	2	5	8	6	0		1



In terms of "style" block 2 dominates on block 1.

Figure 1. Number of choice Criteria «Clarity» on a scale semantic differential, a group of recipients



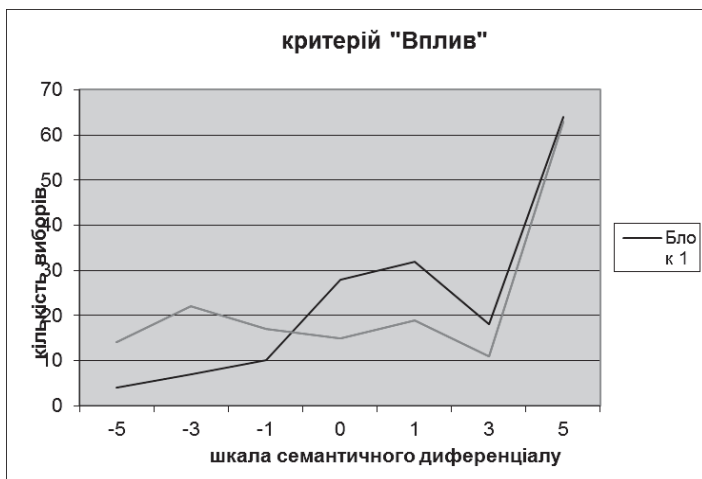
In terms of "Brightness" Block 2 dominates on block 1.

Figure 2. Number of choice Criteria «style» on a scale semantic differential, a group of recipients



In terms of "unconvincing" block 2 dominates on block 1.

Figure 3. Number of choice Criteria «Brightness» on a scale semantic differential, a group of recipients



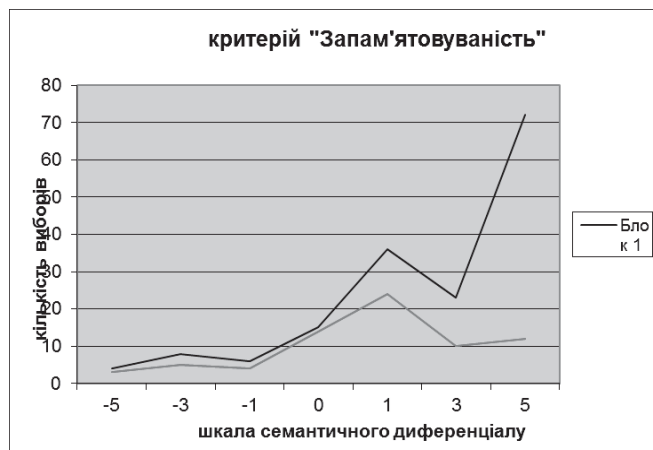
In terms of "Influence" block 2 dominates on block 1.

Figure 4. Number of choice Criteria «unconvincing» on a scale semantic differential, a group of recipients



In terms of "Act to action" block 2 dominates on block 1.

Figure 5. Number of choice Criteria «Influence» on a scale semantic differential, a group of recipients



In terms of "Remembering" block 2 dominates on block 1.

Figure 6. Number of choice Criteria «Act to action» on a scale semantic differential, a group of recipients



Figure 7. Number of choice Criteria «Remembering» on a scale semantic differential, a group of recipients

