

UDC 316

THE SPECIFIC FEATURES OF SOCIAL ADVERTISING AGAINST DOMESTIC VIOLENCE

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Social advertising affects the humanization of society, the achievement of long-term public goals. In all countries, social advertising is a powerful tool of state power. The problem of domestic violence is global and serious. Belarusian statistics confirms the worldwide one: annually about 120 thousand complaints of citizens about domestic violence are registered in the authorities of the Ministry of Internal Affairs [1]. Social advertising is used as one of the ways to solve it.

The purpose of this article: the study of social advertising against domestic violence and effective methods of its impact on the audience.

Problem: the study of social advertising as a way to deal with the problem of domestic violence.

However, social advertising is also actively used by social organizations and the church to achieve their goals. Some social advertising is directed against state authorities, especially in case of violation of human rights by them. An example would be an advertisement against police violence against colored people in the United States.

But in Belarus this is officially impossible, because at this stage of development in our country, it is legally determined that social advertising is not commercial and only government agencies can be advertisers in this area [2].

Lack of the right to run advertising campaigns does not mean a lack of work on the part of civic activists and self-organized groups. Moreover, it is generally accepted throughout the world that people who are personally concerned with certain problems cope more efficiently than state structures. Therefore, church and public organizations continue to actively conduct social campaigns, and are not officially part of the state structures. For example, the non-profit organization Radislava project created a shelter for victims of domestic violence where they can receive the help of qualified psychologists and lawyers. At the moment, 30 people can be in the shelter at the same time. The mission of this public organization is to promote the formation of public opinion condemning all forms of violence against women, participation in the protection of women and their children who have suffered from violence, as well as the organization of activities aimed at preventing it [3].

Effective advertising messages use many means of expressiveness and creative techniques to influence the audience, to see the already known problem from a new, unusual side, forcing the viewer to look at it from a different angle. Integrated global campaigns, such as the UN campaign against gender-based violence, have attracted widespread public attention. Comprehensive programs, for example, implemented in Belarus in 2012, in cooperation with the United Nations Population Fund (UNFPA), the information campaign "A House Without Violence", thanks to its length and multiple stages, also brought positive results. This program was carried out in three stages, within its framework a special hotline for victims of domestic violence was created, well-known people were involved in its implementation, a special information site was created. This is far from the only social campaign. In 2012-2015 a program was carried out aimed at increasing the national capacity of the state to combat domestic violence in the Republic of Belarus; in June 2012, the program "Development of the national potential of the Republic of Belarus to counter domestic violence in the context of achieving gender equality" was launched. Quality, creativity, multi-staging and the long-term - are guarantees of the success of social advertising against domestic violence.

To identify specific tools and techniques used in social advertising on this topic, consideration must also be given to global social advertising products. To do this, the "Domestic Abuse Short Film - Break The Routine" video from the British Victim Support and the National Center for Domestic Violence in cooperation with JWT (J. Walter Thompson) London, as well as "Photos of every day of the worst year of my life", created by the Social Services of Croatia were analyzed as popular social advertising products.

Most often, these advertising products are quite sharp and sometimes have shocking content. Videos and posters show really scary pictures of scenes of domestic violence. But in this topic, such methods are necessary to expose the problem and show it exactly as it exists in reality. Meanwhile other negative phenomena in the country (smoking, alcoholism, road safety) are actively discussed, their statistics can be easily tracked (sold tobacco and alcohol products, the number of traffic accidents), the statistics of crimes committed in everyday life are inaccurate, its indicators are biased and underestimated due to victims who do not ask for help. It is believed that one-time violence leads to a repeat –recurrence, and that is why it of interest of the potential victim to prevent

the tragedy with his participation in later life. Therefore, to create social advertising on this topic, it is necessary to use shocking paintings and scenes. These examples nevertheless cause a shock reaction rather than a surprise reaction. The topic of domestic violence is one of a few in which shocking materials are really relevant.

The vast majority of social videos against domestic violence show everyday life, everyday bullying, which is becoming stronger and worse. The videos are often accompanied by quite calm music, designed in cold colors. All these tricks help to convey that terrible everyday silent atmosphere that are happening in some families, to convey, using creative tricks, everyday life and a depressing atmosphere.

Each product of social advertising in its own way reveals the essence of the problem, some posters literally scream about the problem, others act as reminders. It is this combination of calm and provocative products of social advertising that makes it possible to cover the problem multifaceted and thoroughly. It also depends on the country and the severity of the problem in it. The stronger the problem is expressed, the more serious methods and techniques of influencing the audience should be used by social advertising.

REFERENCES

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