Kostiuchenko, O. The use of manipulative techniques in advertising [Text] / O. Kostiuchenko, A. Skaliy, W. Zukow // Current problems of advertisement and image in economy and tourism. – Radom, 2012. – P. 31–37.

THE USE OF MANIPULATIVE TECHNIQUES IN ADVERTISING
Використання маніпулятивних технологій у рекламі
Zastosowanie technik manipulacjnych w reklamie

Oleksii Kostiuchenko[1], Alexandr Skaliy[2], Walery Zukow[3]

[1]Chair of Journalism at the National University "Ostrog Academy", Ostrog, Rivno region, Ukraine
[2]University of Economy, bydgoszcz, Poland
[3]Radom University, Radom, Poland

Ключові слова: гіпноз, нейролінгвістичне програмування, реклама.
Ключевые слова: гипноз, нейролингвистическое программирования, реклама.
Key words: hypnosis, neurolinguistic programming, advertising.

Abstract
The article provides a theoretical analysis of peculiarities of using manipulation technology in creating advertising messages which effectively influence the target audience.

Резюме
У статті здійснено теоретичний аналіз особливостей використання маніпулятивних технологій у створенні рекламних повідомлень з метою ефективного впливу на цільову аудиторію.

Резюме
В статье сделан теоретический анализ особенностей использования манипулятивных технологий в создании рекламных сообщений с целью эффективного влияния на целевую аудиторию.

In the dynamic development of the information society the increasing importance of acquiring new approaches and technologies to create advertisements for the effective impact on the consumer. Active and continuous advertising is necessary to maintain profitability of production. Mass production certainly needs of mass consumption, which, in turn, requires a highly promotional content. Advertising - part of the progress of our society and that is why it is constantly changing. This situation leads to the search for new effective means of advertising influence on the audience.

Therefore, the relevance of our research is to increase scientific and applied interest in specific promotional activities, as well as due to lack of fundamental research developments on this issue. In our work we focus on the features zaktsentuyemo use of manipulative techniques like hypnosis and neurolinguistic programming to create advertising that at the present stage of development of society is increasingly used specialists in mass communications.

If we analyze the latest research and publication, advertising as a subject of scientific inquiry interested scientists, linguists, psychologists, sociologists, political scientists, economists and others. In particular, consideration and analysis of different qualities and characteristics of advertising devoted to labor Avramenko D., W. Arens, M. Artemyev, Jean Baudrillard, J. Bulyk, F. Dzhefkinsa, N. Efimova, S. Touched, M. Kalymanova, H . Karpchuk, N. Kutuzy, E. Lewis, D. Ogilvie, A. Pushkanova, N. Sergeyev, R. Torychko et al. However, the study is the use of

features such manipulative techniques like hypnosis and NLP is characterized by isolated fragmented research.

Thus, the purpose of our work is research based on analysis of works of foreign and domestic scholars use specific techniques of hypnosis and NLP in modern advertising to effectively influence the target audience.

Advertising - the most effective way to modify the behavior of consumers into their products or services, to create a positive image of companies / institutions / firms show their importance and usefulness. "The purpose of advertising - enable potential customers to its structure of values, encourage them to participate in the decoding of linguistic and visual signs and get pleasure from this activity decoding" [4, p. 118].

In general, a person psychologically positive attitude on the perception of broadcast information, except those special cases, when the media became negative reputation. It is such a positive attitude and try to use the creators of advertising to manipulate our emotions, stereotypes, attitudes, etc. [4, p. 118]. According to N. Kutuzy, advertising discourse is losing the characteristics of "pure" informativeness, acquiring highly suggestive evidence, which is not the last role to hypnosis [5, p. 439].

V. Kandyba identifies the following elements of hypnosis 1) real estate and fixation in a certain position for some time, 2) strong emotional exaltation, 3) fear, and 4) a sudden and sharp stimulus, 5) monotonous, pleasant, rhythmic stimulus, 6) is out, the most convenient Sleep, 7) frequentative procedures, 8) fixing terms, 9) rhythmic rocking, etc. [3, p. 30]. S. Gorin, R. Mokshantsev, V. Sheinovo, V. Shuvanov emphasize that in advertising (mostly in television and print) used many techniques guided trance state where your trance behavior, use of natural trance states, age regression, overload consciousness the gap pattern of the full uncertainty, unpredictability, the use of artificial words, scattering technique, perseveration, appeal to authority, and others. [1, p. 439-449, 6, p. 125-128, 8, p. 292-304, 9, p. 151].