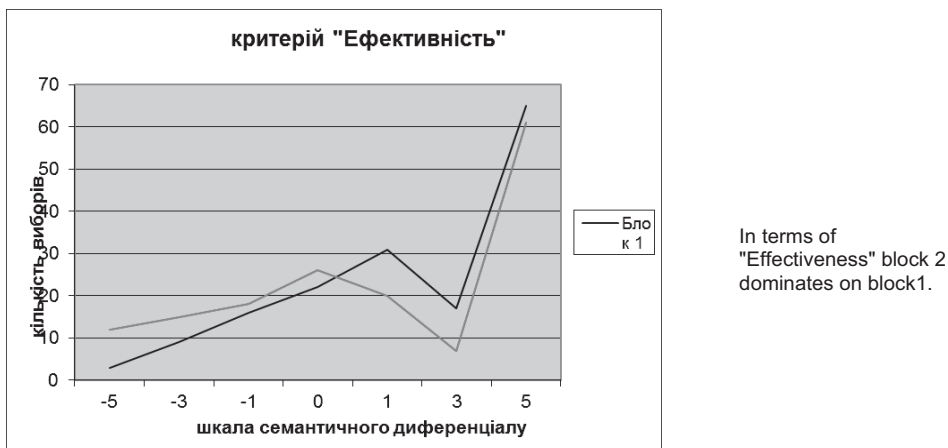


Figure 8. Number of choice criteria «Appellative» on a scale semantic differential, a group of recipients



Figure 9. Number of choice criteria «Effectiveness» on a scale semantic differential, a group of recipients

This way we see that if we compare two blocks of advertising products, one of which contains the elements of famous works of art, and the second contains the contrary, the use of recognizable images certainly provides more effective advertising message, because the second block dominated in all respects. So you can see that a preliminary hypothesis that use of recognizable images in advertising products such as items of famous works of art certainly increases the efficiency of the advertising message. To test this hypothesis, with the group of the "recipients" it is appropriate to apply the method of cluster analysis (using the package "Statistic"), which will verify the types of relationships between indicators verify the above breakdown and they are not of the dominant group to determine the factors most important for effective advertising influence.

Cluster analysis was done separately for both sides. Results of the analysis are as follows:

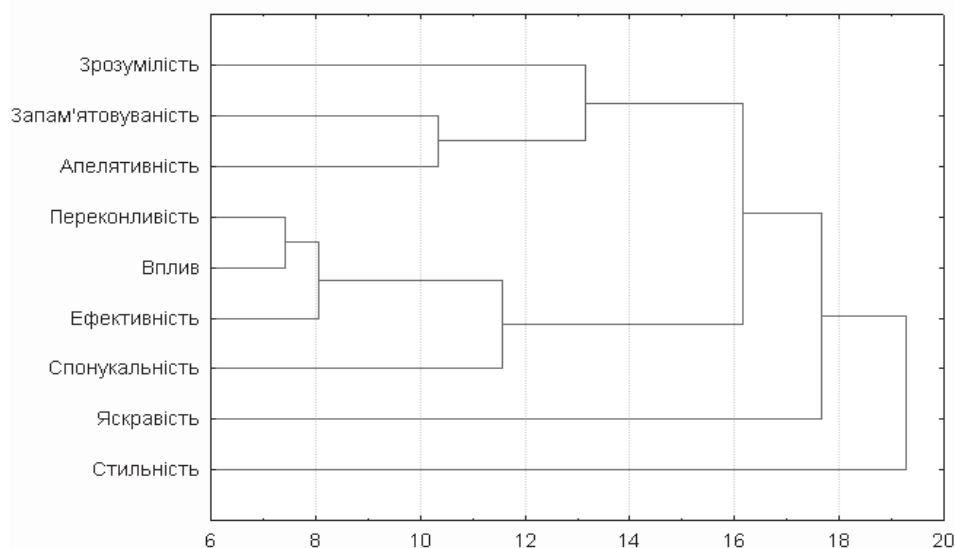


Fig.1. Cluster analysis - a Method of Semantic Differential, a group of recipients - blocks advertising without recognizable images.

