Unquality advertising in Ukrainian printed media

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Abstract — In the article there are analysed different kinds of advertising in regional Ukrainian press. It is investigated the quality of the publicity texts after the criteria of legality, literacy, originality and journalistic ethics. Advertising of poor quality is found out and it is grounded negative influence such kinds of ad on the readers audience and on the society on the whole.

Key words – advertising, influence, quality, press.

I. Introduction

With the technology we have in our world, we are persuaded to believe what is right and what is wrong. Magazines, television programs, movies and advertising are very well known forms of media and are used constantly in our society to influence on our lives. Nowadays modern society can’t live without advertising. In actual fact advertising surrounds us everywhere we are. It is a rare moment when we are not in the audience of some ad or commercial. We confront so many ads every day that we overlook them and they become invisible. From the researches, the typical U.S. citizen will spend more than one year of his or her life just watching television commercials. In any daily routine life, people do tend to keep themselves busy all the time by reading newspaper, watching television, listening to the radio and reading other print media production. That’s why the most amount of advertising is placed in mass-media.

II. Advertising in Ukraine

The most amount of advertising is placed on television (23,9%) and in newspapers (22,1%) [1]. That’s why in our article we examine advertising in newspapers. Its pity, but Ukrainian ad market is not high-developed, that’s why the advertising in printed mass-media is not of high quality. So we studied the phenomenon of poor quality advertising in Ukrainian press. Advertising can be defined as paid communication that is intended or designed to alter the perception and behavior of people and to cite H. G. Wells [2], advertising is ‘legalized lying’. Advertising in printed mass-media can influence on the reader by its original text or by illustration. In our country there is also such kind of ad like hidden advertising, which influences on subconsciously of the people and which is unrealized. As far as we know, the analysis of the problem of quality or unquality advertising is nowhere to be found in the literature. So we tried to define these terms and for better understanding the phenomenon of unquality advertising we proposed to divide it into two groups:

1. unquality advertising by form and method of presentation (dull uncreative ad messages, advertising texts, which are wrote with mistakes etc.)

2. unquality advertising by purpose of presentation (unconscientious and hidden advertising).

To analyze the advertising of the first group we learned the rules of foreign specialists on advertising such as David Ogilvy [3], Leo Burnett [4], Dominic Hettings [5] and others. They recommend to write creative, original and laconic advertising, using common words and phrases. They also advise to pay attention to the headlines of the advertising. It should consist of no more than 5 words and should be informative, ironical or witty.

When we analyzed the typical advertising in Ukrainian press( we chosesed regional newspapers “Vysokij zamok”, “Express” and “Lvivska gazeta” and allukrainian “24”, “Gazeta po-ukrainsky” and “Ukraine moloda”), we saw that our ad messages are usually very long and dull, so that it’s hard to read the whole text to the end. In fact the ad is made without creativeness or original thoughts; there is no pointing about the advantages of the product, so that the reader is not interested in buying this commodity. The texts of advertising are written with the language mistakes, and this is the proof of the low professionalism of the journalist which wrote this ad. The most popular advertisers in Ukrainian press are the banks, operators of the mobile connection and the car traders. Their advertisings are alike among each other, so it is difficult for the reader to make a choice. Mostly ads consist of the long text without any illustration or with illustration which is not informative for the reader. We should say that the advertising in Ukrainian press is usually written by a journalist, not by copywriter, that’s why the texts of the ad are long, dull, without interesting headline and slogan. The reason of this phenomenon is that Ukrainian people trust more to journalists, than to the advertisers. I can also say that in the regional newspapers there are more advertising than in the Ukrainian, but in such allukrainian newspapers as “24” and “Gazeta po-ukrainsky” sometimes are printed really quality ad messages with short text and vivid illustration.

