

CHARACTERISTICS OF IMAGE OF THE RUSSIAN FAMILY IN MODERN ADVERTISING DISCOURSE

Elena N. Luchinskaya, Irina S. Karabulatova, Valentina V.
Zelenskaya, Sergey A. Golubtsov,
Kuban State University, Russian Federation
Peoples' Friendship University of Russia, Russian Federation
Krasnodar State Technological University, Russian Federation

Abstract: *The historical realities of the end of the 20th century, which resulted from the „modernization” of society, led to the transformation of the family structure, the emergence of specific features of the modern family, which have a disorganizing impact on the institution of the family. The spread of low-income families, the devaluation of traditional family relations, and the increase in the number of divorces, the change in the reproductive attitudes of the population-these phenomena characterize the crisis situation of the institution of the family in modern Russia. The negative tendencies that accompany the development of the modern family negatively affect the stability of the social structure, since the functions performed by the institution of the family are practically irreplaceable functions of other social institutions. Dysfunctional changes in the modern family make it urgent to find effective ways to solve the family-demographic problems of Russian society. At the macro level, the task of maintaining the family institution becomes a priority for the state, for which the preservation of the family institution has a social and economic significance. In recent years, a number of legal acts have been adopted in Russia, which have a normative and recommendatory character regarding the need for an integrated approach to solving problems of information support for family and demographic policy.*

Keywords: modern family, traditional values, propaganda, advertising discourse, social order, Russia.

Transformation of value representations of marriage intensively takes place in a youth environment for a socio-demographic group that has the advantage of a common age and activity that promotes the spread of new marital orientation, such as cohabitation, guest marriage, open marriage, poly partnership, same-sex marriage, etc. An important role in gender-role socialization is played by the media, because they constantly show us stereotyped images of gender and sexual behavior.

Spontaneously developing partner practices of designing the pre-marital union become a kind of challenge to the institutional conservatism of marriage and, inevitably, require their transformation. The concept of the demographic policy of the Russian Federation for the period up to 2025 in the sphere of family strengthening is first identified: the priority is: *„the formation of a system of public and personal values*

oriented towards; family with two children and more".¹ Much attention is paid in the Concept to the role of „mass media” in the coverage of „*raising the public prestige of a stable family with several children; responsible attitude to their health and the health of family members*”.² However, to date, at the regional level, there are no mechanisms for implementing the information component of family and demographic policy, including the underdevelopment of means for advertising the family way of life.

Advertising has the potential to overcome the crisis trends that accompany the institution of the family. First, the institutional essence of advertising makes it possible to characterize its interaction with other social institutions of society. Secondly, the mass character and availability of advertising provide a wide coverage of the audience, which facilitates the dissemination of presentations of the family way of life; Thirdly, the technological components of the advertising process form the basis for the mechanisms for realizing the advertising of the family way of life in modern society.

A presentation of the family can be one of the basic components of the mechanism for marketing the family way of life, since it includes requirements for the content and form of the advertising message and relies on the institutional features of the family.

Materials and methods

The theoretical and methodological basis for studying the evolution of marriage was the poliparadigmatic approach adopted in sociology at the turn of the 20th and 21st centuries, which made it possible to combine the heuristic potential of the classical sociological theories of M. Weber, T. Parsons and other so-called nonclassical theories of constructionism and gender analysis. The use of the polyparadigmatic approach was dictated by the goal of research - a sociological analysis of the evolution of marriage-its vector and development mechanism.³ Theoretical and methodological basis of the research:

-The provisions of sociological institutionalism (M. Weber, T. Veblen, E. Durkheim, R. Merton, T. Parsons, N. Smelser, G. Spencer);

¹ Concept of the demographic policy of the Russian Federation for the period until 2025, see: www.demographia.ru, accessed on 19.III.2018.

² Ibidem.

³ M. Weber, „Sociology in the system of the sciences of culture”, in *The history of theoretical sociology*, t. 2, ch. 4. m. 1998.

-The provisions of the socio-technological approach (D. Bryant, S. I. Grigoriev, S. V. Ryazantsev, V. I. Patrushev, S. Thompson);

-The provisions of the social and communicative approach (M. Weber, B. Konetsky, P. Lazarsfeld, G. Lasswell, A. Sokolov);

-The main provisions of the sociology of the family (A. Antonov, M. Harutyunyan, C. Golod, O. Zdravomyslova, N. Smelser, A. Kharchev, Z. Khachmafova).

Methods of research: Theoretical: synthesis, theoretical modeling, typology, operationalization of concepts. Methods for collecting empirical information: expert interview in the form of a semi-formalized interview, content analysis, questionnaire. Methods of data analysis: comparative, statistical groupings, traditional literature analysis, classification, content analysis, psycholinguistic methods, the method of semantic analysis, discursive analysis.

Empirical research base:

1. The results of the author's content analysis of samples of advertising, posted on Russian TV channels („First”, „Russia”, „NTV”) in 2017.