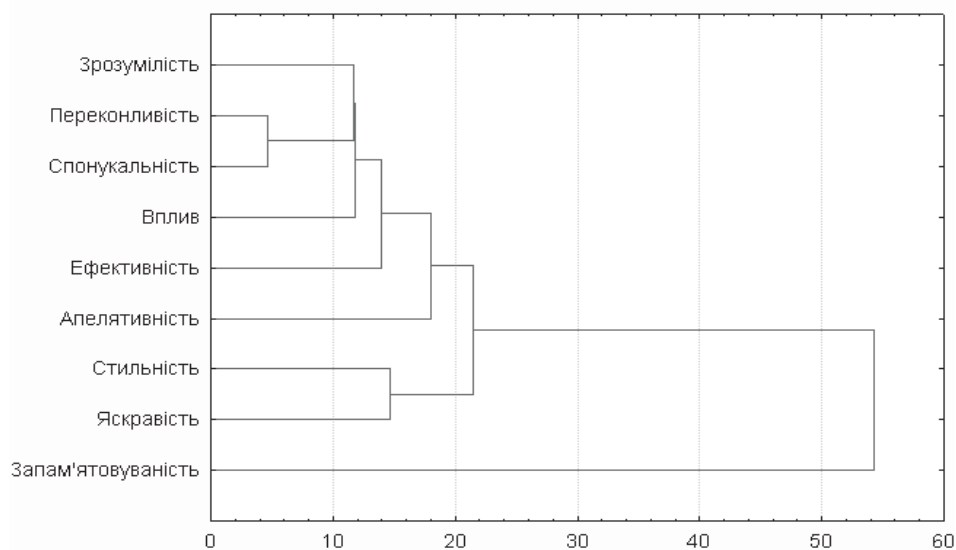


Fig.2. Cluster analysis - a Method of Semantic Differential, a group of recipients - block advertising with elements of famous works of art.

Analyzing graphics can be concluded that despite the fact that the more stylish for recipient samples are promotional products first block, that is without recognizable images, but the degree of remembering and appellativity from which flows greater efficiency during basic perception of advertising message prevails block 2, which used images of famous works of world art.

Then you need to check this hypothesis based on data derived from a similar exploration, but from a group of "experts" and that because of complicated procedures are as follows:

Table 3. Results of the method of «semantic differential», a group of «experts» advertising block without recognizable images - positive example.

Block 1 (positive example)

	-5	-3	-1	0	1	3	5
Clarity	1	2	2	5	11	54	73
Style	0	0	0	5	21	50	72
Brightness	0	0	2	8	23	46	69
Unconvincing	1	1	5	9	23	48	61
Influence	1	1	6	16	24	41	59
Act to action	2	1	7	15	34	32	56
Remembering	1	2	3	4	19	43	76
Appellativity	0	1	0	6	15	45	81
Effectiveness	0	1	4	17	23	42	60

Table 4. The results of the method of «semantic differential», a group of «experts» advertising block using elements of famous works of art - positive example.

Block 2 (positive example)

	-5	-3	-1	0	1	3	5
Clarity	1	3	1	2	18	48	74
Style	1	0	3	6	17	46	75
Brightness	3	2	3	10	17	39	72
Unconvincing	1	7	4	18	21	35	62
Influence	2	7	5	15	24	35	60
Act to action	1	7	10	24	23	26	54
Remembering	2	1	3	7	18	46	71
Appellativity	1	3	4	3	13	44	79
Effectiveness	1	4	11	13	29	32	58

Table 3. The results of the method of «semantic differential», a group of «experts» advertising block without recognizable images - negative example.

Block 1 (negative example)

	-5	-3	-1	0	1	3	5
Clarity	32	25	2	5	4	15	48
Style	17	15	18	14	20	12	47
Brightness	17	20	11	11	22	18	46
Unconvincing	31	22	16	7	5	9	45
Influence	23	20	21	13	7	8	44
Act to action	29	15	17	12	5	6	46
Remembering	19	15	11	12	16	18	47
Appellativity	38	24	8	8	2	5	44
Effectiveness	25	27	20	15	1	5	44

Table 4. The results of the Method of Semantic Differential, a group of «experts» advertising block using elements known works of art - negative example.

Block 2 (negative example)

	-5	-3	-1	0	1	3	5
Clarity	27	18	9	8	6	5	53
Style	21	18	9	15	17	11	46
Brightness	19	21	11	16	14	10	48
Unconvincing	33	25	10	10	4	4	45
Influence	25	20	18	15	8	4	45
Act to action	28	23	16	5	7	2	45
Remembering	12	16	21	8	17	15	49
Appellativity	44	13	6	7	4	1	45
Effectiveness	17	24	18	14	4	6	45

These results, similar to the group «recipients» as compared graphically - see. Appendix 8. The results of this comparison just confirm the previous hypothesis outlined before.

