

of agricultural sciences and creative thinking, are motivated to sustainable professional development, able to correctly and objectively analyze, interpret and disseminate information about current events, issues, trends in the development of agriculture in Ukraine and abroad.

Keywords: *journalism, specialty, higher education standard, professional standard, competence*

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ADVERTISING IN THE MASS CONSCIOUSNESS OF THE UKRAINIAN SOCIETY

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Abstract. *This scientific article presents the data obtained as a result of socio-linguistic studies, which were directed on the determination of the peculiarities dealing with advertisement influence on verbal tastes of the modern Ukrainian society communicants. The trends, which have been formed in the senses of the Ukrainian speech carriers under the influence of the advertisement, are revealed. The conclusions are made as follows: at the early of the XXI – st century the advertisement has become a loaded indicator of social processes occurred in the modern society and national communicative culture component.*

Keywords: *advertising, advertising texts, verbal tastes, psychological impact, mass consciousness*

Introduction. Nowadays, advertisements are considered to be a part of the national culture which reflect country's economic development, as well as consciousness and valuable orientation point of native consumers. It should be mentioned that at the end of the XX-th century linguists mainly showed their attention to investigation of advertisement text content. Modern researchers do extremely require scientific research work dealing with pragmatic peculiarities of an advertisement. The necessity of this scientific work is caused by the fact that any advertisement is usually developed for common people, and it's a new reality for the Ukrainian society. It also affects man's behavior, and helps form new ideals and change the concept of the world.

Linguistic analysts, sociologists, psychologists, and philosophers actively study various advertisement aspects and advertisement texts: the phenomenon of advertisement was studied by such famous foreign scientists as I. Arens, K. Bove, A. Deyan, D. Ogilvy, R. Riwez, K. Rottsoila; The advertisement and its socio-cultural aspect was investigated by such Western researchers in the sphere of sociology as J. Bodriyar, A. Mol, G. Huber; Ukrainian sociologists and professionals in the sphere of culture such as N. M. Lisitsa, O. Yu. Olenina, N. S. Udris; Ukrainian advertisement texts and its psycholinguistic aspects were investigated by T. Yu. Kovalevska, A. V. Kovalevska, S. V. Formanova; its cultural aspects were introduced by L. Khavkina; advertisement discourse was performed by V. L. Musikant, E. V. Romat, O. A. Semenyuk, I. A. Morozova, Yu. S. Bernadska, O. V. Balakinskii, R. I. Mokshentsev,

A. N. Matantsev, M. G. Staroletov, O. E. Tkachuk-Miroshnichenko, O. V. Medvedeva, A. Miller; argumentation as the means of influence on consumers mind and reasoning was studied by M. G. Dudina, N. A. Kravchenko, N. S. Lisa; manipulative games, which are applied in the advertisement were investigated by O. V. Dmitruk, O. L. Dotsenko, V. V. Zirka, S. G. Kara-Murza, Yu. V. Rozhdestvenskii, M. Yu. Kochkin, Yu. B. Pikulyeva, A. S. Plokhinova, L. I. Ryumshina, E. S. Popova, G. Shiller; psychological aspects of developing and interpreting of advertisement texts were studied by R. Atkinson, U. James, E. Plessy, A. R. Luria, A. A. Smirnov, and others.

There is a great amount of scientific research works in the fields of linguistics, sociology, and psychology, which are directed onto a comprehensive investigation of advertisements. Unfortunately, at the present moment linguists feel deficiency in fundamental scientific works dealing with, advertisement influence on mass consciousness of Ukrainian consumers. Therefore, our research work proves the actuality of the mentioned topic which is presented.

The object of this scientific work is to inquire into advertisement texts; **its subject** is word phrases rising from advertisement origin and they are produced by Ukrainians in various communication situations. **Its purpose** is to reveal the influence of advertisement texts on communicative behavior of Ukrainians. The study is aimed on denoting methods, which are applied by the advertisement makers, in order to affect the mass consciousness of Ukrainian consumers. The achievement of the defined purpose encourages the solution of the following problems: denote word phrases and define the aim of their functioning; study the influence of advertisement on men's behavior code and denote changes occurred in their verbal tastes. During our researching the following methods of investigation were applied. They are as follows: method of questionnaire and observation dealing with communicator's speaking language; methods of psychological effect on the consumer's mind which could help define the pragmatic potential of the advertisement texts; discovering the factors which help change man's mentality and priorities, behavior codes, and at last, the state of mass consciousness of modern society under the influence of various advertisements.

