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PUBLIC SERVICE ANNOUNCEMENT IN GREAT BRITAIN

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INTRODUCTION

The topicality of the study. In the process of improving the advertising discourse, a new type of advertising is formed - public service announcement discourse, under which the corpus of advertising texts that have a certain specificity should be considered. These texts do not advertise goods and services (as in commercial advertising), but pay attention to people's behaviour, social problems and their solutions. Since public service announcement is a relatively new and therefore little-researched phenomenon, especially from the point of view of linguistics, its functions, purpose, means of influence, etc. are not yet fully understood. In other words, this study is motivated by the need for a thorough linguistic analysis of public service announcement discourse, which exerts a powerful influence on each individual representative of any society in terms of the formation and qualitative change of his linguistic, emotional, value, and cognitive pictures of the world.

During a deeper study of this issue, it was necessary to turn to scientific works and researches of scientists from various fields. Among them, we should highlight Bugayova O., Butenko N.V., Horbenko G.V., Grebinska S.I., Doktorovich M.O., Kurchyn. O., Movchan D.V., Pazukha M.D., Primak T., Futryk A.S., Fred K., Terrence H.

The purpose of the study is to carry out the analysis of the most typical for the English-speaking information space thematic socially oriented public service announcement.

For the successful implementation of the goal, it is necessary to solve the following **tasks**:

1. determine the main functions and purpose of advertising;
2. delve into the history of advertising and distinguish its classifications;
3. generalise theoretical knowledge about public service announcement as an object of discursive analysis;

4. investigate the main means of influencing the consumer in public service announcement.

The object of our study is digital public service announcement in Great Britain in the form of videos and posters.

The subject of our study is key linguistic characteristics and means of verbal psychological influence on the addressee in digital public service announcements in Great Britain.

The methods. The purpose and tasks of the study thesis necessitated the use of a number of general scientific methods: the logical-conceptual method, the method of generalisation and systematisation, the descriptive method. As a special method, discursive analysis was applied for a comprehensive, thorough study of public service announcement.

CHAPTER 1.

ADVERTISING AS A MEANS OF COMMUNICATION

1.1. Advertising as a phenomenon. Advertising history

According to the Law of Ukraine "On Advertising", advertising is information about a person or product that is distributed in any form and in any way and is intended to form or maintain awareness of advertising consumers and their interest in such a person or product [2, p. 123-128]. The word itself is of Latin origin and means "to shout, to shout." That is, in the linguistic sense of the word, its main essence is already hidden, that is, to communicate and disseminate information about something without the consent of the listener.

Today, the concept of advertising has several definitions, the most common of which are:

- type of marketing communication, dissemination of prepaid information to attract commercial or information products to a product (service, company or organisation) or potential consumers;
- information distributed in different ways through various means is addressed to a wide range of people and draws attention to the object of advertising. Advertising maintains interest in the product and ensures its promotion in the market [14, p. 240].

However, in order to better understand the purpose and essence of the concept of advertising, it is worth exploring its historical development.

Advertising arose with the emergence of trade relations between people even before the advent of money as the equivalent of goods. The existence of the

concept of advertising in antiquity is confirmed, for example, by the Egyptian papyrus found by archaeologists with the announcement of the sale of a slave. In even more ancient times, there was probably oral advertising. If at that time there were reliable means of preserving information, we would find oral advertising using the same methods that marketers use today.

In the ancient world, professional carriers of the advertising word were special announcers. In the Greek polis, the heralds were elected by popular vote or lot. The main requirement for heralds was to timely inform the public about socially significant events: the next date of the national assembly, visits to important embassies, the triumphs of famous generals, the distribution of bread to the poor or planned gladiatorial battles.

The emergence of literacy led to the emergence of handwritten advertising. One of the oldest advertising objects was found in the rascops of the ancient Egyptian city of Memphis: "I, a rhino from the island of Crete, push dreams by the will of the gods" [6, p. 415].

Advertisements were often placed on the walls of city buildings. Dirty graffiti on the streets of Roman cities spoiled the appearance of the streets. Numerous bans did not give any results, so the authorities decided to create special places for advertising. It was the whitewashed part of the wall carved in a cell on which the messages were written on coals. These places later became known as "albums" [1, p. 239-244]. During the excavations of the ancient Roman cities of Pompeii, Herculaneum and Stabia, not only wall types of advertising were discovered, but also signs that were canonised and, unlike modern ones, did not contain inscriptions.

Any ads that we now consider advertising in the historical paradigm should be called "proto-reklama" before a more familiar term appears. Thus, already in the medieval Western world we can talk about a significant increase in the importance of protoclassical texts. The next round of proto-religion is especially manifested in the spread of Christian religious ideas, in the activities of pastors, preachers and missionaries [1, p. 239-241]. Proto-commercial components, glorifying and sometimes imposing on schismatic groups, a set of religious ideas that sound in the surviving sermons of the early Middle Ages, at the next stage form a channel of true confessional advertising. In addition, at this time, picturesque advertising began to develop, samples of which are available to us in the form of guild heraldry, commercial and industrial coats of arms, folk engravings became widespread. Along with oral advertising, visual advertising is a characteristic and expressive layer of the culture of medieval Europe. However, in the 15th and 16th centuries, oral forms of advertising continued to dominate Western Europe. Types of oral communication continue their victorious march through fairs, city streets and rural roads [1, p. 239-241].

With the advent of the printing press, the need for mass dissemination of information ceased to be satisfied only with oral and pictorial forms of communication. In the decade after the start of circulation, the printed flyer became a favourite genre of commercial and political advertising. Most often it was a sheet of paper with a large font, highlighted at the beginning of the first line, replacing the title. Just as practiced in handwritten flying sheets, the text was partially bordered by an engraved frame. Sometimes the printed set included graphic illustration. Among the objects of print advertising at the initial stage, the leading position is occupied by typographical messages about book novelties

available at a specific address, as well as sets of operational and short messages in leaflets. It is in the depths of the book trade that the genre of print advertising is actively developing, which is gradually replacing handwritten advertising.

In the 17th century, France occupied a priority position in the development of advertising [1, p. 239-241]. However, in the next century, England takes revenge. It adopts the most liberal laws concerning the media, compared to other European states. At the same time, the growth of competition caused by an increase in production permeates all spheres of life, including journalism. By the beginning of the 19th century, a circle of rich and quite successful entrepreneurs was formed in England. The cost of advertising went up, and fierce competition began between the "authorities" to attract customers, search for free niches in the media market, and invent new products in the advertising business. In the face of fierce competition, success largely depended on the ingenuity and agility of the first persons in publishing.

At the same time, the English periodical press actively uses illustrations, using them for the attractiveness of advertising texts. The first advertising illustration in the newspaper appeared in 1680 [4]. It was a small engraved impression of an Indian fountain that operated in the courtyard of the tavern and which attracted visitors. The publication of large-format illustrations on advertising topics was opened by the magazine "Farmer" in 1774. However, there were factors opposing this trend. First of all, this is the famous English conservatism of views on certain phenomena. The breakthrough of illustrations in 19th-century newspaper advertising was due to the "mastery of experience" of engraved leaflets, and especially magazine illustrations [1, p. 239-241].

