

PSYCHOLOGICAL METHODS OF MANIPULATION IN ADVERTISING

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Abstract: This paper analyses the perception and processing of the advertising information by a person carried out under the influence of manipulative advertising techniques. Advertising specialists take them into account and use them in their work by optimizing the impact on the potential buyer.

Key words: advertising, information, manipulation, psychological impact, methods of manipulation in advertising, language manipulation.

Advertising has long been an integral part of human society, an element of its culture. By industrial Revolution, which ensured mass production of goods, the emergence of mass media, the development of transport routes, means of communication and, consequently, international trade, advertising has turned into a huge industrial sector and an important business area, serving the interests of industrial development and the conquest of markets (Лебедев-Любимов, 2003).

Foreign authors interpret the essence of advertising widely, but mostly in terms of marketing. Advertising - any paid form of non-personal form of communication and promotion of ideas, goods or services on behalf of well-known sponsor.

Advertising in Russia cannot boast particularly with its long history. As in most other European countries, it began to develop in the 80-90 years of the 19th century in the form of newspaper and magazine ads, but a true awareness of the role of advertising in promoting products was not noticed, due largely patriarchal nature of the Russian economy (Кармин, 2004).

Growth of the Russian advertising impresses - if in 1992 the entire turnover of the Russian advertising market amounted to 60-80 million dollars, in 1996 this figure was closer to 1, 5 billion.

In general we can say that the Russian advertising finally organically blended into the national economy. But to its international recognition is still very far. And in light of recent events - not the fact that it did it to survive (Помат, 2008).

In the life of Europeans today there is nothing more intrusive, noisy and inevitable than advertising. In this case, let's try to analyze the current state of advertising and possible prospects of its development.

In Europe, advertising has become an art. Advertising business attracts the best brains, because it is huge money. Creation of an ad product combines global and often conflicting goals: to attract attention and to make people buy the product, create an attractive image of the manufacturer, to become an aesthetic object, adorable, intelligent product for the mind and heart to entertain the recipient. In addition, people believe that advertising should be moral and arouse positive emotions. For the development of creation of advertising in Europe there are special festivals (Шейнов, 2003)

It's no secret that advertising is quite a powerful tool for the manipulation of consciousness. Function of advertising in society for a long time, and most likely initially assumed not only simple to inform people about your product or service, but also an attempt to persuade his interest towards the goods offered (Песоцкий, 2001).

Word manipulation, has its origin from the Latin word which, in its original sense meant in a positive sense of control: control with skill, assist, etc. In modern literature, under the manipulation of art meant to control the behavior and thinking of people through targeted impact on the public consciousness.

However, once it is necessary to note that the human perception of advertising depends not only and not so much on the information impact on him, but on the information available to it, or dominant stereotypes (Мудров, 2004).

How, then, advertising manipulates consciousness?

First consider the linguistic manipulation - is the selection and use of tools such language with which to influence the recipient's speech. As a rule, linguistic manipulation involves an impact on consumer advertising, which he is not aware of and accepts as part of the objective information about the product.

Although the manipulation of language is used in almost all areas of language use, it is used most often in politics, psychotherapy and advertising (Шуванов, 2005).

The essence of language manipulation in advertising is as follows: an advertisement is served so that the user on the basis of its own draws definite conclusions (Незнайкин, 2004). As the consumer comes to these conclusions himself, he automatically receives such knowledge for its own, and therefore refers to information less critical and with great confidence.

In addition to language manipulation advertising uses many other various psychological methods (Ценев, 2003). Let's consider them.

- In some cases, advertising is based on mitigating or suppressing guilt experienced by consumers when buying certain goods, such as cigarettes, confectionery, alcoholic beverages (sense of guilty for violation of hygienic rules).

- Other underlying motives used in advertising: a sense of confidence (domestic refrigerators, air conditioners).

- Reliability (soap, patented pharmaceutical products).

- Self-satisfaction (excavators: machinists resented the fact that they represent barely visible in comparison with the machines; sales increased when advertising began to show drivers as hosts of machines and not as an appendage to it).

- Sexual motives used in advertising empirically long before the advent of psychoanalysis, but Freud's doctrine led to a different view on this matter.

- Flashback of childhood. These experiences are particularly vigorously exploited in advertising food products, cigarettes and chewing gum. Here is the bedrock of the interpretation of the oral cavity as a zone of pleasure. Infant finds comfort and pleasure in the mother's breast, adult - in food, smoking, sucking. Many foods become so hidden psychological meaning of serving the subject of research.

- Also euphemisations belong to methods and means of manipulation in advertising - it is replacing the word with negative semantics positive or neutral meaning.

- Substitution of concepts. We know the concept put on a par with the negative/positive concepts, thereby acquires a negative/positive sense.

- Comparison in favor of the manipulator. Reception comes to the search object, which could rely on the product to look at favorable light.

- Reconsideration. Obvious and well-known fact, event, person, phenomenon is given a new meaning, suitable for manipulator. It looks like a new acquaintance with the subject.

- Implanted appraisal. Feature of an object permanently placed next to its name, becoming its immanent property. And no one has any desire to challenge it or to clarify.

- Speech binding. Admission is taken from the practice of neuro-linguistic manipulation.

- Implicature. Implicit method of transmitting information - this way, when it opened in the message text is not present, but with the need to recover the reader because of stereotypes of thinking and language conventions.

- Rhetorical questions. Put questions that cannot be answered "no." But "yes" then turns trap, because it means much more than just the answer.

Presently advertising is quite an ordinary and usual way of distribution of information about goods. The consumer is spoiled by various beautiful ads which don't have former effect on him anymore. Therefore the producer is compelled to resort to new ways to influence potential buyer through advertising. Advertising function in society assumed not only simple informing people on goods or services, but also attempted to incline its interest towards the offered goods. It is not a secret that advertising is quite a powerful tool for manipulation of consciousness.

In modern literature the manipulation is understood as an art to operate behavior and thinking of people by means of target impact on public consciousness. Manipulation is known not only as dexterous actions with subjects as it used to be understood couples of centuries ago, but also as carrying out distracting receptions, ability to hide the real actions or intentions that were defined. However, stealthiness of messages which use manipulative methods, often contradicts with the rights of the consumer and public opinion about norms of morals (Лебедев-Любимов, 2003).

Manipulation today is used more than ever as continuous collision of interests of the advertiser and the consumer constantly becomes aggravated because of an aggravation of competitive opposition.

Today the problem for marketing specialists consists of creating such an advertisement, and to use in it such receptions of a manipulation which would provide performance of two main goals: to convince the consumer of need in purchasing the goods and making it so that there is no violation of his right. Not so long ago producers understood that manipulative methods are perfectly suitable for performance of these purposes.

As a result it is possible to tell that in the today's advertising market many methods of a manipulation are very actively used. They are effective at the expense of the appeal to knowledge and stereotypes which are stored in consciousness of people. Manipulations in advertising rely on mental process of decision-making. Impact on this process is carried out by means of various suggestive techniques (Ромат, 2008). It is possible to allocate hypnotic approach also. Hypnotic approach uses trance methods. As it is possible to consider a special case of use of suggestive techniques and a language manipulation which in turn is under construction on features of language and the principles of its use.

Summing up all of these, the conclusion arises that advertising, unfortunately, often bears not really truthful and honest information. Therefore the fact of such impact on audience is subject to a moral assessment. After all, in fact, almost any advertising isn't able to receive a positive moral assessment of the contents. But, despite it, manipulative methods of advertising existed, and there will exist, regardless our opinion about it, as well as any other tools which have already proved the efficiency in practice in the solution of problems stimulating demands.

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