Results. The author has conducted a psycholinguistic experiment, in order to define the associations, which the word "advertisement" provokes among respondents nowadays. During the experiment 248 respondents received questionnaires. There were of both sexes: men and women from 16 to 59 years old. They had to denote their reaction on lexeme-stimulus "advertisement" [2, p. 54]. The reactions were quite different. Some of them denoted "advertisement" as "show", 'PR', 'business', 'boredom', 'football', 'top-models', 'coffee', 'linen', 'youth', 'scurf', 'shampoo', etc. It's important to stress that a number of received reactions were associated with the semantics "television" or "entertainment" (29.8%), there were some reactions, which denoted the subject of advertizing (1%), for example, coffee, beer, chocolate, etc. or sport games such as basket-ball, football, hockey. The remainders (14.9%) had negative connotations. It was mentioned in "The concise associative dictionary of the advertisement vocabulary" edited in 2001 that the reactions with the negative connotations on the stimulus "advertisement" amounted to 24.1% [7, p. 51]. Many investigators underline that some years ago many common people considered advertisement to be boring, annoyance and even aggressive, but nowadays, most of them have changed their opinions and denote that modern advertisements become more interesting, bright, original, and even filled with humorous-satirical sense. People have accustomed these phenomena and sometimes accept it as something workaday or simply entertaining.

Today, under the market conditions, every advertisement company requires large capital investments, so, advertisement makers have to apply maximally active methods, in order to attract consumers' attention to their services and goods. They try to do their best and create the most famous brand which could differ from many others.

Eric du Plessy, a top manager of world-known English Research Company Millward Brown in his monograph "Psychology of Advertisement Effect" has introduced the methods applied for monitoring influence upon consumers' mind, reasoning and behavior. He also made a deep analysis of marketologists and scientists investigations dealing with mentioned problems occurred at the early part of XXI century [9].

The author of this scientific work used to indicate that emotions influence on people's behaviors, at the same time, form their consciousness. We remember the unusual and bright things and after a certain period of time our attention might be attracted to something we had already seen before. Therefore, the following activity occurs: our reasoning and memory interact and influence on our consciousness. It should be mentioned that emotions play the key role in monitoring man's mind, memory and attention. So, an advertisement task is to give birth to emotions, which should be positive (every person is "designed" to receive only positive emotion) [10, p. 30].

The advertisement is "the compacted image of the modernity, it has accumulated the feelings and experience of a certain society" [6, p. 29] and gradually changes man's consciousness: new concepts, norms, and values come into our life. Every advertisement tries to interpret the world, create, devise and rebuild it according to its own rules and requirements. The new world has been constructed and called as "society of a play". People know that they live among the invented characters; they obey and follow the laws of this world [6, p. 29]. The S. Freud's student Ernst Dichter noted that the major goods value for a consumer is to feel satisfaction when he (or she) possesses things he (or she) needs. Usually this satisfaction is deeply hidden in sub-consciousness of his secret wishes or desires, about which consumer had never guessed before. The scientists underline that the world famous advertisement agencies in U.S. became the pioneer laboratories of psychology. They used to develop new methodic and technologies which were applied for manipulating of a man's mind and make business more profitable, because people start to buy goods which they were not ready to buy an hour ago [5, p. 72].

The major task of any advertisement, according to opinions of many marketologists, is to make everyone feel oneself happy even for a short period of time when he or she does shopping. The advertisement makes us buy an image, but not the products, goods or service. We don't buy a product, but the result of applying of the mentioned product. For example: we don't buy a soap powder, but perfectly clean linen; not a bottle of beer, but pleasantly beguiled time with our friends; not a cream, but beauty and youth [6, p. 30]. Sometimes it seems to be absurd that furniture, car, or chocolate on TV programs are often advertised by finery-breast, long-legs and slim models. It can be quite easily taken into account, because they propose not the goods, but "all-time comfort", "life at a rate and without problems", "paradise delight", etc. Be sure, such symbols appeal to our sub-consciousness and man's hidden instincts. The advertisers speculate on the fact that people often dream, but unfortunately don't have possibilities to implement their dreams into reality or their everyday life. So, they have to make people buy symbols of their dreams, so to say products and goods, which are professionally packed into pleasant patterns [6, p. 30]. The women of a model exterior mainly advertise the goods, which are usually bought by men. Such approaches are considered to be manipulation with human consciousness.