However, with the transition to the second half of the century, wall boards, posters, and posters are gaining more and more popularity. This tradition, in fact, has not been interrupted since the appearance of the first printed posters (billboards). But by the middle of the 19th century there was a striking change in the image of this version of advertising. They are associated with the invention of multicoloured printing - lithography by the Bavarian Alois Senefelder. Since the second half of the 19th century, the "poster boom" has been growing in European countries. The leader in this is France. Advertising images once again showed a passion for enormous size when promoting to the buyer such familiar products as soap, medical pills, sausage and chocolate bars. It was during this period in England that persistent mottos - slogans - were introduced in advertising. As a rule, they were so promising. Because advertising has mastered the mechanisms of strong psychological pressure. Concluding the review of the main trends in the development of advertising processes in England in the 19th century, we turn to the showcase as a genre of advertising. In the tenacity of this realisation, the British were also ahead of continental Europe. This attempt to demonstrate the product caused another breakthrough in the development of subject-image, primarily aesthetic, aspects of advertising [1, p. 239-241].

The gradual development of the advertising process in France was interrupted by political cataclysms of the turn of the XVIII-XIX centuries, and the weakening of this activity was noticeable until the second half of the XIX century. It is known that the general direction of culture in this country in the pre-revolutionary period is expressed by the concept of "gallant age" [11, p. 150-155]. France is a pan-European legislator of fashion, jewellery, furniture and entertainment. It is this topic that makes up the vast majority of advertising texts.

The variety of advertising appeals was so great that by the end of the century specialised issues of "Affich" and "Annonce" found spectacular topics [11, p. 150-155]. Advertising appeals, made in the form of elegant engraved paintings, are characteristic of French advertising of the mid-18th century to a greater extent than for England. In parallel, the creation of something similar to our modern business cards began. Initially, their format approached the size of a postcard and the main space was occupied by an image, mainly heraldic, but not only. The main details of the owner were also indicated.

In the 20th century, research institutes were created in the United States, France, Germany and many other countries, where specialists, primarily psychologists, develop the theory of advertising. The 50s and 60s of the 20th century were characterised by the widest use of behaviourist approaches (in terms of influencing consumer behaviour), when great success was made in the United States in using the theory and models of psychology, social psychology and sociology to understand customer behaviour, communicative relations between participants in the advertising process within marketing [1, p. 239-244]. One of the features of the development of the advertising business was the creation of an international network of advertising agencies. In the early 80s, the dominant position in world markets was occupied by large American agencies. Since the mid-1980s, there has been a tendency to change the advertising services market, associated with the creation of a new "Common Market" in Europe, uniting more than 320 million consumers.

Advertising in Europe has entered a new level of development. Time-tested traditional communication channels: television and radio advertising, outdoor advertising, advertising in the press are no longer sources of growth in the

advertising market. They were gradually supplanted by online advertising. In Europe, budgets are redistributed, the share of spending on Internet advertising is increasing, and advertising on television, outdoor advertising, advertising in the press, radio is losing popularity among advertisers every year.

Currently, computer technology, modern equipment, electronic networks and the human brain together create innovative products to increase the efficiency of advertising activities. The above suggests that in the field of development of advertising management, a new conceptual approach is being formed: electronic advertising with artificial intelligence. The first attempts to develop electronic advertising with artificial intelligence were made by the search company Google, which began to introduce contextual advertising when displaying responses to visitors' search queries. Smartphone manufacturers have supported this relay. Intellectual media groups begin to appear on the Internet, offering advertisers to choose the starting parameters of future advertising in order to increase the reach of the target audience. During an advertising campaign, the system itself selects the desired target audience based on the statistics of visits, its geographical location, etc., flexible targeting settings, the ability to choose a topic, limit impressions per hour / day, time targeting ensure maximum advertising efficiency.

With the development of new technologies, various electronic sensors have appeared that can be used in building smart advertising systems not only on the Internet, but also in real life. Analysis of statistical data on the choice of goods by buyers, displaying on monitors through electronic networks those advertisements that correspond to the advertising strategy of the outlet. Artificial intelligence of advertising ensures the availability of a computer program and relevant content.

1.2. Types of advertising

The multiplicity of advertising tasks gives rise to a significant variety of its types, means of distribution, options for its creation and other elements that make up advertising as a system.

The main purpose of advertising can be clearly defined as an increase in profits from the sale of services and goods. However, we should not forget about the secondary tasks that each advertising campaign sets itself. Among them are the following:

- increase in consumer demand;
- designation of the positions of specific goods on the market;
- promotion of consumer qualities of the product;
- formation and strengthening of the image and prestige of trademarks;
- increasing the presence of goods and services on the market;
- search and creation of new sales channels [6, p. 416].

Accordingly, there are grounds for the relative classification of advertising.

In general, advertising is classified by:

- by object – advertising for buyers of consumer goods, advertising for professionals (buyers of industrial and technical goods), mixed advertising;
- by type of customer – advertising of manufacturing companies, advertising of wholesale companies, advertising of retail trade;
- on the subject – advertising of the product itself, advertising of a specific brand (product label), advertising of the manufacturer, advertising of a trade enterprise;
- by time parameters (life cycle parameters) – preparatory advertising, advertising of a new product, advertising of a "mature" product;

– according to the breadth of product coverage – primary advertising and selective advertising;

– the main means of distribution – print, film advertising, television, radio advertising, video advertising, advertising on transport, advertising at the point of sale;

– according to the source of financing costs – advertising paid by the manufacturer of the goods, the seller or jointly by the manufacturer and seller [18, p. 159].

In advertising, there are dozens, if not hundreds, of ways to convey a message, from billboards and posters to key rings, labels, duct tape. Therefore, attempts to unambiguously classify them face serious difficulties, since the same method may belong to different channels or means. Currently, the following species are intensively developing in the world:

- outdoor advertising is advertising aimed at covering a wide range of advertising consumers: signs, billboards, advertising on transport, etc.;

- internal advertising is all textual or visual information that is placed inside various public spaces: stands, posters, repetition of the brand logo, etc.;

- printing products are all printing products that are used for advertising purposes. This type of advertising is divided into two subtypes: corporate printing (business cards, flyers, leaflets, etc.) and large-format printing (posters, banners, etc.);

- souvenirs are any things on which logos or trademarks are applied. By purpose, souvenirs are divided into advertising souvenirs, business souvenirs, representative souvenirs;

- radio advertising - the main purpose of this type of advertising is the wide dissemination of information and wide coverage of the target audience in a short period of time;

- television advertising - information is distributed as quickly and widely as on the radio, but it is also accompanied by visual help, allowing the needy to see and follow the necessary information [6, p. 416].

A separate type of advertising should be digital advertising, which is a separate communication phenomenon that is part of digital marketing, in particular, in the field of product promotion, but not identical to digital marketing. Digital advertising is information about a product, service, person or idea addressed to a certain circle of people in order to inform, interest, attract attention, which is digitised and broadcast through digital advertising channels.

In turn, such advertising also has its own subspecies. According to the type of perception, it is divided into:

- audio (advertising on digital radio, podcast, audio track, embedded in video content, song, jingle), that is, digital advertising that is perceived by ear.

- visual (all kinds of digital images: posters, banners, memes, GIFs, pictures, sites, as well as text: post, slogan, title, content, embedded text in the video sequence), that is, digital messages perceived by the visual analyser.

- audiovisual (video, games, interactive banners, virtual reality), when two analysers are used at once [9, p. 62].

In addition, like usual, digital advertising is divided into sales, which are designed to sell a product or service, and image advertising, the purpose of which is to create a positive attitude towards the brand.

According to the method of influencing the addressee of a digital advertising message, one can distinguish:

- obvious (direct) advertising;
- hidden (indirect) product placement, that is, a veiled advertising message;

viral, which spreads rapidly from consumer to consumer) [3, p. 62].