Therapists say that by showing trance behavior can quickly give trance. Feature of this technique is to demonstrate the finished behavioral model, particularly in the advertising message described or shown behavioral pattern - a definite response to the advertised product. There is identification, identification with advertising character, thus is a projection of what real people buying that product will briefly dive into a trance.

In the advertising content used as natural trance states, including: display status after waking up (advertising coffee, bedroom furniture) and condition before falling asleep, and in commercials with the plot of "vacation near water" (fishing, beach picnic); your trip in the car; showing characters who contemplate scattered pictures of nature.

The successful hypnotic technique is guided trance inducing age regressions, where the advertising played up the behavior of pupils and students, grandmother and grandson. When a man deeply immersed in its past, despite the open eyes, she seemed absent in the present - this is trance state [2, p. 43].

Dive into trance is also possible due to overload of consciousness is achieved in the following ways: a) in television commercials at the same time speak two or more characters, and b) rapid and chaotic alternation of images in a frame in combination with rapid speech, c) a large number of ads in one ad unit where naychastotnishym way is to last.

Hypnotic technique - breaking template used in advertising by showing situations in which a character suddenly torn from his affairs and explain to him the benefits of the advertised product or demonstration tense situations that unexpectedly pleasant resolved by ADR advertised goods and more.

Vehicles full of uncertainty and unpredictability is that recipient until the last moment did not realize and can not predict what is advertised.

Bringing trance possible and using artificial or obscure words, which are ekzotyzmy, barbarism and terms that can be the basis erhonimiv, trademarks, and elements of advertising discourses.

Effective technique in advertising is the technique of scattering (most common in print advertising) - distinguishing keywords in the advertising message: "If any neutral in content text insert specific keywords and highlight them in some way (font, color, pause, etc.) unconscious then accept them as a guide to action "[5, p. 442].

Quite an effective way to increase suggestibility advertisement researchers found perseveration - repetition of the same message within the same application or multiple media.

Very often when creating advertising specialists, advertisers use technology ericson hypnosis launched American psychiatrist and psychotherapist Milton Erickson Highland to treat people suffering from mental disorders. Today, these hypnotic techniques are widely used not only in medicine but also advertising, management, business communication and so on. Essence ericson hypnosis is that when you hover a hypnotic trance hardly give direct orders, and comment, ask consulted. However, used verbal strategies allow to get the result (the order is executed) and not get conscious resistance of the order. Speaking with this hypnosis most vague, blurred, leading to load their own sense of space that creates the initiator to traps for consciousness recipient. And the effect is achieved by the consistent application of not one but a series of techniques [8, p. 295].

Researchers S. Gorin, T. Kovalevskaya, R. Mokshantsev call such naychastotnishi verbal strategies utilization ericson trance in hypnosis, which are mainly used in advertisements:

Truism - generalized or superheneralizovane expression, that truism is hypnotic replacement team, describes it as a property that is inherent to all or the majority. Tryuyizmu purpose - to cause consent. For example: Everyone loves to buy. Good or hostess like "Lustre".

The illusion of choice is based on the destination offers a choice between several advertised products / services of one company / brand choice is limited, but this restriction is not recognized recipient. For example: The huge billboard shows two packs of cigarettes a brand. At the same title written in red and white, the second - white on red. Below big laconic inscription - "Choose!"

Hypnotic technique complete selection or presentation of all alternatives is that the advertising message enumerate all possible choices, however desirable and undesirable choice advertiser represented as desirable and undesirable for the addressee. For example, you can use the old detergent, spending money, and you can try the new "Tide".

The strategy assumptions (presupposition) command is required as a prerequisite for action is less important than the team needed. This action is easy to conscious control, with the proper team avoids censorship consciousness. In building a presupposition of particular importance is the sequence of components expression: reverse, indicating the time sequence or condition for the enjoyment of hypnotic command instruction less important than team performance, implementation of which can control consciously. For example: Before you buy a product, look for its price!

Feature engineering orders, hidden in the question is that the text begins with the question whether a person is able to complete a request, instead of the actual request to do something. The reaction of the recipient - action, not an answer. Preferably in this strategy using the following phrases: Do you know that ... you realize that ... if you remember that ... For example: Did you know that only we, buying this product you get a guarantee for 24 months? [5, p. 442-443].

