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CRITERIA FOR ADVERTISING EFFECTIVENESS

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ABSTRACT

Based on the nature of their impact, advertising is divided into rational and emotional. Rational advertising appeals to the consciousness of a potential buyer and provides information about the advertised service or product: it provides evidence that convinces him, highlights the main features of the advertised service or product.

KEYWORDS

Interpretation, text, advertising, remark, proposal, message, impact.

INTRODUCTION

In this case, the main criterion for effectiveness is brand memorability and the main features of the product that motivate it to purchase. Emotional (associative) advertising encourages the addressee to use a product or service, awakening certain thoughts in memory through the association of ideas and desires with the help of certain feelings and emotions. The

criterion for the effectiveness of this advertising is through the emotional involvement of the consumer.

However, despite this, the difference between advertising messages and ordinary information messages is that they have a persuasive effect on the addressee, encouraging him to use a particular product or service. We believe that advertising must be correct

and accurate; it must provide the consumer with truthful information about the quality of goods and services, their specific features, rules of use, consumption and other similar information.

According to M. V. Toms kaya, advertising according to the field of activity and the purposes of communication is divided into private, cultural-political, ethical and social types. Private advertising advertises services and products to the public related to engagements, weddings, parties, etc. Cultural advertising includes advertisements for theatre, exhibitions, concerts, etc.

Political advertising forms advertising related to the activities of political parties and organizations. The purpose of moral and social advertising is to promote the moral and spiritual values that guide people. A person's interaction with the outside world inevitably leads to the formation of an evaluative attitude towards a particular object, which is reflected in linguistic structures.

In addition, according to N. N. Kokhtev's interpretation, advertising is classified according to the following criteria:

- 1) audio (radio advertising) and visual (television advertising) criteria by impact channels;
- 2) by the method of transmitting advertising information (print (media), television and radio broadcasting, electronic advertising);

3) by groups of advertised goods (advertising of various types of consumer goods, works of art, books, various services);

4) through mass audience coverage (for mass consumers, for highly specialized consumers);

5) through mass audience coverage (for mass consumers, for highly specialized consumers); in relation to the place of production of the product (regional and national advertising);

6) by distribution territory (local, national, foreign, international advertising);

7) by the number of recipients, private (directed to a specific addressee), group (directed to a specific target audience) and mass advertising;

8) on the subject of advertising (product and image advertising).

a) According to a more detailed method of transmitting advertising information, there are:

printed means of advertising communication: newspapers, magazines, catalogues, posters, booklets, applications, prospectuses, leaflets, letters, etc.;

b) audiovisual and electronic media: cinema, radio, video, Internet and television advertising;

c) means of external advertising: advertising in public transport stores, advertising stands, etc.

A.A. Romanov and V.A. Polyakov tried to fully cover the essence of the issue in their classification.

“Advertising texts can be classified according to the type of product advertised. At this stage, it is necessary to take into account the style of the advertising text. When creating advertising text, it is necessary to take into account its multifaceted impact, without ignoring the individual interests of the advertising consumer. The purpose of such advertising text for a specific target audience presupposes a certain approach to the language and style of the text.

The most important feature of the social stratification of advertising is the advertised product: cosmetics are primarily of interest to women; banking services for pension savings are interesting for pensioners, expensive Swiss watches are interesting for people with high incomes, and so on.

As well as a clearer distinction within social groups (gender, age, social status). For example, it is natural that among beauty products mainly aimed at women, Oriflame and Faberlic lotions arouse interest primarily among girls under 25 years of age, and anti-wrinkle creams, respectively, among women over 30 years of age. The gender orientation of advertising for these products takes on additional age determinism.

When creating an advertising text, in addition to linguistic factors, you should also take into account extralinguistic factors that influence the structure of the text parameters of the advertising message and are associated with the presence of a purely feminine principle (for example: advertising of decorative cosmetics, clothing, jewelry, household items, etc.) or purely masculine (for example: advertising of cars, tools, alcohol, men's fragrances, etc.).

Women's speech is constructed the other way around and includes indirect queries such as subordinate degrees and comparisons. In modern society, ideas about the ideal image of a man and woman are developed, and thus a certain cliché is formed that is used by advertising developers. It should also be noted that there are a number of products whose advertising is practically “neutral”. The main role here is played by the quality, design and prestige of the product. Such advertising is carried out with high quality and, as a rule, the main role in it is played by the product itself.

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