According to the media, digital advertising is:

a) mobile, which is always close to the consumer in phones, smartphones, tablets, timers (these are SMS, applications, advertising in applications, mobile sites, pop-ups, calls);

b) external, which can be found on the street (digital monitors, screens, citylights, billboards);

c) internal, which are stationary indoors (screens, monitors and TVs at points of sale, movie screens, stationary computers) [3, p. 62].

By distribution channels, digital advertising can be divided into contextual, search and display advertising. Contextual advertising is a digital advertising message that corresponds to the content of the platform on which it is placed.

By attracting consumers, digital advertising is divided into: interactive, that is, an advertising message that interacts with the consumer (games, videos with a choice of developments; screens that react to movement), animated, that is, non-static advertising that changes frames, images (GIFs, videos), simple (images, text).

By their presence in the space, digital advertising messages are: real, those that are displayed in real space (video cube, video wall, projection module,

screens, citylights), virtual, those that are only in the digital space (advertising in games, on banners, contextual advertising).

According to the principle of impressions, the following types of digital advertising can be distinguished [4]:

1. targeted advertising, which is aimed only at a certain circle of people, a clearly defined target audience;
2. mass advertising, designed for a wide range of consumers;
3. thematic, aimed at specialisation;
4. behavioural, which is determined by the style of behaviour, lifestyle;
5. By interests – advertising is displayed depending on the interests of the consumer.

And finally, the types of digital advertising according to the method of its placement: search pages, on other sites, on your own website, in a social network, in video material when watching a video clip, a separate pop-up window on the site, in e-mail, in mobile applications, in programs and games.

It is known that any advertising affects the recipient, which is achieved with the help of psychological methods of influencing the consciousness and subconscious of a person. In fact, some scholars believe that the pragmatic goal of the message can only be achieved through argumentative influence. Others believe that at present advertising is aimed at a more manipulative influence on the goals of the addressee [12, p. 22].

Based on the psychological impact of advertising on the recipient, you can build another classification of any advertising messages, according to which their impact is aimed at:

- rational sphere;

- consciousness;
- subconscious [12, p. 22].

Given that it is impossible to achieve the main goal of an advertising campaign, relying only on marketing features, another classification of advertising should be highlighted. It combines the most important points of the influence of marketing and psychology to achieve the main goal of advertising attractiveness. Thus, we have the following types:

- informative messages, which are usually aimed at conveying information to the addressee, a story about new products or services, price changes, the formation of the company's image. Such advertising texts are usually concise, stylistically homogeneous, since they are not aimed at emotional impact on a person;

- reasoned advertising texts attract the attention of a potential client to the advantages of a company, product or service;

- leading messages usually resort to concise structured text, which is presented in the form of commands that encourage action;

- manipulative advertising texts, as a rule, unobtrusively convey the information necessary for the customer with the help of certain language units that create associative series. At the same time, there are some positive characteristics of a product or service that are rooted in stereotypes. Due to this, information is perceived without any doubt [12, p. 23].

1.3. The history of social advertising, its purpose and varieties

In parallel with advertising aimed at selling goods, other, qualitatively new types of advertising appear, in particular political advertising. After all, Roman

politicians needed to attract to their side the electorate of that time, which cast its votes for them in the elections. It should be noted that political advertising is always clearly aimed at uniting people who have the right to vote around a certain idea and leader.

The emergence of political advertising demonstrates a fundamentally new nature of the relationship between the advertiser and the consumer. After all, you do not need to buy anything, but only to support this or that idea, to vote for the person who will promote this idea. This testifies to the original non-commercial nature of political advertising, because the result of its success is the support by society of a new or existing format for the development of this society. Here we can talk about the dual nature of advertising: commercial and non-commercial. Another type of non-commercial advertising is social advertising (PSA). It belongs to the non-commercial, the youngest of all the types of ads described above.

Social advertising is increasingly attracting the interest of scientific researchers representing various conceptual approaches to its definition, functions and place in the communication system of modern society. Thus, Ukrainian researcher M.O. Doctorovych defines PSA as "a type of communication aimed at drawing attention to current problems of society and its moral values" [7, p. 72]. A. Bugaeva defines social advertising as "an information phenomenon and an important tool in the formation of a civilised society. With its help, it is possible to outline the problems of society and determine ways to solve them" [2, p. 124].

Other researchers of public advertising consider it as information of non-commercial content about spiritual, moral, ethical, family and national values,

good traditions, a culture of care for nature and the environment, a healthy lifestyle, etc., which is aimed at achieving socially significant goals.

Conventionally, PSAs can be divided into four subtypes: state, social, public and non-profit. The subtype is determined on the basis of its social orientation, subject, body or organisation acting as the initiator. In addition, it can be of two levels. The tactical level establishes specific norms and rules of behaviour in society, regulates the correct algorithm of actions in specific situations. At the strategic level, advertising depicts the right way of life, generally accepted behavioural and moral norms. Social advertising can also be classified according to the type of target audience, the location of the campaign, the means of transmission, the main goal, etc. in this context, the scientific developments of T. Priymak have significant theoretical and methodological value. Thus, the researcher identifies the following subtypes of social advertising:

- non-profit - sponsors of this type of advertising are non-profit ionic institutions (hospitals, churches, charitable foundations, etc.), which can carry it out solely in their own interests. Its purpose is to encourage donations, to call for voting in favour of certain individuals or organisations, to draw attention to current social issues.

- public - aimed at promoting certain phenomena of objective reality, its development is carried out by relevant specialists, as a rule, free of charge.

- state - aims to position the activities of state institutions (army, air force, tax system, health care system), promote their interests, form public opinion on their activities.

- actually social - focused on attracting public attention to the most pressing problems of society and its moral values. His goal is the humanisation of society and the formation of its moral values [16, p. 134].

Within the framework of the domestic research tradition on the choice of the main types of PSAs, it is worth noting the scientific views of G. Pocheptsov, who, according to the criteria for choosing methods and techniques for achieving a socially significant goal, identifies the following subtypes of public notification:

1) advertising intended for the implementation or establishment of specific rules and regulations to achieve socially significant goals;

2) advertising that educates society by building an ideal model of the world proposed to follow, the structure of which provides for the right actions that are "embedded" as a logical element [8].

In the context of identifying the essence of a PSA, the question arises of determining its main functions. In research practice, experts identify the following types of their most common tasks: drawing attention to socially significant problems, forming public opinion about certain events or phenomena, promoting socially useful ideas, strengthening cultural traditions, developing and strengthening the mechanism of social support for the population, increasing social responsibility of citizens, forming a culture of civil society, and so on. Analysing the functions of social advertising, D.O. Oltarzhevsky identifies the main functional zones of PSAs, including:

- formation of public opinion;
- drawing attention to topical issues of public life;
- stimulating actions to solve the identified problems;
- formation of a positive attitude towards state structures;

- demonstration of social responsibility of business;
- strengthening socially significant institutions of civil society;
- formation of new types of social relations;
- changing the behavioural model of society.

These functional zones make it possible to identify important functions of alerting the population, which are implemented in the public environment, including: socio-normative, informational, economic, educational and aesthetic [15, p. 14].

The United States of America became a pioneer in the development of public advertising: already at the beginning of the 20th century, a specific type of advertising appeared there, which, unlike ordinary commercial advertising, was not aimed at a specific action or purchase of goods, but only called for a change in attitude to a certain problem. At that time, the North American PSA promoted one or another positive phenomenon, being in the position of ethical refusal to make a profit. and based on free airtime in the media.