When creating promotional materials, modern advertising specialists actively using techniques of neurolinguistic programming (NLP) - a special kind of psychological suggestive influence. Manipulating words and visuals, building them in a certain order, asking a certain rhythm of presentation, dosing information required limits, the creators of advertising reach of the brain begins to respond to the need incentives and focus on them. This is due to communication models and techniques of NLP that can accurately select information and provoke rapid changes in the thinking of the client, mostly on an unconscious level - without his conscious participation [4, p. 119].

Using NLP in advertising makes it more effective precisely because these models and techniques. NLP is used for solving the following tasks:

• Identify metaprohramnoho profile of the target audience - expression inherent in the target audience defined filters attention and thinking strategies. Using this method allows you to create advertising appeal by encoding them in those neuro-strategies that people understood, and broadcasting those channels in the perception that these people most peculiar. This not only gives the most accurate hitting advertising ideas in the minds of the target audience, but also provides a high enough percentage of people taking this idea as their own.

• Use creativity to design advertising campaigns. Creativity is not only remembered, but also to be understood. If you use certain colors or images, they should be the most relevant object that is advertised as a minimum and strongly emphasize supplement, explain - as a maximum. Otherwise - incomprehensible creativity will only lead to rejection and advertising, and ideas and goods.

• The use of advertising appeals techniques that allow for the impact on an unconscious level. Given that most of the decisions about the purchase is made on an unconscious level mechanisms of the psyche, the use of these techniques makes commercials really powerful tools, thereby significantly increasing the level of their influence on the background of an information noise.

John Grinder, co-founder of NLP, NLP distinguishes three stages, which have recently been increasingly used in advertising:

• subtext (second sense) - using only a single physical subtext image has a double meaning because of its structure. For example, "skate on the rink" can be skating as possible - putting asphalt;

• synesthesia (mixing or switching channels of information) - the phenomenon of perception, when stimulation of one sensory organ along with his characteristic sensations feeling inherent different senses. That signals given by different senses, overlap, mingle. For example, a person not only sees the fresh fragrant bread that is advertised, but it feels like odor. Or is cooler than the room air conditioner on, the colors become bluer;

• Use humor - evokes positive emotions that are transferred to an image that is advertised.

All of the above are extremely effective - but it is on an unconscious level. By voiced three techniques using NLP in advertising, you can add a few more:

• metaphor - the hidden message in the form of stories or the figurative expression which uses comparison. In NLP a metaphor includes simple comparisons and parables and allegories (expression of abstract ideas or concepts through concrete artistic images);

• Fine values - provides loan values, habits, details of conduct to gain rapport (relationship of mutual trust and understanding);

• Submodalities - it is the differences within each representative of the person (modality). Submodalities one experience easily transferred to another person or even a similar event to be held in the future. Regardless of the context, Submodalities amount will be the same for all the sad cases, and Submodalities joy - all happy. Therefore, once programmed for certain consumer Submodalities can cause the necessary reaction at the right time [7].

In addition, one of the NLP "formulas" psychological impact is DIBABA (except AIDA, ACCA, DAGMAR), which describes the six stages of selling the advertised product:

First stage: the need arise, ie occurrence in human acute feeling that something is missing her. This requirement encourages people to realize the necessity of complex action, aimed at eliminating discomfort;

Second step: finding ways to meet the needs that need to transform a problem to be solved urgently, it is necessary that in the minds of the audience was a combination of the needs of the trade proposal;

Third stage: should "tell" the audience to go and buy proreklamovane as it meets its needs;

Fourth stage: implementation of when to rely on the predictable reaction of the audience;

Fifth stage: stimulation desire to purchase;

Sixth stage: we must create an atmosphere conducive to purchasing advertised products.

This model is based on the laws of rational thinking, while recognizing the importance of emotional moments and positive attitude of consumers to vendors, stores, catalog [4, p. 119].

Thus, today, hypnotic techniques and methods neurolinguistic programming are widely used in the creation of advertising in order to effectively influence the target audience. The correctness of using the above techniques requires thorough knowledge and interdependencies of the level of professionalism of promotional activities. Prospects for further research in the study of features see the use of manipulative techniques depending on the types of advertising.