It goes without saying, - the major purpose of any advertisement is to sell goods or services which could satisfy certain human needs. Advertisement makers realize that each person gets a great deal of information every day which could not be completely accepted. Therefore, this information has to be enjoyable and pleasant and always attracts attention of a potential consumer. It means that the information could be interesting for the consumers. Besides, our investigations presented the following: advertisement text attracts people's attention if it contains humor or joke. We spread questionnaires among respondents who belonged to various age groups (from 16 to 59 years old) and 89% of them agreed with the affirmation about advertisement texts containing humor and joke. [2, p. 115].

The positive emotions create positive and organic grounds in "collaboration" with man's knowledge and obtained skills and abilities. We should remember that advertisement video line could not equally impress emotional sphere of people who belong to various age groups, sex and status but we insist that emotional influence depends on a great number of factors, which are tightly interconnected. It's still worth to separate the general trends. The youth more actively react on the sources of the suggestive influence, they often identify themselves with cheer and successful heroes of the advertisement lines. This phenomenon is called by the psychologists as "a phenomenon of identification". Scientists denote that advertisement character is chosen rather isomorphously by a consumer and it means: a real person adopts his behavior according to advertisement character which is introduced [6, p. 53]. In real life, a person often adopts his behavior code and starts acting like a hero of a TV line, and this phenomenon occurs on subliminal level. Behavior stereotype of many people in our society adopted due to advertisements. Nowadays, this type of behavior is not considered to be something special and usually accepted as routine one. At early part of XX1 century a bright example of mentioned above phenomenon could be the fact that Ukrainian women were not ashamed to speak about "their critical days", linked them up with the means of personal hygiene or contraception, which they started to use. Representatives of older generation remember that 25-30 years ago intimate things like those were "taboo" in Ukrainian communicative space.

Another bright example of the advertisement influence on the mass consciousness is the advertisement of beer. Here, we have worth mentioning gender separation concerning its influence. Our investigation has presented the following - the advertisement of beer is accepted very positively by many young people. Young people who drink a large amount of beer in a friendly society usually have a careless and cheerful life. It should be mentioned that this advertisement declares nothing about advantages and quality of beer. Youth must remember if they drink beer they do have a lot of friends. This is a perfect example of advertisement video lines which introduce both a beverage and a definite behavior model grounded on new ideals.

The influence on the consumer's mind is occurred to be explicit and implicit simultaneously. Most scientists denote that it could be achieved by application of non-verbal and verbal means. The advertisement uses creolized texts, i.e., such ones, in which an interaction of spoken and icon means (graphs, drawings, photographs, etc.) are applied. The speech of advertisement video rolls touts its stereotypes because it performs the suggestive strategies. The recipient at once "reads out" the information from the advertisement announcement which he had already memorized before. A bright sample of this statement is advertisement text which introduces alcohol drinks: "You have been always taught that men never wear adornment, men never change their decisions and never keep the regulations". Male sponsor of the show: "Man is He (Nemirov)" This is advertisement of vodka "Nemirov": a handsome man in an

expensive car is shown; "in heat and cold, closing the teeth, men rotate the Earth". Until men rotate the Earth, all important things are kept in their strong and credible hands. "To those who rotate the Earth, the Earth is rotating until it's rotated by men" (advertisement of the vodka "Bread donation"), is often shown in a video clip, how brave and powerful men are building a bridge, melting metal in furnaces, coning a ship). "There are no unattainable tops for real men, they exist for being subdued". The men never capitulate on the soil and water. "For those who have strong soul" (advertisement of beer) "descent" (the video clip shows the men who cross a mountain river and then like real alpinists they rise on the head of a mountain, and at last, late in the evening they drink beer in a friendly company). We could only imagine that the heroes of this video line, in which the mentioned texts sounded, are successful, handsome and slim, besides, they are bread makers in their family. They work hard and even have "hard relaxation" because they have to cross a mountain river, or climb a mountain head. It goes without saying that target auditorium of alcohol advertisement are predominantly men. Advertisement makers couldn't but use video line of a strong and smart man, so to say - a real man who drinks strong alcohol, and this is a good example of manipulative technologies applied by advertisement makers.

