

Секция «Реклама и связи с общественностью в Великобритании и США: настоящее положение и перспективы развития»

Social advertising in the USA.

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Social advertising - information disseminated in any way, in any form and with the use of any means, addressed to an indefinite number of persons and aimed to achieve charitable and other socially valuable goals, as well as ensuring the national interest. (Article 3 of the Law on Advertising) [3]

In the United States, the terms "public service advertising" and "public service announcement", abbreviated PSA, are also used to refer to this type of advertising. The main goal of the PSA is to change the attitude of the public to any social problem, and in the long term to create new social values.

The subject of PSA is an idea that carries a certain social value. Social advertising is usually designed for a wide audience that is concerned with human problems: the fight against violence, environmental protection, children's health, AIDS, etc. [1]

In the USA, there is an Advertising Council, a special non-governmental organization working as the coordination centre for social advertising activities.

The Advertising Council is engaged in the production, distribution and promotion of campaigns aimed to improve the daily life of a person. The mission of the Advertising council is to inspire constant dialogue, interaction and action around issues important for the life of society.

The Advertising council works with volunteers from advertising, media, social and digital communication agencies throughout the country. To spread messages around the widest audience, both donated advertising space and airtime are used. Also integrated communication programs for public services are being developed. [2]

During the study the most interesting examples of social advertising were investigated in the USA for 2018:

1. New York social advertising that spreads information about free dinners in St. George's Common Table
2. Dry drowning symptoms social advertising (#notoutofthewater).
3. Social advertising "Do not let children fall into diabetes tomorrow" means to limit them in junk food today. "
4. Social advertising in honor of World Elder Abuse Awareness Day.
5. Social advertising about the Opioid epidemic in the USA

The examples of social advertising under consideration draw public attention to the problems that require urgent solutions. These are problems of health, homelessness, hunger, cruelty, violence in the USA.

In the modern world, a person in the course of his life activity is faced with a large amount of advertising materials. Today in the field of advertising there is a tendency to increase the volume of commercial advertising.

That is why there is a need for an alternative type of advertising that would appeal to the moral principles of man and remind of eternal values, virtues and draw attention to problems that are important for all of humanity.

Источники и литература

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