The next group of ad which we analyzed was unconscientious and hidden advertising. These kinds of advertising are forbidden by Law “About advertising” but unfortunately such ad messages are popular in Ukrainian newspapers. Among unconscientious advertising the most often is printed ad of alcohol and tobacco. This ad messages are written without the warning about the damage to the health however such notice is compulsory. Another kind of unconscientious ad is advertising of medical preparations, which is printed without direction about the number and date of the special license. In Ukrainian newspapers are also popular ad texts about the services of different sorcerers and witch-doctors, though such advertising is forbidden by law. Unconscientious advertising can bring readers into the trickery and as a result it can be harmful for their health.

Hidden advertising is also printed in our newspapers. Hidden advertising is the text which has hidden purpose — to advertise a product, service or a politician and which is not printed under the headline “Advertising”. So hidden advertising we should divide into the commercial and political hidden advertising.
Among hidden commercial advertising the most popular are ad texts about banks and about the services of mobile operators. And this is not strange because as we have already said these companies are the most widen advertisers in Ukrainian press. Hidden advertising is usually written by a journalist like a simple informative text, but when you read this publication, you will understand the hidden purpose of this text – to advertise some product or service. Hidden advertising in Ukrainian press is written in different journalistic genres – short story, analytic article or even essay. And no matter where is printed hidden advertising – in regional or in allukrainian newspapers – it always effects on the readers, and what is the worse – that this influence is unrealized. But when we get caught into the hidden commercial advertising – we may buy unquality product and what is the result of being caught into the hidden political advertising? Then the result is worse.

III. The problem of hidden advertising

Hidden political advertising is usually widened during the elections, but in fact it is printed in our press more often. Last summer, during the pre-election campaign hidden advertising was printed almost in each number of regional newspapers such as “Vysokyj zamok”, “Express” and “Lvivska gazeta”. Each of this newspapers supported different politicians.

Texts with hidden advertising were written like informative stories about the one of the members of political parties, and in general this advertising created a positive image to the political subject. Such texts should be printed under the notice “Political advertising”, but they were situated under the heading “News” or “Official” so these messages are in fact a hidden advertising. It’s good that the political hidden advertising is widening only in regional newspapers. In general Ukrainian press there is no such phenomenon. In such newspapers as “Ukraina moloda”, “Gazeta po-ukrainsky” and “24” during the pre-election campaign there were articles about each political party, so we can’t say that any of these newspapers supported some politicians.

It is interesting the phenomenon of printing hidden advertising in the newspaper “Ukraina moloda”. Near the advertising there is no mark as “Advertising” or “On the rules of the advertising”. Instead, there is a small letter R in the circle, printed in the corner of the publication. Such kind of printing of the advertising is not provided by the Ukrainian laws and in fact is illegal. Besides it is unhonesty for the older readers, which just can’t notice such symbol.

Sreaking about the unquality political advertisig, we should remember that mass media forms the political consciousness and political culture of the residents, and when people make the wrong choice – it is often the fault of the media. So the journalists should comply with law, with the journalistic ethics and with the own conscious.

Conclusion

So, in the conclusion we can say that in the Ukrainian newspapers there are a lot of unquality advertising. The quality of the advertising we can determine by the originality and the method of its presentation and by the legality of the ad. From my researching follows that the ad texts can be unquality as from the one of this positions, thus in both. Its pity that the texts of forbidden advertising are usually written in very original and creative form, and vice versa. And the presence of quality advertising from both this positions is a rare occurrence.

From the territorial position we can say that in the allukrainian newspapers there is less advertising, than in regional. We should also point out that from the one hand the advertising in regional newspapers such as “Vysokyj zamok”, “Express” and “Lvivska gazeta” is more interesting and vivid, than in allukrainian press. But from the other hand, in the Ukrainian newspapers such as “Ukraina moloda”, “Gazeta po-ukrainsky” and “24” there are less forbidden unquality advertising, than in the regional. So as we see there are more unquality, than quality advertising in Ukrainian press. And there are few reasons of this phenomenon. Unquality advertising touches to advertisers, advertise-makers, copywriters and journalists. The existing of unquality ad texts in Ukrainian press evidences about unprofessionality of the journalists or copywriters, which wrote the ad message, and the existing of forbidden kinds of advertising in our printed mass-media means about the deficiency of quality newspapers in Ukraine.

References