The suggestive advertisement texts can be targeted onto the cultural and historic values, which are known as those which are appreciated by many representatives of Ukrainian society. In particular, the theme dealing with Cossack community was and still remains a topical one. It is a well known fact and it has been known for ages that Cossacks were fearless will-rich people who devotedly defended our motherland. The expression "You are the real Cossack" is a compliment for any Ukrainian man. The TV advertisement of alcohol "Cossack council" is directed onto the cultural and historic memory of many people, and is accompanied with the text "The Cossacks stopped wearing a cowlick, but it's in each heart" (in the video line a strong and handsome man is shown who tills the soil with a plough). A hint on the heroic past of Ukraine sounds in this advertisement. According to the advertiser's plans, those who use the advertised alcohol drinks will subconsciously join something great and heroic. Advertisement like this one for sure affects the emotional sphere of human feelings, defines the scheme of his thoughts by forming a stereotype model of behavior and stereotype of reasoning and thought. The application of this method is not right; it's unstable, because it's impossible to explain advantages of strong drinks from the rational point of view.

Advertisement makers dealing with chocolate, chips, and sweet drinks realize that their target auditorium is predominantly young people. Therefore they address their products exclusively to that audience using popular phrases and slang in their texts and creating plots, which could be attractive and preferable to any teenager. TV advertisement of goods mentioned above addressed consumers' mind and emotions, because it's a well known fact that those goods are dangerous for man's health. TV advertisement of "Pepsi-Cola" performs a luxurious recreation of young people who have a rest near expensive villa with a swimming pool and a voice behind the frame announces "Heat, nothing but Heat". So, check it: "You need Pepsi! Pepsi is with you".

Advertisement makers never produce goods; they produce nothing but man's feeling of luxury life standards, about which most of Ukrainians could only dream. Cheerful, full of joy and entertainments bright life of young people are also demonstrated in advertisement of chips "Lays": "Friends and feast humor for the whole summer! It's lovely and bright there, where's "Lays"".

In a video line of a chocolate advertisement "Lion" a young man is coming into supermarket, where anyone could find all in a tumble. The boy has muddled hair and he is dressed untidy (nowadays, it's typical behavior among young people). A saleslady,

a woman of a middle age, gives him a piece of chocolate and growls like a lion. The hero of the advertisement buys the chocolate and starts eating with appetite and growling like a lion, and this is accompanied by the following words: "Lion. Again lion". "Catch fragile, really caramel, wild like nobody. Overcome your wild nature".

We have already noticed that many young people while talking often start "growling" copying advertisement hero's behavior. A similar advertisement was also created for a piece "partying", which had the following text: "Try "partying", it is a perfectly tasty disorder". Advertisement of this type reflects definite behavior code of young people, even more - actualize and implement new ones.

The stereotypes of Ukrainian and Western women substantially distinguished from each other. For example: in France a madam is a real beauty, in America - a business lady, in Ukraine – a woman is always a busy hostess. However, advertisements at the early of XXI century transformed valuable dominants in our country. Therefore, a woman-hostess, as the Ukrainian archetype, had been already pushed out, and modern advertisements constructed a habit to introduce a beautiful, well-dressed, smart woman with a slim figure. It should be mention that in our native advertisements lady-heroes are predominantly young, because an old woman never associated in people's mind and reasoning with an idea of success and luxury, but still reminds everyone about diseases and approaching death.

We could find in our advertisements ladies who mainly belong to "evening of life" and present a cream for teeth prostheses, various ads, medicines or detergents. The greatest surprise for Ukrainian customers was the advertisement of teeth prostheses (Korega, 2012), where a famous singer Nina Matvienko was introduced. Our people were surprised: rather successful beautiful woman does not possess her own teeth, and she doesn't feel shame to announce it. It means that Ukrainian society has changed its values: there is nothing to be ashamed of speaking about. Nowadays people could discuss problem like this without any shame.