The main goal of public broadcasting was the humanisation of society and the formation of moral values of the inhabitants of the country. The public announcement soared with the entry of the United States into World War II. Broadcasters and advertising agencies have joined forces and opportunities to create a Military Advertising Council, which has become a propaganda bulwark of the Ministry of Military Information. The press, outdoor advertising and radio became the mouthpiece of the US military. This practice of providing free airtime was established with the creation of the Advertising Council.

A clear demonstration of the effectiveness of the PSA was 1969, when the Federal Communications Commission decided that "considerable time" on radio

and television should be used to promote anti-tobacco messages. This meant one social video for three tobacconists. This led to the first drop in smoking rates in the country's history, the tobacco industry abolished all advertising, and Congress completely banned it in 1971.

The methods of work changed over time, and public advertising in the United States moved to the level of close cooperation with Hollywood. PSA has penetrated the actions of the heroes of films, TV shows, etc. Today, the Advertising Council has become a community of commercial, non-profit and government agencies that plans, creates and places public announcements, as well as coordinates the work of agencies and advertisers, providing financial support to projects. A similar body exists in the UK and is called the Central Office of Information [15].

Today, social advertising can play the role of the most important element in the formation of the worldview and life orientations of each individual person. In this context, the experience of developed countries, especially the United States and the United Kingdom, where PSAs has turned from one-time appeals from citizens to a powerful mechanism for building a communicative space, is indicative. Social advertising in these countries is a means capable of solving complex social problems. For example, in the United States, social advertising is a stable form of communication carried out by public organisations, the state, large business companies and the public. It covers a wide range of problems of social policy and management of social processes - from environmental issues to issues of raising children.

In recent decades, the main efforts of the American PSA have been aimed at helping to combat drug addiction, the AIDS epidemic, compliance with traffic rules, the problem of excess weight, physical and psychological health of children.

Social advertising in the UK is a powerful tool for communication between the subjects of social process management, while COI (Central Information Office) quite often uses the Internet, which gives positive results. One of the most significant activities of the COI was the eleven-year campaign against terrorism in Northern Ireland, which resulted in the formation of public opinion about the inadmissibility of violence in society, as well as increasing confidence in the future of both Catholics and Protestants [5, p. 57-58].

A common feature of PSA development in the West is the participation of the state, business, national charitable foundations and professional societies in solving society's problems through social advertising. For example, state procurement and finance of social advertising, business actively and consciously uses PSAs to create an image of socially responsible business and, as a result, increase its capitalisation, charitable foundations also take an active position in relation to public advertising, and professional societies develop examples of social advertising for "street use", having long gone beyond competitive professional views [5, p. 58].

French social advertising embodies bright, emotional and thoughtful stories that make recipients think about the problems of modern society. The main implemented problems are violence, road safety, tolerance, the problem of housing shortages and poverty, smoking, alcoholism, drug addiction, behaviour in public transport. It should be noted that, first of all, the influence of the French PSA is aimed at the younger generation, which is "associated with the specifics of age and

the desire of young people to learn about the world" [6, p. 109]. Speaking about the characteristics of French social advertising, it is necessary to emphasise its focus on images, its creativity. French advertising differs from advertising in other countries in its originality, originality and metaphorically.

Conclusions to Chapter 1

The history of advertising goes back to ancient times, when trade relations began to emerge between people. Then special announcers had to inform the public about the latest important events. With the advent of writing, the development of advertising has reached a new level. Various advertisements of an advertising nature were written in specially designated places so as not to spoil the appearance of buildings. Already in the Middle Ages, proto-advertising was of great importance, After all, it was the only effective way for pastors to spread their religious ideas and thoughts.

A significant event in the development of advertising art was the emergence of a printing press, and as a result, the active distribution of flyers became a favourite genre of commercial and political advertising. In the 19th century, multicoloured printing was invented and as a result, wall boards, posters and posters began to gain popularity.

Already in the 20th century, advertising art began to be studied more deeply, mainly from the point of view of the psychology of human influence.

Currently, the main purpose of advertising can determine the increase in profits from the sale of services and goods. There are many different classifications

of advertising, but in order to refer to at least one of them, it is necessary to determine the criteria by which we can classify it.

In the 20th century, a type of advertising appeared in America, which simply called for a change in attitude to a certain global problem. Social advertising was created to humanise society and form the moral values of the inhabitants of the country. During the First and Second World Wars, PSAs spread throughout the world and became extremely popular. Such advertising has had a huge impact on people. For example, a public announcement about the dangers of smoking led to a record drop in smoking rates in the country. Over time, the PSA began to integrate into films and TV shows.

Despite the fact that PSA representation is completely different in different countries of the world, in the USA, Great Britain or France, it is a powerful carrier of influence on society. At that time, the social advertising market in Ukraine was characterised by a low level of development, which is a consequence of the lack of clearly defined legislation regulating the creation and dissemination of PSAs. One of the urgent problems is the use of advertising by commercial and political structures solely for their own benefit.

In general, public advertising is information of non-commercial content about spiritual, moral, ethical, family and national values. PSAs can be divided into several types: social, public, state and non-commercial. In addition, a public announcement can be classified as one that establishes certain rules and regulations, and as one that educates society. Thus, the main functions of a PSA can be distinguished: the formation of public opinion; drawing attention to topical issues of public life; stimulating actions to solve the identified problems; formation of a positive attitude towards state structures; demonstration of social

responsibility of business; strengthening socially significant institutions of civil society; the formation of new types of social relations; change in the behavioural model of society.

CHAPTER 2.

SOCIAL ADVERTISING IN THE UK AND ITS FEATURES

2.1. Varieties selected on the basis of analysis of the collected material

Based on what was said in Chapter 1, social advertising plays an important role in the formation of certain social, psychological and behavioural stereotypes of society as a whole, individual social groups and individuals. Social advertising is a special form non-personal presentation and promotion of social ideas, behaviour and practices that contribute both to the humanisation of society as a whole and dissemination of useful, from the point of view of society, social norms, values, behaviour patterns, knowledge [15]. To a number of important tasks of social advertisements include the following: form public opinion, draw attention to topical issues of public life and change behaviour patterns in society.

The study analysed and systematised 50 texts of English social advertising, presented in the form posters and banners (38 texts) and videos (12 videos). To the most significant topics covered in social advertising UK include the following:

- 1) sober driving, safety on the roads and in public transport - 23%;
- 2) the harm of smoking and drinking alcohol, warning about STDs -20%;
- 3) fire safety in the house - 15%;
- 4) domestic violence (children, women) - 13%;
- 5) problems of raising children and advice for parents - 11%;
- 6) healthy lifestyle, healthy eating - 7%;
- 7) civic responsibility (tolerance towards immigrants, cleanliness, donation, humanitarian aid to the homeless, charity)– 6%;
- 8) environmental protection - 2.8%;
- 9) Internet awareness - 1.4%;
- 10) dissatisfaction with life - 0.8%.

Advertising can be classified in the following order.

