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## **THE METHOD OF ADVERTISING ACTIVITY ASSESSMENT LIKE A CONTENT-ANALYSIS IN SPHERE OF EDUCATIONAL SERVICES**

Today much can be said about serious changes in high education market. In recent years market of high education services was formed and continues to develop actively. Many factors dictate the necessity of organization and management of marketing and advertising activity of Universities. Today the effective organization of advertising activity is one of the factors and resources of effective development of university. Many domestic and foreign scientists were researching and improving different methodical approaches on analyzing advertising messages, for example: Dr. Klaus Krippendorff, H. Kyngas, Berelson, B., Cohen, J., Myronov U.B., Shevchenko D.A., Gvozdenko A.N., Volkova N.N., Golodec B. M., Obolenskaya T.E., Pankruhin A.P. e.t.c. In terms of marketing processes effects not only on profitable organization activities but also on unprofitable organization activities namely universities, the questions of improving the method of analyzing the advertising messages, especially the printed advertising is actual for keeping the effectiveness activity until today.

Today the printed advertising became one of especially effective ways of educational services promotion and informing the population about functionality of university.

The universities bear considerable costs on development and publication of booklets and leaflets, counting to achieve the corresponding return in form of new enrollee in period of inspection board and as output of increasing numbers of students.

Because of that the development of printed advertising evaluation method and its application in real situations is of great interest. In theory it is very rear that the analysis of printed advertising of universities for attraction of enrollees is being considered.

One of founders of concept “content analysis” was Holsti in 1969 y., who noticed that content analysis as, “any technique for making inferences by objectively and systematically identifying specified characteristics of messages” [2, p. 14]. Under Holsti’s definition, the technique of content analysis is not restricted to the domain of textual analysis, but may be applied to other areas such as coding student drawings (Wheelock, Haney, & Bebell, 2000). Significant number of scientists presuppose their treat of concept “content analysis”, for example Shevchenko D.A. in his work “sociology marketing” consider the term like “content analysis”, where is given the main definition of concept “content – analysis – the translation in to quantitative mass text (or taped) statistical

information after its process. For effective use of content-analysis in real situation it is necessary to stress the main points which can be processed by content-analysis of universities. To achieve the purpose the printed advertising must be correspondent to important characteristics: the first emotional impression, the quality of booklet, color of advertising booklet, the meaning of image, slogan, the title, the main advertising text and its characteristics: font, the size of font, color of font, the readiness and text style, also the special commercial sentence and eco – phrase. The expert assessment must be given to all characteristics for gaining the results of printed advertising especially universities. But it must be noticed that this way to definite the quality of printed advertising will be only subjective, which is conditioned by emotional state of expert attached to assessment of booklets, his subjective interests and chosen perception. It can be concluded that advertising arrangements in universities are needed and claimed, first of all because the education is one of the main sub systems of social sphere of government which supplies the processes of a man gaining the knowledge abilities and skills with the aim of their effective use in professional work.

#### References:

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2. North R.C. Content analysis. A handbook with applications for the study of international crisis / R.C. North , O.R. Holsti // Content analysis / – 1963. – s.1 – 182 p.
3. Shevchenko D.A. Social research of marketing advertising communications on the base of method of content analysis [WWW resource] / D.A. Shevchenko // Sociology of marketing. – conditions of access: <http://www.marketologi.ru/publ.html>