The Ukrainian advertisement market is younger than that in most European and other highly developed countries. Our market implicitly substantially differs from the Western one, because economic situation in our country is terrible, and most people get miserable salary. The Ukrainians often refuse to have rest somewhere abroad; they do it not far from their dwellings. They are not able to make both ends meet and very often they could not afford to buy many goods for everyday use, which are not expensive at all. There are many goods and services which are for common European people are accessible, for the most Ukrainians these goods and services are considered to be of luxury class. This is the reason that the advertisement communication in Ukraine is mainly directed to the consumer's mind, memory, values, wish, desire, hope, dreams, and tendencies. Ukrainian advertisement has no eager to perform advantages of a definite brand or goods, as it happens in European and other developed countries. The advertisers realize that it's not worth spending much money in order to introduce consumer goods qualities. Most of them realize that it would be better to propose them a world of new ideals, where everyone would enjoy to live, work, go in for sports and have rest. Therefore, a customer buys chocolates, "Fanta", etc It means that he doesn't buy a chocolate, but he possesses "a paradise delight" (a slogan from the advertisement of chocolate "Bounty", which became a popular expression) and he would like to find himself somewhere in a nice corner of the Earth; he has no wish to drink "Fanta", but "accepts adventures" (a slogan from the advertisement of free alcohol drinks, in which an occasional lexeme is used),. We should stress that advertisement merges definite social characteristics with drinks, chocolate, coffee, furniture, etc. Thus, nowadays advertisement makers developed

their product which is built on generally accepted values and it proposes goods, which automatically possesses valuable characteristics. The advertisement directed onto consumers mind, reasoning and emotions occurred four times more frequently than rational ones.

It is a well-known fact that a recipient never makes any special efforts to learn information proposed by advertisement, and one should remember: an advertisement announcement might be always very short. Advertisement makers know that its influence could be strong; if people listen to it or watch it many times.

The Russian psychologist S. V. Orlov stresses that every next advertisement announcement repetition leaves a deep trace in man's mind and memory creating a basis for its deeper acceptance in the nearest future.

O. V. Medvedeva in her monograph "Advertisement Communication" indicates that "The level of the advertisement announcement complicity should be by 10 points lower than the average IQ (the level of intelligence) of those people for whom it is designed" [9, p. 72]. The Ukrainian advertisements, to our mind, follow mentioned requirements. It often occurs that attention is accented on quotidian truths, and advertisement texts are rapidly accepted and remembered. We should point out, and it has been already proved with our studies, they do enter the cognitive grounds of Ukrainians. We could not listen to advertisement text attentively, but we do accept it sub-consciously.

TV advertisement greatly affects the formation of stereotypes, because its frequent production registers the subjects proposed by the advertisers in the human memory. Just the frequency of using definite speech forms, behavior models, and the exterior of advertisement heroes, video clips also affect the consciousness and sub-consciousness of people, even if they don't have wish to be affected. Just imaging, we are watching a beloved TV program or an interesting film; it is usually interrupted by an advertisement. Often people only listen to what is transmitted by TV doing their everyday routine work without watching the screen, when suddenly an advertisement announcement sounds, in which a sweet voice several times is singing: "white-white snippets are tasty gimmicks ..." (the advertisement of hardtacks) or "the feast is coming, the feast is coming ..." (the advertisement of "Coca-Cola"), "I love this" (the advertisement slogan of fast food of Mc. Donald's"). People are not able to hear the text, but subconsciously accept it. After several days, the text of such an advertisement may "sounds in his/her mind" of a spoken personality or he simply sings it (this can be compared with the case, when a person sings some beloved melody). As a result of such an advertisement action, a precedent text appears which is cited in a certain communicative situation or singed without any matter. Today, this phenomenon in the communicative space of Ukraine is rather often met [2, p. 116].

The advertisement texts possess a powerful psychological influence on the society, and they could not but integrate into active communicative processes, which precede our society, they become components of spoken personality pragmatism. Famous French philosopher and sociologist, researcher of the "Advertisement Phenomenon" Jan Bodriyar noted: "The advertisement does not participate in manufacturing goods or products and it never makes use any thing, but nevertheless it is directly included into the system and it is considered to be consumption. Besides, it sometimes turns into the subject of consumption" [1, p. 177]. Today, ever more often, it is possible to hear in a verbal-spoken communication the citations from the advertisement texts, which could keep the semantic source, or even completely change it.