Depending on the purpose of advertising:

- informative. This is a type of social advertising containing detailed information on any topic. As an example of this type of social advertising, you can cite posters and wall newspapers on the topics of alcohol and ecology, containing fairly detailed information on the relevant topics;

- Advertising of values. This is a type of social advertising aimed at attracting attention, introducing and distributing in society any non-material values, views or beliefs. For example, sobriety advertising is aimed at spreading teetotal beliefs in society; advertising on the theme of maintaining cleanliness - on the dissemination in society of such a value as respect for cleanliness and order; advertising on the topic of attention to children - to attract the attention of parents to the upbringing of their children;

- Advertising of non-profit organisations, as well as various projects, events, activities or programs. This is a type of social advertising aimed at generating and maintaining interest in various non-profit organisations, movements, projects, events and events aimed at the queue for solving social and public problems and for drawing public attention to them. For example, advertising of a public project for the collection of waste for the purpose of their processing is aimed at forming the interest of citizens in the separate collection of garbage and further delivery for processing; advertising of the donor campaign is aimed at attracting interest in blood donation.

Advertising by type of customer [15]:

-State social advertising. This is an advertisement placed by state institutions and aimed at providing and protecting the interests of these institutions. Examples of state social advertising are calls to comply with a certain norm of the law (pay taxes on time, pay alimony, observe traffic rules, etc.).); fight against negative phenomena in society (alcoholism, smoking, corruption, etc.);

- Social advertising of a non-profit organisation. This is an advertisement placed by non-profit organisations (foundations, social movements, associations,

etc.). Examples of this type of social advertising are the advertisements of the Mercy Foundation, the Animal Relief Foundation, the Orphans Foundation;

- Public social advertising. This is a type of social advertising placed on the initiative, at the expense and on behalf of unofficial social movements or groups, as well as on the initiative and at the expense of individual citizens.

By the nature of the impact on the audience:

- tough advertising (close in nature to the means of sales promotion and used in context with them, designed for the short term);

- soft advertising (not only reports about the product, but also forms a favourable atmosphere around it, designed for the medium and long term).

According to the method of influencing the audience:

- sound social advertising. It is usually typical for radio broadcasts and can transmit information about various projects and events, as well as in audio form, present some theses aimed at change in the listener's behaviour pattern;

- visual-graphic social advertising. It represents banners, posters, posters, posters and similar media. It is divided into subspecies: indoor (inside buildings and premises), outdoor (on outdoor advertising structures) and electronic-digital (on the Internet, on mobile devices, etc.);

- visual-objective social advertising. This is the most unusual type of social advertising, representing physical objects that are not directly intended for the distribution of advertising;

- text social advertising. It is a simple text without any accompanying images with a warning. For example, on the streets of cities there are screens with a "scrolling line". Also, text social advertising is also found on the Internet.

Advertising by semantic vector [15]:

- positive social advertising has a positive vector (something correct, constructive, creative). In advertising, attention is drawn to some positive phenomenon and its positive image is created;

- negative social advertising has a negative vector (something wrong, destructive, destructive). In such advertising, attention is drawn to some problems, their destructiveness to society is emphasised, and a negative image of destructive behaviour patterns is created. For example, there is a problem of alcohol and tobacco use.

As a result of the analysis of advertising topics, it seems possible to single out three most relevant topics for the UK:

- safety on the roads and in public transport, sober driving;
- the harm of smoking and drinking alcohol, warning about sexually transmitted diseases;
- fire safety in the house.

This topic makes up 49% of all social advertising in the UK, which is represented by such concepts as road and fire safety, as well as sobriety and harms of smoking.

After analysing the classification of social advertising, we can conclude that this type of advertising affects different social aspects of the life of each person and has an impact on the behavioural habits of each individual. Social advertising includes: mass media, press, outdoor and Internet advertising, various actions and social events. Social advertising does not have a commercial direction, but is aimed at changing social behaviour.

Today, social advertising is a combination of speech and non-linguistic means that are provided by advertising media. It should also be noted that social advertising is rarely built only on the text, it is dominated by the role of sound and figurative background.

2.2. Verbal means of influence in British public service advertising

2.2.1. Phonetic means

At the phonetic level of verbal means of influence used in the analysed social advertising, phonostylistic means were identified that give the text of advertising expressiveness, mercy and contribute to memorisation due to its associative nature. This is alliteration and assonance. Alliteration is "the sound organisation of speech by repeating the same type of consonants or their combinations." [13, p. 55]. For example, the repetition of consonants such as /d/, /t/; /P/; /s/, /z/ and consonant combinations /pl/, /dr/, /tʃ/ were seen (Table 1.1).

Table 1.1

Examples of alliteration as a phonostylistic verbal means of influencing the recipient in UK social advertising

Social advertising	A piece of text or slogan	Alliteration examples
"Planet or plastic?" by National Geographic	<i>Planet or Plastic?</i>	/pl/ - /pl/
"Reducing Recycling Reuse" from WWF	<i>Reduce, Reuse, Recycle</i>	/r/ - /r/ - /r/ /s/ - /z/ - /s/
"AttackOnNature" from Wildlife Trusts	No <i>nature</i> , no <i>future</i>	/tʃ/ - /tʃ/
"Don't Drink at the Wheel" from THINK!	<i>Don't use Drive Drink</i>	/dr/ - /dr/

Source: built by the author

The main task of adopting assonance, which involves the repetition of vowels, mostly underlined, is, as in the case of alliteration, structuring the text and enhancing its imagery [13, p. 55]. In this case, the following vowels coincided with /i/, /ɪ/, /eɪ/, /aɪ/, /əʊ/ (Table 1.2).

Table 1.2

Examples of assonance as a phonostylistic verbal means of influencing the recipient in a public announcement in the UK

Social advertising	A piece of text or slogan	Examples of assonance
"Reducing Recycling Reuse" from WWF	<i>Reduce, Reuse, Recycle</i>	/ɪ/ - /ɪ/
"Clean Energy and Pristine Nature" by ClientEarth	<i>Clean energy and pristine nature</i>	/i/ - /ɪ/ - /i/
"Good drivers" from THINK!	<i>Mates respect mates who don't take risks when driving</i>	/eɪ/ - /eɪ/ - /eɪ/ - /aɪ/ /ɪ/ - /ɪ/
«#NoTobacco» by One You Surre	<i>NoTobacco</i>	/əʊ/ - /əʊ/

Source: built by the author

2.2.2. Lexical means

At the lexical language level, there are many techniques that can influence the internal feelings and emotions of the recipient, thus causing a response to the advertising text. For example, the use of emotionally coloured vocabulary, which

not only denotes objects or phenomena, but also gives them additional meaning, forming a certain emotional atmosphere in the context, creates a feeling of liveliness and completeness of the message being conveyed. Such words have negative or positive semantics.

For example.

Don't let your friendship die on the road. — The emphasis is on the «die» [50].

The presence of numerical equivalents used for clarity and accuracy of the information provided has a great influence on the recipient.

For example.

In fifty years, drink driving deaths have fallen from 1640 a year to 230. But that's still 230 too many. [39].

The average smoker needs over five thousand cigarettes a year. [31]

The English advertising discourse also uses abbreviations and acronyms adopted in the texts of electronic communication. This technique appeals to modern trends in communication in social networks and can have a great impact on young people.

For example.

PLS DNT TXT + DRIVE - Please do not text while drive [35].

SMS. MMS. RIP. Don't text and drive [43].

The use of lexical repetition is an integral part of the UK PSA. This technique is used to convince the accuracy of information, and is also aimed at memorising the concept and enhancing the expressiveness of speech, giving it emotionality and intensity. Such statements always acquire additional expressiveness.

For example.

STOP, NO. STOP PLEASE, NO, PLEASE. PLEASE STOP taking unbooked minicabs [26].

Real men get raped and talking about it takes real strength
[<https://www.theguardian.com/>].