References in Transliteration

1. Horyn, S. A. NLP: Texnyky rossыр"yu [Tekst] / S. A. Horyn. – M.: Yzdatel"stvo «KSP+», 2001. – 576 s.
2. Dudynskyj, D. Y. 30 sposobov manypulyacyy y upravlenyya lyud"my [Tekst] / D. Y. Dudynskyj. – M.; Mn.: Xarvest, 2007. – 96 s.
3. Kandыba, V. Y. Trysta texnyk hlubokoho hypnoza [Tekst]: v 2 t. / V. Y. Kandyba. – SPb.: Lan", 2001. – T.1. – 400 s.
4. Karpchuk, N. P. Manipulyatyvni texnolohiyi v reklami [Tekst] / N. P. Karpchuk // Naukovyj visnyk Volyns"koho nacional"noho universytetu im. Lesi Ukrayinky. Mizhnarodni vidnosyny : nauk. zhurn. / hol. red. N. N. Kocan. – 2009. – № 11. – S. 118-121.
5. Kutuza, N. V. Hipnotychni texniky v reklamnomu dyskursi [Tekst] / N. V. Kutuza // Uchenыe zapysky Tavrycheskoho nacyonal"noho unyversyteta ym. V. Y. Vernadskoho. – Seryya «Fylolohyya». – T. 20 (59). – 2007. – № 3. – S. 439-444.
6. Mokshancev, R. Y. Psyxolohyya reklamы [Tekst] / R. Y. Mokshancev. – M. YNFRA-M; Novosybyrsk: Sybyrskoe sohlashenye, 2006. – 230 s. – (Vыsshee obrazovanye).
7. Nejrolynhvystycheskoe prohrammyrovanye v reklame [Эlektronnыj resurs] : Ch. 3 // Krыlovskyj, K. Psyxolohyya reklamы : monohraf. – Rezhыm dostupa: http://www.ideaura.com/psychology/neuro-linguistic_programming_3.php. – Nazvanye s эkrana.
8. Shejnov, V. P. Psyxotexnolohyya vlyyanyya [Tekst] / V. P. Shejnov. – M.: AST; Mn.: Xarvest, 2005. – 448 s.
9. Shuvanov, V. Y. Psyxolohyya reklamы [Tekst] / V. Y. Shuvanov. – Rostov-n/D: Fenyks, 2003. – 320 s.

References

1. Горин, С. А. НЛП: Техники россыпью [Текст] / С. А. Горин. – М.: Издательство «КСП+», 2001. – 576 с.
2. Дудинский, Д. И. 30 способов манипуляции и управления людьми [Текст] / Д. И. Дудинский. – М.; Мн.: Харвест, 2007. – 96 с.
3. Кандыба, В. И. Триста техник глубокого гипноза [Текст]: в 2 т. / В. И. Кандиба. – СПб.: Лань, 2001. – Т.1. – 400 с.
4. Карпчук, Н. П. Маніпулятивні технології в рекламі [Текст] / Н. П. Карпчук // Науковий вісник Волинського національного університету ім. Лесі Українки. Міжнародні відносини : наук. журн. / гол. ред. Н. Н. Коцан. – 2009. – № 11. – С. 118-121.
5. Кутуза, Н. В. Гіпнотичні техніки в рекламному дискурсі [Текст] / Н. В. Кутуза // Ученые записки Таврического национального университета им. В. И. Вернадского. – Серия «Филология». – Т. 20 (59). – 2007. – № 3. – С. 439-444.
6. Мокшанцев, Р. И. Психология рекламы [Текст] / Р. И. Мокшанцев. – М. ИНФРА-М; Новосибирск: Сибирское соглашение, 2006. – 230 с. – (Высшее образование).
7. Нейролингвистическое программирование в рекламе [Электронный ресурс] : Ч. 3 // Крыловский, К. Психология рекламы : монограф. – Режым доступа:

http://www.ideaura.com/psychology/neuro-linguistic_programming_3.php. – Название с экрана.

8. Шейнов, В. П. Психотехнология влияния [Текст] / В. П. Шейнов. – М.: АСТ; Мн.: Харвест, 2005. – 448 с.

9. Шуванов, В. И. Психология рекламы [Текст] / В. И. Шуванов. – Ростов-н/Д: Феникс, 2003. – 320 с.