

NORMCORE ADVERTISING AS AN ELEMENT OF THE MODERN ERA OF METAMODERNISM

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The modern world constantly presents us with something new and unusual every second. The processes of informatization and digitalization are noticeably affecting social reality, transforming it and changing the needs of society in various aspects of life, including advertising.

The problem is that nowadays people are tired of the information overload characteristic of the modern world. They are tired of colorful slogans, the complexities of new technologies and imposed advertising standards. Crazy rhythms, burning deadlines, endless messages – all of this puts pressure on people, forcing them to choose something banal and casual. The relevance of solving this problem is proven by a number of studies; in particular, in 2015 a survey by AdBlock Plus proved that 91% of respondents are convinced that advertising is becoming increasingly intrusive [1]. And the results of a study by the American agency IBISWorld showed that in 2018 in the USA, the annual turnover of companies specializing in meditation amounted to more than \$1 billion [2]. All this actualizes the need for specialists to search for new forms and methods of advertising that could satisfy the needs of society and interest the public without using the usual approaches, which are now rapidly losing their effectiveness.

To solve this problem, advertisers and marketers have turned to the normcore style, which is characteristic of the modern era – the era of metamodernism, a concept proposed in 2010 by media theorist T. Vermeulen and philosopher R. van den Akker. [3]. As they write in a joint work, "metamodernism is an oscillation between the irony of postmodernism and the sincerity of modernism" and "the pendulum between these registers constantly swings and never rests in a static position" which is why it is a kind of "existence between" (metaxy) [3]. Four years ago, cultural analyst Greg Dember proposed 11 strategies of metamodernism, among which a significant place was given to the aforementioned normcore style [4].

Normcore is a style in fashion, life, communication and people's activities characterized by the popularity of simple, convenient and comfortable things. This is the "philosophy of simplicity", a way of life in which calmness, quiet and harmony are a priority; this is "fashion for the unfashionable", slow and minimalist. The founders of this style are rightly considered to be the K-hole team, which established the idea of "fashion without fashion": it doesn't matter what to wear, the main thing is convenience and simplicity. "Ideals" and examples of normcore still call Steve Jobs, remembering his jeans and black turtleneck, and Albert Einstein with his six identical suits for all occasions. Over time, normcore

"moved" from fashion to everyday life. Currently, there are a number of examples of goods and services that correspond to normcore, including slow-motion art, Slow Food restaurants, Slow TV, anti-stress coloring books, etc.

The advertising industry was no exception. So specialists who timely tracked new social requirements and needs began to use normcore as a new powerful and effective form of advertising. Exemplary normcore ads include the DIAGEO whiskey advertisement featuring Nick Offerman, who simply drinks the beverage in complete silence during a 10-hour video (in a shortened version, 40 minutes) [5], or the Ronsel paint ad, in which a man slowly paints a fence for 11 minutes. Advertisers also created a short version of the ad [6]. We propose to consider these modern normcore-style commercials:

1. The advertising campaign by the RAM 360 agency is the first normcore advertisement in Ukraine. The idea for the video came about in 2018 due to the name of the campaign itself – "Liebherr. Silent challenge". In the video, the chef chooses food products for four minutes, while all the important characteristics of German-made refrigerators are described in the ad [7].

2. The advertising of the Swedish bank Klarna by Snask agency (2020). The task was to visualize the smoothness of contactless payments. The plot of the video: a donut spins on the vinyl, pink glaze pours from the top, nearby fingers sort through the donuts, a shot with a terminal and a card. There is no action or words. The end of the video [8].

3. NYT brand campaign, "Truth is Hard" by Droga agency (2017). At the Oscar ceremony, they showed a simple commercial, the basis of which was black text on a white background, the noise of human voices, and a couple of piano keys at the end. The video was simple, but the effect was explosive. The paper was the inspiration for the visual style. This helped the newspaper break through the information noise to deliver the key message: *Truth is under fire, and it is clear as black and white* [9].

So, in the era of metamodernism, the structure of feelings, perception of the present, unhurried life "here and now" become important, and normcore advertising is a correct and timely reaction to such changes in modern society and an effective tool for attracting consumers' attention, opening up new opportunities for companies and brands. Advertisers should only adequately assess whether it is suitable for a specific business. Therefore, this trend in advertising requires further theoretical and practical study for a comprehensive research into this aspect, practical improvement of advertising approaches, as well as expansion of the theoretical base on methods, forms and genres of advertising.

References:

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DEVELOPMENT OF THE UKRAINIAN-SWISS INNOVATION AND ECONOMIC DIALOGUE WITHIN THE WAR IN UKRAINE: REALITIES AND PERSPECTIVES

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On May 20, 2022, the European Business Association launched a new series of "Warconomic Talks" – about the impact of the war on the economy, business, the possibilities of post-war reconstruction of Ukraine, etc. It was on this date that the first meeting was held, where opportunities for Ukrainian-Swiss cooperation during and after the war were presented, and co-organized with the Embassy of Switzerland in Ukraine.

During the event, for reasons that were clear at the time, the most pressing issue for discussion was that related to the export of grain from Ukraine, as well as the possibility of exporting Ukrainian electricity to European countries due to a significant national decline in consumption of the above-mentioned, in particular, due to the fact that industrial enterprises suspended their activities after of a large-scale Russian invasion of the territory of our Motherland on February 24, 2022 [2].

At the same time, however, the question regarding the key, in our opinion, direction concerning the most promising option for innovation and economic cooperation between Switzerland and Ukraine both during and after the war in the territory of Ukraine was not avoided [3].

The fact is that the "S" status, which, for example, Switzerland gives to Ukrainian refugees, allows the latter to work in the country. Therefore, Swiss companies have the opportunity to employ Ukrainian IT specialists, which contributes to the continuation of the exchange of experience, knowledge and advanced technologies between the above countries despite the war.