

SOCIAL IMPACT OF ADVERTISING ON STUDENTS

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Abstract. This article examines the social impact of advertising on the students of the National Research University "BelSU". This topic is relevant in the modern world, as advertising is a part of human life and can affect the consciousness and behavior of young people. Students, due to their age and life experience, are most exposed to outside influences, so it is worth studying this phenomenon and monitoring the content of commercials on television and on the Internet.

Keywords: Advertising, student youth, social impact of advertising.

Introduction

At present, advertising is an integral part of the life of society and students, including, and it serves not only as a guide in the world of goods and services, but also as a translation of certain values, norms, attitudes and patterns of behavior [1].

Young people from among students face various kinds of advertising constantly, but very rarely absorbing positively colored information. Most often, commercials negatively affect students, forming attitudes that adversely affect their actions. I would also like to note that the translation of certain behavioral models leads to a stereotypical way of thinking of young people [3,4].

The study helped to study the social impact of advertising on the students of the National Research University "BelSU" at the age of 17 to 23 years. The total population was 9238 people [2]. But the sample population was determined to be 100 people. As a method of collecting information, we used a questionnaire in the form of an online survey. The questionnaire was developed using Google Forms and contained 16 questions.

The aim of the work is to identify the nature and degree of social influence of advertising on the behavior of students.

To achieve this goal, you need to solve the following tasks::

1. Study the views and opinions of experts on this issue.
2. Conduct a survey among young people from among the students of the National Research University "BelSU" on the topic "The social impact of advertising on the student youth".
3. Make an analytical report on the results of a sociological study.

To perform the research tasks, we used the method of an online survey using the Google Form service among the students of the National Research University "BelSU".

The main part

First of all, a question was asked that helped determine the young people's knowledge of the definition of advertising. According to the students of the National Research University "BelSU", 61% of young people are able to define the concept of "advertising". At the same time, 36% of respondents believe that they can define the concept of "advertising", but doubt it. The "no rather than yes" options (2%) and the "no" option (1%) received the fewest responses. Thus, 97% of respondents understand what "advertising" is and are able to define this concept.

The absolute majority of respondents prefer the "Internet" as a media – 100%, half of respondents also choose "Television" (52%). The least popular answer options among the students of the National Research University "BelSU" are "Magazines", "Radio", "Newspapers" – (19%), (6%) and (3%), respectively. It should be noted that 8% of respondents noted "Telegram". This shows that young people trust the modern messenger.

To identify the position of young people on the problem of controlling the content of commercials, the question was asked: "In your opinion, should the content of commercials be controlled?". The majority of respondents (50%) believe that the content of commercials should be controlled, "Rather should than not" was answered by 46%, and only 2% of respondents noted the options "Rather no than yes" and "No».

The survey also revealed that advertising is most likely or accurate (36%) and (34%) may affect the student's self-development accordingly. An equal number of students surveyed (13% each) believe that most likely or definitely advertising will not be able to help a young person improve their knowledge.

During the analysis, it was found that the majority of students are used to the existence of advertising, accept its role in the modern world and are neutral about it. Thus, we can conclude that advertising has an impact on the consciousness, values, worldview and behavior of a young person. It expands the knowledge of students not only about goods and services, but also about pressing social problems.

Conclusion

And in conclusion, it can be noted that the goals and objectives of advertising with a social subtext often overlap with the goals and objectives of other types of advertising, such as political and commercial. And so it is not easy to distinguish it among the various types and subspecies of advertising. The development and authority of social advertising has now grown so much that the largest commercial corporations conduct social advertising campaigns independently. The main difference between social advertising and commercial advertising is precisely in the goal. While commercial advertisers promote a favorable attitude towards a particular product or increase its sales, the purpose of social advertising is to attract attention to a social phenomenon.

List of literature:

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