It should also be noted that slang was not mentioned in any of the UK PSA texts. This may mean that advertisers in the UK influence the recipient and model his behaviour with the help of the above methods of influence. However, in some texts there is an unofficial and colloquial vocabulary.

For example.

Kill your speed, not your mates [21].

It is necessary to note defining words (personal and possessive pronouns of the 1st and 2nd person singular), which reinforce the advertising appeal. In British advertising, the pronouns "you" and "your" create the illusion of addressing each reader individually, which helps to establish a relationship of intimacy and trust between advertiser and recipient. This achieves the effect of a dialogue, it seems that the dialogue is taking place with a specific person, and it is to him that the appeal is addressed.

2.2.3. Syntactic means

The analysed texts also explore syntactic techniques that play an important role in the process of attracting attention, since the expressive design of the statement allows you to increase the impact of the vocabulary contained in it. The choice of a syntactic construction can, in particular, change the point of view, include or not include in the focus of attention of certain participants in the situation, and thereby achieve the desired effect. As the model most often used in an advertising message of a syntactic construction, a simple, narrative, non-exclamatory, affirmative, common sentence is called.

In social advertising, the predicate can often be at the beginning of a sentence and be incentive. In the course of studying the syntactic composition of advertising, structural (simple and complex), communicative (narrative, incentive,

interrogative, exclamatory) types of sentences were identified, each of which serves to implement certain functions of the advertising text. In turn, they can be affirmative and negative.

Also used are such infinitive constructions characteristic of the English language, such as absolute infinitive construction, complex object, complex subject and for-to-infinitive construction.

Simple, complex, two-syllable, monosyllabic, nominal and verb sentences are also very often used. For example, the following advertising text according to the structural type consists of 1 complex and 2 simple two-syllable sentences: Would you have reacted in the same way if it had been a woman? In the UK, 66% of housework is still done by women. It is time to do it together [Соціальна реклама Indesit «Do it together»].

When examining social advertising in Great Britain at the syntactic level, it is worth starting with considering the specifics of the use of exclamatory and interrogative sentences and other means of expressive syntax. The specificity of the studied interrogative sentences is the promotion of a request for certain information, and then the transfer of information or an incentive to action. Self-interrogative sentences that require a mandatory answer are not used in advertising.

For example.

Will you turn a blind eye [20]?

Do you fill up on all the wrong food [44]?

Exclamatory sentences give the advertising message a special emotionality, because. are one of the most powerful tools for creating expressiveness.

For example.

Ticket fraud is a criminal offence[30]!

The texts of public service announcements in the UK also use negative constructions, which make the advertising text more original and memorable. Creates a contrast effect.

For example.

No one should have no one [37].

Unbranding cigarette packs won't stop everyone from smoking, but it will give millions of kids one less reason to start. [<https://www.theguardian.com/>]

For a direct appeal to the recipient, most of the texts of English social advertising use imperativeness, which gives the statement liveliness and emotionality. The use of imperative mood forms in the text acquires the ability to convince the recipient, effectively influence his opinion, encourage action and model behaviour.

For example.

Have sex with someone who hasn't said yes to it, and the next place you enter could be prison [40].

Save a life. Give blood/ [41]

One of the most widely used syntactic techniques in advertising text is parallelism, which allows the text organisation to achieve syllabic harmony and enhance the emotional impact of speech. It should be noted that the parallelism in these examples is not just in the same number of elements in the line, but also in the full observance of lexical and grammatical correspondences.

For example.

SEE something. SAY something [38].

The longer a child with autism goes without help, the harder they are to reach [45].

A frequently used syntactic device is also a parcel construction, the function of which in a media text is associated with its ability to manipulate the recipient's mind and program a whole range of feelings and emotions in him.

For example.

Don't get scared. Get checked.[38]

To minimise the distance between the advertiser and the recipient and create a trusting tone, the advertising text uses the appeal.

For example.

PARENTS, please don't tell your children that we will take them off to jail if they are bad [46]

2.2.4. Nonverbal means enhancing the effect of British PSA

Texts of social advertising are often supplemented with visual components that can significantly affect the effectiveness of slogans, contributing to their better assimilation. Images in the aspect of social advertising are actively developing along with the text, absorbing more and more techniques for implementing a persuasion strategy, as well as performing some stylistic functions.

For example, as a rule, in British social advertising, the highlighting of text in color is distributed, with the help of color the antithesis effect is transmitted.

E.g., *Your skin color shouldn't dictate your future*

Choose a more interesting activity[40]. (pic. 2.1).



Pic. 2.1 Example of social advertising «Your skin color shouldn't dictate your future» [40].

The personification in this example indicates that the restriction on a person is imposed by society, not the color of his skin. The slogan is emphasised by a provocative photo that depicts a black girl in a cleaner costume, but the font color is also important, which divides the message into white and black and symbolises existing racial prejudices.

Often the meaning of social advertising becomes clear precisely because of the image on the poster.

For example.

Sleepiness is stronger than you [24]. (Pic. 2.2)



Pic. 2.1 Example of social advertising «Sleepiness is stronger than you»[24].

Alliteration with the help of the sound "s" divides the sentence into two parts, emphasising the power of drowsiness and the fact that it is impossible to deal with it. A rhetorical appeal indicates that this slogan is addressed to each person, and that this kind of situation can happen to everyone. The fact that this example of social advertising is related to driving becomes clear exclusively with visual accompaniment: On the half-closed eyelid of a person there is a car, and on the lower one there is a man with a child. It seems that when the eye is closed, the drawn characters will fall under the wheels of the vehicle. The font circle serves as the antithesis: "sleepiness" is written in rich black, and the rest of the sentence faded gray. Thus, it is again noted that a person cannot fully control the strong fatigue and drowsiness, but it is she who can herself be able to prevent it and prevent critical consequences.

2.2.5 Stylistic devices

Lexical means of expression, tropes are special artistic and pictorial means in which a word or expression is used in a figurative sense on the basis of comparison with another concept.

Lexical means in advertising texts include metaphor, personification, epithet and metonymy, hyperbole, litotes.

A metaphor is a trope that is built on the similarity or contrast of various phenomena when words are used in a figurative sense. The metaphor effectively affects the consumer, this is due to the action of deep psychological mechanisms. E.g., *Stop the bullets. Kill the gun* [51]. Metaphor is a means of embodying the main idea. By pouring indirectly, mostly into the "bypass of consciousness", the metaphor reduces the criticality of the consumer in relation to advertising, since it is very difficult for the consumer to resist his thoughts or associations.

Metaphor serves as a hint of decision or motivation for action. With the help of metaphors, you can present uninteresting information in a very advantageous position, present an undesirable action as something that can lead to a positive result.

Personification is the transfer of human properties to inanimate objects and abstract concepts. With the help of this tool, the text of advertising becomes substantive, becomes part of our lives. E.g., «*See the person, not the disability*» [41].

A separate type of personification is personification, which implies the likening of an inanimate object to a person.

An epithet is a figurative definition of an object, phenomenon or person, which is expressed by an adjective, sometimes an adverb, noun or verb. The use of epithets in advertising is one of the most effective ways to infuse the consumer's memory by assigning a certain characteristic, evaluation, image to the advertised product. What the epithet defines an object or action, emphasising its basic qualities, makes this trope most common in advertising texts. E.g., «*There are so many ways to be a pure luxury mom, don't kill yourself*» [29].

Epithets are arranged in a certain sequence on the basis of contrast in the form of triads, which give an assessment of the object from three sides.