Besides summarizing the results and conducted by the method of cluster analysis, the results of which are shown next.

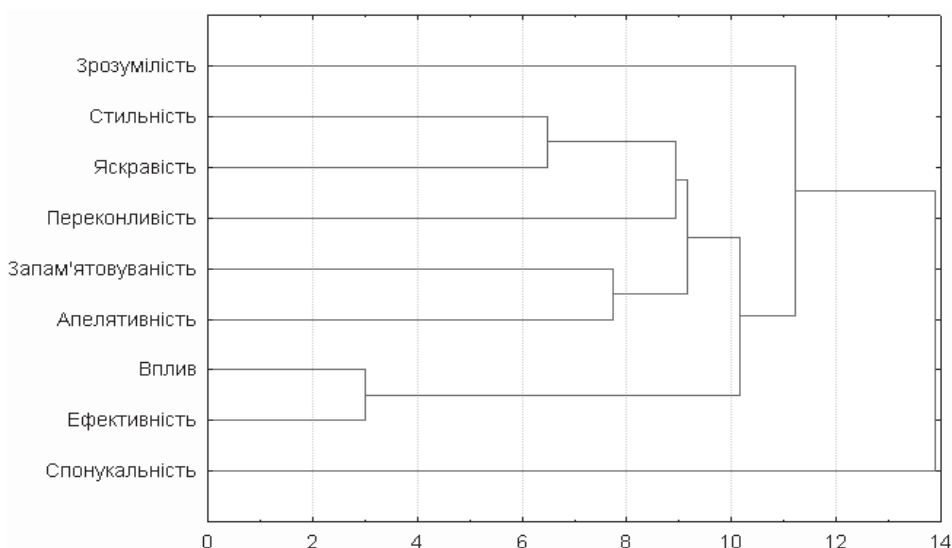


Fig. 4. Cluster analysis - a Method of Semantic Differential, the experts group - block of advertising without recognizable images positive example.

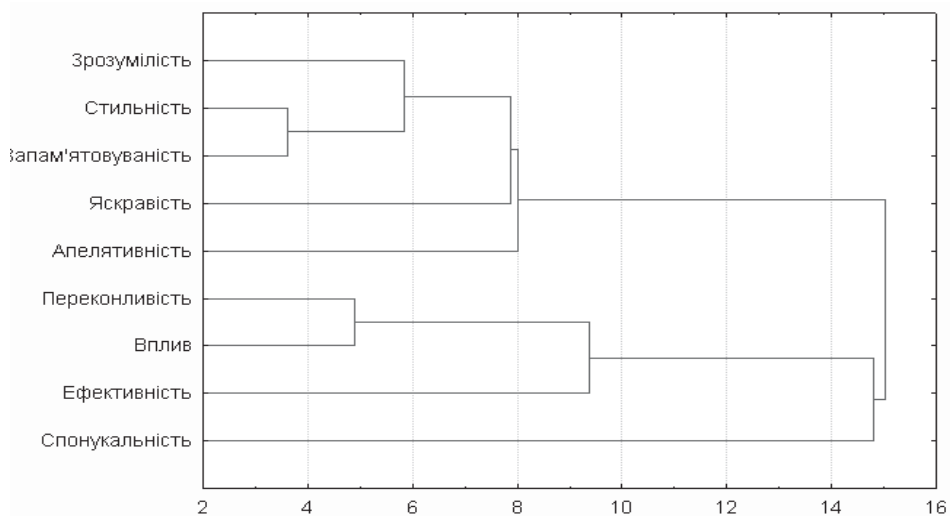


Fig. 5. Cluster analysis - a Method of Semantic Differential, the experts group - block advertising with elements of famous works of art, a positive example.