In the process of our investigation we have found out that advertisements in the Ukrainian society had created a great amount of popular phrases, so to say, winged declarations, such as follows: "have shoed and forgot; feel the beauty on tip;

everything will be in chocolate; everything will be coca-cola; drown the thirst; hot stunt; two in one; add drive; live on the full; the life is a fantastic thing, but not to spin; life becomes more interesting; charge the brain; go to haiku; sometimes it is better to chew than chat; from me - "Rogan"; image is nothing, thirst is everything; every cat knows: it cannot be more tasty; critical days; love screwed, for friendship has to be forgotten; not brake, - snicker; not simply purely, but spick and span; never dry himself; let the whole world be waiting; mistake, but not halt; paradise delight; movement without pain; hi, friend beaver!; a desirable taste; delicious like in childhood; sweet pair; three in one; aunt Assay has came down; be sure while breathing – have no doubt, be sure; everything for woman joy; success is there, where you are and others". The winged declarations having advertisement origin in all their diversity are the powerful idiomatic expressions of the definite culture period. They accumulate psychological, spiritual, and socio cultural climate of the epoch. This presents the ground to assert that the advertisement affects the communicative behavior of many people, their speech tastes, and the spoken picture of the whole world.

Investigations dealing with problems of advertisement influence on mass consciousness of Ukrainians give possibility to conclude that the major function of any advertisement is to create in man's mind positive emotions, which he wants to possess. Advertisements usually form a stereotype in behavior of a number of Ukrainians but nevertheless, investigations of many scientists denote that people perform various characteristics which have been introduced with advertisement. They are as follows; annoyance, aggressiveness, and vociferousness.

Nowadays methods which are applied by advertisers, address to man's mind and emotions and help provide subjective-personal perception of information. Besides, they produce great wish to follow high standards of life samples filled with success and property [3, p. 117]. Advertisements always try to dip consumers into the world of illusions affecting the mass consciousness of the Ukrainian society. The advertisement makers never propose the product itself, but only luxury life standards about which most Ukrainians could only dream about considering economic stagnation.

Conclusion. It should be mentioned that advertisement texts possess a great power of psychological effect. Therefore, they integrate into communicative processes, and become components of a pragmatic person and created a great number of popular expressions, declarations and idiomatic expressions in the sphere of linguistic culture. Scientists underline that any advertisement powerfully affects the vocabulary picture of the world. Linguistic investigations in this sphere are of great concern to many linguists and philologists. But as for the author's opinion, it would be rather useful to study and compare the ways foreign advertisement texts affect vocabulary and conceptual pictures of the Western society world.

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РЕКЛАМА В МАСОВІЙ СВІДОМОСТІ УКРАЇНСЬКОГО СУСПІЛЬСТВА

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***Анотація.** У науковому дослідженні представлено дані, отримані в результаті соціолінгвістичного експерименту, який було скеровано на визначення особливостей впливу реклами на вербальні смаки комунікантів сучасного українського суспільства. Виявлено тенденції, що сформувались у свідомості сучасних носіїв української мови під впливом реклами. Зроблено висновки, що на початку XXI століття реклама стала вагомим чинником не лише суспільних процесів, а й складовою національної комунікативної культури.*

***Ключові слова:** реклама, рекламні тексти, вербальні смаки, психологічний вплив, масова свідомість*

РЕКЛАМА В МАССОВОМ СОЗНАНИИ УКРАИНСКОГО ОБЩЕСТВА

Л. А. Дядечко

***Аннотация.** В научном труде представлены данные, полученные в результате социолингвистического исследования, которое было направлено на определение особенностей влияния рекламы на вербальные вкусы людей современного украинского общества. Выявлены тенденции, которые сформировались в сознании современных носителей украинского языка под воздействием рекламы. Сделаны выводы, что в начале XXI века реклама стала важным фактором не только общественных процессов, но и составляющей национальной коммуникативной культуры.*

***Ключевые слова:** реклама, рекламные тексты, вербальные вкусы, психологическое влияние, массовое сознание*