Metonymy is a word or expression used in a figurative sense based on the internal and external connection between two phenomena and objects. Metonymy differs from metaphor in that metaphor is characterised by relations of contiguity. E.g., «*Know your limits. Start drink milk.*» [49].

Hyperbole is a figurative expression that contains a significant exaggeration of the size, volume, strength, meaning of an object or phenomenon. Authors of advertising use hyperbole in order to emphasise the quality of the product and its exclusivity. This trope is rare, because frequent exaggeration causes distrust in the consumer. E.g., «*British National Health Service suggests not to jump off a cigarette at the risk of breaking but to call firefighters or a crane*» [26].

Litotes is an expression that contains an exorbitant underestimation of the size, volume, strength, meaning of an object or phenomenon. In advertising, it is rarely used, as a rule, this concerns the prices or qualities of the product. E.g., *Salon manicure in 5 minutes* [27].

Stylistic figures are speech turns, which are verbal constructions that are formed by a combination of words, phrases, sentences and draw up a train of thought in a special form that contributes to the expressiveness of speech, emotional and stylistic sound of speech. Linguistic figures of the language express close and conversive concepts (comparisons, allusions, periphrases) or opposite (antithesis, oxymorons).

Comparison is a type of trope in which one phenomenon or concept is likened to another by any common feature for them. They are used, as a rule, to explain something unknown to the known.

For example.

Breathe in the holiday like a breath of fresh air [25].

A periphrase is a type of trope that is laid down in the replacement of the name of an object or phenomenon for the purpose of associating words with elements of allegory.

For example.

The show that runs all summer [26]

Antithesis is a stylistic technique that is built on a sharp opposition of concepts and images, most often based on the use of antonyms. In advertising, it is used to enhance expressiveness and better memorisation of the text.

An oxymoron is an artistic device that is built on combining words with each other that express logically opposite concepts. The effectiveness of advertising texts that are built on an oxymoron lies in an unusual way of presenting information about the product.

Enjoy your thirst [42].

Rhetorical figures (figures of expression of emotions) are syntactic constructions that enhance not only expressiveness, but also the logical meaning of speech.

A rhetorical appeal is a stylistic figure that represents an appeal to anyone to enhance expressiveness. The appeal revives the text and helps to establish contact with the addressee of the advertisement.

For example.

Dear motorists, be careful [33].

A rhetorical exclamation is an emotional statement presented, graphically marked with an exclamation mark.

For example.

It almost seems[23]!

Anaphora is a sound, lexical repetition used at the beginning of poetic lines throughout the work or part of it [10, p. 37]. Thus, the text of the social poster on environmental protection has a single beginning throughout the message:

*"No nature, no food
neither nature nor growth
neither nature nor safety
there is no nature, no future"* [47].

Although the structure of the message in this case is not poetic, the anaphora technique here is used to show the importance of nature in human life.

In addition, in the same British PSA, one can distinguish such a stylistic technique as gradation. Gradation is a stylistic figure, which consists in a gradual increase in the means of artistic expression to increase or decrease their emotional and semantic significance [10, p. 137]. Thus, in this public announcement, such a stylistic tool was used to show the wide sphere of influence of nature on human life and, as a conclusion, its impact on our future.

An example of the use of the antithesis as an artistic device was seen in the British PSA for road safety. The antithesis is the opposition of contrasting

phenomena, images and concepts [10, p. 38]. This public announcement consists of two complex sentences that are opposite: "*There is an 80% chance that I will die.*" *There's an 80% chance I'll live.*" [32], thus forming the opposite message, where death awaits the consumer on the one hand and life on the other.

The rhetorical question is a rhetorical figure, which consists in the use of a question containing an affirmative answer [10, p. 437]. From the analysed British public advertising, the use of the rhetorical question as a stylistic device took place only in the social poster and in the video on the topic of environmental protection. So, in the first case, the rhetorical question: "Is there a place for both?" [47]. At the heart of this issue is clearly a statement, and combined with another text message on this poster, we can conclude that its main idea is to use clean renewable energy that will not harm nature.

Conclusions to Chapter 2

Summarising the main provisions of Chapter 2, we can say with confidence that in order to implement the advertising analyse and achieve their goals, advertisers use a variety of functions, among which the influencer is the most significant. The systematisation of the topics of the identified texts is important for carrying out a linguoculturological analysis, which makes it possible to draw a conclusion about the most urgent and relevant problems that exist in Britain.

First, the study analysed 50 texts presented in the form of banners, posters (38 texts) and videos (12 videos) of English social advertising and identified the 10 most significant topics.

Secondly, in the course of the study, the classification of the main parameters was analysed, according to which the analysis of the linguocultural characteristics of advertising analyse seems to be the most complete. This analysis was carried out from the point of view of the implementation of the influencing function, the purpose of which is to convince the recipient of the significance of a

certain social problem and the formation of a system of values that is correct from the point of view of society.

At the phonetic level of influence on the recipient, the use of means such as alliteration and assonance was detected. Periodic repetition of vowels or consonant sounds in the analysed social advertising contributes to better memorisation due to its associative nature.

At the lexical level, emotionally coloured vocabulary prevails. In addition, a fairly frequent use of negative particles has been noted, which contributes to the unconscious perception of what is written or said in official advertising as incorrect or unnecessary. The technique of lexical repetition is also actively used to convey information convincingly.

At the structural-syntactic level of verbal influence, the use of individual sentences in the texts of British public announcements was more often observed. Although there have been cases of using entire texts (introduced in an unusual way), individual phrases or words, structuring a message with the help of a sentence can be explained by the fact that in this way information becomes more accessible and perceived better. It is important to note that short, simple questions or sentences are commonly used in public service ad texts in the UK. There were other types of sentences, for example, complex ones, but the frequency of their use is much lower.

Finally, we can conclude that the use of stylistic means is not typical for public announcements in the UK, although such cases have been noticed. Thus, the analysis revealed the use of anaphora to denote significance; the use of gradation for psychological pressure and consciousness and the subconscious of the consumer; with the help of antithesis, identify two possible events of the same situation; the use of a rhetorical issue to highlight an actual issue.

CONCLUSION

Summing up this research work, it is worth noting that the goal set at the beginning of the study was achieved: the topics and orientation of social advertising in the UK that are most typical for the English-language information space were analysed and identified.

To achieve this goal, the following tasks were solved:

1) was collected and researched theoretical material on the concepts of "advertising" and its main functions. Based on the information collected, it can be concluded that advertising is a means of disseminating information about a product or service among the audience in order to arouse interest and promote it on the market. Public advertising is, as a rule, non-commercial information that promotes spiritual, moral, ethical, family and national values. There are various types: social, public, state and non-profit. Being not aimed at achieving commercial goals, the mission of social advertising is to change behavioural patterns in society. Performing its main function - the function of influencing the consciousness of the addressee, advertising forms stereotypes, affects thinking, worldview, culture;

2) material on the history of advertising was collected and researched, with clarification of its classification; Based on the information collected, it can be concluded that advertising has existed since ancient times and is a means of disseminating information about a product or service among the audience in order to arouse interest and promote it on the market. Social advertising was created to humanise society and promote moral values. During World Wars I and II, PSA had a significant impact on people, and public announcements about the dangers of smoking led to a significant decrease in smoking rates;

3) material was collected and analysed on the subject of social advertising in the UK with an analysis of its vector orientation. The study analysed 50 English-language sources of social advertising: texts, banners, posters, videos. The systematisation of the classification was carried out and 10 relevant topics for social advertising were identified;

4) the material was collected and analysed in terms of the features of social advertising in the UK in terms of the implementation of the influencing function. In the analysis, the linguoculturological features of social advertising in the UK were considered. These parameters included phonetic, lexical, grammatical, stylistic devices.