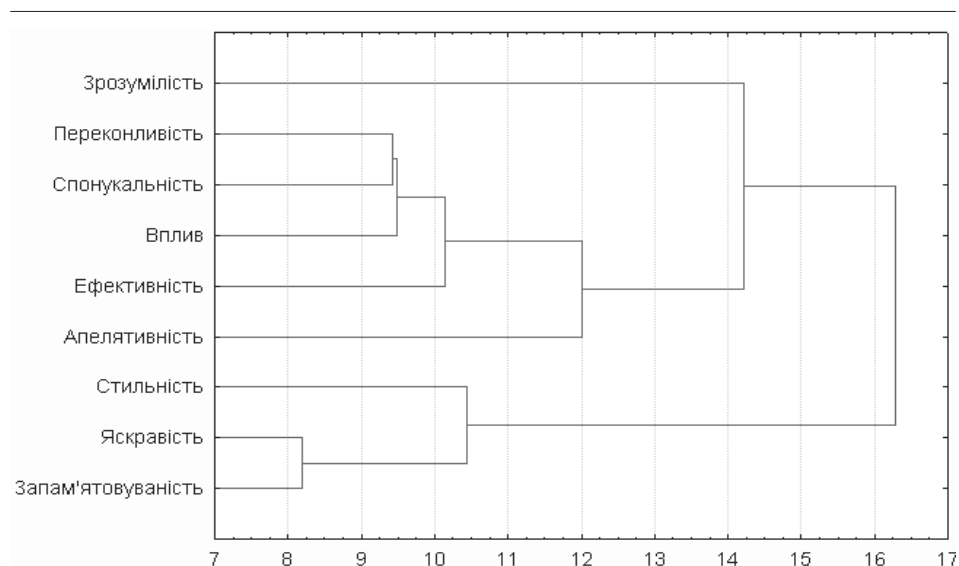


Fig. 6. Cluster analysis - a Method of Semantic Differential, experts group - block advertising without recognizable images negative example.

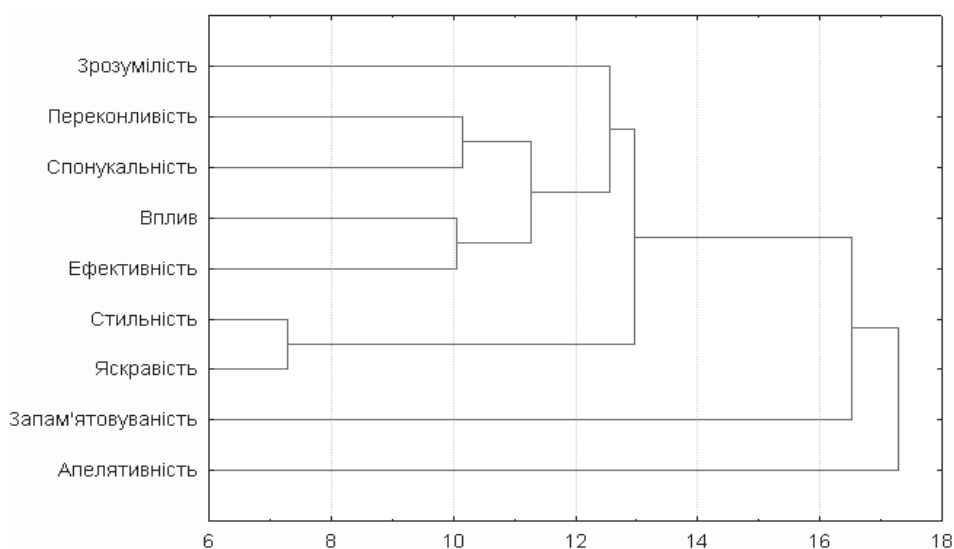


Fig.7. Cluster analysis - a Method of Semantic Differential, the experts group - block advertising with elements of famous works of art, negative example.

Based on these empirical data we can conclude that regardless of whether he is an example of positive advertising message or “failure”, using recognizable images will still improve its effectiveness, appellativity and remembering.

So, the theory that the use of recognizable images in advertising products such as elements of famous works of art certainly increases the efficiency of the advertising message.

In addition, used “method of peer reviews”, as described in the previous section and whose goal was to gather comments every “expert” on all 9 characteristics of positive and negative examples of both blocks used in the method of “semantic differential” and overall comments on the quality of each of the selected example and, summarizing, identify the specific subjects of the perception of social advertising. Example application- see. Appendix 4.

The results of the first level are listed in Annex 3. If summarize, we can identify 5 criteria of perception “experts” social advertising:

- visual orientation (reproduced visual, graphic signs «pictures»);
- verbal (text) orientation (reproduced text signs: slogan, or individual words);
- semantic orientation (played meanings inherent in images and

Table 8. Summary of the method of «expert review», a group of «experts.

Criteria	Topic ES		Topic Ukraine		In total on criteria
	Positive topic	Negative topic	Positive topic	Negative top	
Visual orientation	14	28	25	14	39+42=81
Verbal text orientation	0	2	1	4	1+6=7
Mining orientation	15	10	21	12	36+22=58
Reproduction metaphorical symbolic insults association, projections	6	7	0	3	6+10=16
Synthetic reproduction	10	5	11	8	22+13=35

text);

- mining orientation metaphorical, symbolic images, associations, projections arising as a result of the review;
- synthetic reproduction (combines several elements from 2 to 4).

Comments were classified according to these criteria and are presented in semantic point, which in this case indicates some difficulties in the interpretation of visual range, which is certainly familiar, but not necessarily used as appropriate.

Based on these data, taking into account the conclusions of previous research cycles, one could argue that the appropriate use of recognizable visual images here - the works of world culture certainly helps to increase the effectiveness of advertising messages.

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Abstracts

ДЕНИС МАНОХА. Ефективність використання впізнаваних візуальних образів у рекламній продукції. *Стаття присвячена емпіричному дослідженню ефективності використання впізнаваних образів, взятих з народної творчості, міфології, епосів або відомих зразків художнього мистецтва, у рекламній продукції. Для реалізації дослідження застосовані традиційні (класичні) та інноваційні, авторські емпіричні техніки. Продемонстрований та доведений вплив ефективності застосування впізнаваних візуальних образів на ефективність сприймання рекламного продукту.*

Ключові слова: *реклама, ефективність рекламного продукту, візуальні впізнавані образи, методи дослідження рекламних продуктів.*

ДЕНИС МАНОХА. Эффективность использования узнаваемых визуальных образов в рекламной продукции. Статья посвящена эмпирическому исследованию эффективности использования узнаваемых образов, взятых из народного творчества, мифологии, эпосов или известных образцов художественного искусства, в рекламной продукции. Для реализации исследования применены традиционные (классические) и инновационные, авторские эмпирические техники. Продemonстрировано и доказано влияние эффективности применения узнаваемых визуальных образов на эффективность восприятия рекламного продукта.

Ключевые слова: реклама, эффективность рекламного продукта, визуальные узнаваемые образы, методы исследования рекламных продуктов.

DENYS MANOKHA. Efficiency recognizable visual images in promotional products. The article is devoted to the empirical study of the effectiveness of the use of recognizable images taken from folklore, mythology, epics or known samples of art, an advertising product. To implement research applied traditional (classical) and innovative, author empirical techniques. Demonstrated and proven impact the effectiveness of recognizable visual image perception of the effectiveness of promotional product.

Key words: advertising, advertising effectiveness of the product, the visual recognizable images, research methods of advertising products.

DENYS MANOCHA. Skuteczność wykorzystania rozpoznawalnych obrazów wizualnych w produktach reklamowych. Artykuł poświęcony jest badaniu empirycznemu skuteczności wykorzystania rozpoznawalnych obrazów zaczerpniętych ze sztuki ludowej, mitologii, eposu lub znanych wzorców sztuki artystycznej w produktach reklamowych. Do przeprowadzenia badań wykorzystano tradycyjne (klasyczne) i innowacyjne, autorskie techniki empiryczne. Zademonstrowano i wykazano wpływ skuteczności stosowania rozpoznawalnych obrazów wizualnych na skuteczność postrzegania produktu reklamowego.

Słowa kluczowe: reklama, skuteczność produktu reklamowego, obrazy rozpoznawalne wizualnie, metody badań produktu reklamowego.