Alliteration and assonance are used to affect on a phonetic level, while emotive vocabulary is used to evoke emotions on a lexical level. In addition, simple questions or sentences are often used to improve comprehension.

It should also be noted that the difficulty in creating such texts aimed at any specific linguocultural community lies in the exact choice of influencing means that take into account all the national-cultural and specific characteristics of the selected society. To implement the goals of social advertising, the creators of texts use various methods of attracting attention and influence, closely related to the linguistic and cultural characteristics of the country whose population is targeted by the advertising text.

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APPLICATIONS

Table 1.1

Examples of alliteration as a phonostylistic verbal means of influencing the recipient in UK social advertising

Social advertising	A piece of text or slogan	Alliteration examples
"Planet or plastic?" by National Geographic	<i>Planet or Plastic?</i>	/p/ - /p/
"Reducing Recycling Reuse" from WWF	<i>Reduce, Reuse, Recycle</i>	/r/ - /r/ - /r/ /s/ - /z/ - /s/
"AttackOnNature" from Wildlife Trusts	No <i>nature</i> , no <i>future</i>	/tʃ/ - /tʃ/
"Don't Drink at the Wheel" from THINK!	<i>Don't use Drive Drink</i>	/dr/ - /dr/

Table 1.2

Examples of assonance as a phonostylistic verbal means of influencing the recipient in a public announcement in the UK

Social advertising	A piece of text or slogan	Examples of assonance
"Reducing Recycling Reuse" from WWF	<i>Reduce, Reuse, Recycle</i>	/ɪ/ - /ɪ/
"Clean Energy and Pristine Nature" by ClientEarth	<i>Clean energy and pristine nature</i>	/i/ - /ɪ/ - /i/

<p>"Good drivers" from THINK!</p>	<p>Mates respect mates who don't take risks when driving</p>	<p>/eɪ/ - /eɪ/ - /eɪ/ - /aɪ/ /ɪ/ - /ɪ/</p>
<p>«#NoTobacco» by One You Surre</p>	<p><i>NoTobacco</i></p>	<p>/əʊ/ - /əʊ/</p>

Resume

The topicality of the study. In the process of improving the advertising discourse, a new type of advertising is formed - public service announcement discourse, under which the corpus of advertising texts that have a certain specificity should be considered. These texts do not advertise goods and services (as in commercial advertising), but pay attention to people's behaviour, social problems and their solutions. Since public service announcement is a relatively new and therefore little-researched phenomenon, especially from the point of view of linguistics, its functions, purpose, means of influence, etc. are not yet fully understood. In other words, this study is motivated by the need for a thorough linguistic analysis of public service announcement discourse, which exerts a powerful influence on each individual representative of any society in terms of the formation and qualitative change of his linguistic, emotional, value, and cognitive pictures of the world.

During a deeper study of this issue, it was necessary to turn to scientific works and researches of scientists from various fields. Among them, we should highlight Bugayova O., Butenko N.V., Horbenko G.V., Grebinska S.I., Doktorovich M.O., Kurchyn O., Movchan D.V., Pazukha M.D., Primak T., Futryk A.S., Fred K., Terrence H.

The purpose of the study is to carry out the analysis of the most typical for the English-speaking information space thematic socially oriented public service announcement.

The history of advertising goes back to ancient times, when trade relations began to emerge between people. Then special announcers had to inform the public about the latest important events. With the advent of writing, the development of advertising has reached a new level. Various advertisements of an advertising nature were written in specially designated places so as not to spoil the appearance of buildings. Already in the Middle Ages, proto-advertising was of great importance, After all, it was the only effective way for pastors to spread their religious ideas and thoughts.

Despite the fact that PSA representation is completely different in different countries of the world, in the USA, Great Britain or France, it is a powerful carrier of influence on society. At that time, the social advertising market in Ukraine was characterised by a low level of development, which is a consequence of the lack of clearly defined legislation regulating the creation and dissemination of PSAs. One of the urgent problems is the use of advertising by commercial and political structures solely for their own benefit.

In general, public advertising is information of non-commercial content about spiritual, moral, ethical, family and national values. PSAs can be divided into several types: social, public, state and non-commercial. In addition, a public announcement can be classified as one that establishes certain rules and regulations, and as one that educates society. Thus, the main functions of a PSA can be distinguished: the formation of public opinion; drawing attention to topical issues of public life; stimulating actions to solve the identified problems; formation of a positive attitude towards state structures; demonstration of social responsibility of business; strengthening socially significant institutions of civil society; the formation of new types of social relations; change in the behavioural model of society.

Finally, we can conclude that the use of stylistic means is not typical for public announcements in the UK, although such cases have been noticed. Thus, the analysis revealed the use of anaphora to denote significance; the use of gradation for psychological pressure and consciousness and the subconscious of the consumer; with the help of antithesis, identify two possible events of the same situation; the use of a rhetorical issue to highlight an actual issue.

Summing up this research work, it is worth noting that the goal set at the beginning of the study was achieved: the topics and orientation of social advertising in the UK that are most typical for the English-language information space were analysed and identified.

To achieve this goal, the following tasks were solved:

1) was collected and researched theoretical material on the concepts of "advertising" and its main functions. Based on the information collected, it can be concluded that advertising is a means of disseminating information about a product or service among the audience in order to arouse interest and promote it on the market. Public advertising is, as a rule, non-commercial information that promotes spiritual, moral, ethical, family and national values. There are various types: social, public, state and non-profit. Being not aimed at achieving commercial goals, the mission of social advertising is to change behavioural patterns in society. Performing its main function - the function of influencing the consciousness of the addressee, advertising forms stereotypes, affects thinking, worldview, culture;

2) material on the history of advertising was collected and researched, with clarification of its classification; Based on the information collected, it can be concluded that advertising has existed since ancient times and is a means of disseminating information about a product or service among the audience in order to arouse interest and promote it on the market. Social advertising was created to humanise society and promote moral values. During World Wars I and II, PSA had a significant impact on people, and public announcements about the dangers of smoking led to a significant decrease in smoking rates;

3) material was collected and analysed on the subject of social advertising in the UK with an analysis of its vector orientation. The study analysed 50 English-language sources of social advertising: texts, banners, posters, videos. The systematisation of the classification was carried out and 10 relevant topics for social advertising were identified;

4) the material was collected and analysed in terms of the features of social advertising in the UK in terms of the implementation of the influencing function. In the analysis, the linguoculturological features of social advertising in the UK were considered. These parameters included phonetic, lexical, grammatical, stylistic devices.

Alliteration and assonance are used to affect on a phonetic level, while emotive vocabulary is used to evoke emotions on a lexical level. In addition, simple questions or sentences are often used to improve comprehension.

It should also be noted that the difficulty in creating such texts aimed at any specific linguocultural community lies in the exact choice of influencing means that take into account all the national-cultural and specific characteristics of the selected society.

To implement the goals of social advertising, the creators of texts use various methods of attracting attention and influence, closely related to the linguistic and cultural characteristics of the country whose population is targeted by the advertising text.

Key words: Public Service Announcement (PSA), linguistic analysis, social problems, means of influence, discourse, thematic socially oriented PSA, verbal psychological influence, classification of advertising, history of advertising, functions of PSA