2. The Results of the mass survey of residents of Moscow and Krasnodar conducted by the author in March 2018.

3. Results of secondary data analysis.

Discussion

After the collapse of the Soviet Union, the values of the Western world came to replace Soviet values and the dynamics of marriages and divorces changed dramatically. Now there is no problem for divorce, maybe that's why the statistics are so sad. Russia, according to the number of divorces per 1000 people, is in the first place! Ten years ago every third pair was divorced, and now more than half of the couples leave. Although some improvements have been observed in recent years (statistics on marriages and divorces of 2013 indicate that there were 1.225.501 marriages and 667.971 divorces, the statistics of marriages and divorces of 2014 call almost the same figures-1.225.985 and 693.730 respectively, compared to the statistics of 2005-2008 , when an average of 905.360 marriages and 658.775 divorces were recorded per year), but unfortunately, the statistics of marriages and divorces in Russia in 2013-2014 do not change the picture.

In the context of a new social reality characterized by unpredictability of social processes, the low level of trust between

interacting subjects, the regulation of social life through the correlation of citizens' expectations with social roles and norms is hampered by the lack of clear patterns of socialization. S. A. Kravchenko notes that modern conditions do not correspond to „*universal objective social laws*”, universal ideals and values.⁴

Trust in new sociocultural patterns determines the choice by some groups of deviant strategies to accept these values, because traditional institutional ways of seeing them are impossible.⁵

Evolution of marital relations is manifested in the gradual abandonment of the patriarchal system of values and recognition of the gender hierarchy by the individual and society.⁶ The explanation of the process is possible in its consideration of the unity of changes in marriage as an object of institutional regulation and a relatively closed system of gender relations between a woman and a man. Modern marriage is dynamic as the modern society itself. At the same time, there are some stable values for marriage in society, which have a significant pedagogical potential in the context of the formation of traditional gender roles in the matrimonial union.

Sociology considers about thirty subject areas of family study: family communication, role behavior, family power structure, family economy, demographic process, reproductive behavior, motivation for marriage, family and social structure of society, socialization of children, family leisure, family culture, home economy, family life quality, family stability factors, marriage satisfaction, incomplete families, gender issues, family conflicts, young family, homogeneous and heterogeneous family, ethnic and religious characteristics of family life, family violence, social orphanhood, old people in the family, family deviation, etc.⁷

⁴ S. A. Kravchenko, „Stanovyashchayaslozhnyasotsial'nayareal'nost': problemanovykhuyazvimostey”, in *Sotsis*, no. 5, 2013, pp. 3-13.

⁵ S. V. Ryazantsev, E. E. Pismennaya, I. S. Karabulatova, Y. Akramov Charif, „Transformation of sexual and matrimonial behavior of Tajik labor migrants in Russia”, in *Asian Social Science*, volume 10, no. 20, 2014, pp. 174-183.

⁶ M. Arbatova, „Women's literature as a fact of consistency of domestic feminism”, in Idem, *Transfiguration: Nauch. lit almanac.*, Moscow, Linor, 1995, pp. 25-27; I. S. Vasileva, I. S. Karabulatova, „The variety of models of premarital relations in the reproductive-marital behavior of modern Russian youth”, in S. V. Ryazantsev (ed.), *Migration bridges in Eurasia: Proceedings of the VII International Scientific and Practical Conference „The Role of Labor Migration in the Socio-Economic and Demographic Development of Sending and Receiving Countries (Moscow-Stavropol, October 13-18 2015)*, Moscow, Publishing House „Econ-Inform”, 2015.

⁷ V. N. Ivanov, E. A. Kublitskaya, M. M. Nazarov, V. V. Sergeev, „How Moscow lives: the factors and problems of the social stability of the megalopolis (sociological

In the Russian sociological tradition, the category of the way of life appeared relatively recently—from the late 1960s and early 1970s⁸ and the understanding of the way of life as a way of life activity taken in unity with its determining conditions was established.⁹

In the western sociological tradition, indicators of a way of life such as quality and standard of living are used, that is, the totality of those goods and services that are used or consumed by individuals or their families.¹⁰ The traditional way of Russian families contributes to the preservation of archaic rituals, which are still used as sacred regulators of family relations.¹¹

The way of life is a characteristic of society, it is based on the criteria of the development of society, on the basis of which, the individual can choose one or another way of life in accordance with his predilections. The use of the criterion of the quality of life involves the consideration of human needs, based on the degree to which the quality of life of the population is assessed.¹²

The family is a complex and therefore multi-valued social education: the notion of a social institution reveals the importance of the family in a broad social perspective in conjunction with other social institutions and processes characterized by changes, development and modernization.¹³ Being a fundamental institution of society, the family throughout the history of mankind retains its importance for society and

monitoring)", in *Monitoring of public opinion: economic and social changes*, no. 5 (105), 2011, pp. 81-95; Z. R. Khachmafova, I. S. Karabulatova, E. N. Luchinskaya, G. V. Osipov, „Gender Features of Discourse of Woman’s Literature as a Reflection of Changes in the Modern Society”, in *Mediterranean Journal of Social Science*, volume 6, no. 3, 2015. pp. 476-481.

⁸ H. A. Tyukanova, *Transformation of the institution of advertising in the information society ...: author’s abstract. dis. Cand. sociologist, sciences/H.A. Tyukanov*, Moscow, 2007, 21 p.

⁹ „A way of life of the population of a large city”, in *Man and society*, no. 23, 1988, pp. 8-167.

¹⁰ E. G. Pchelintseva, „Consumption as a determinant of the Russian family’s lifestyle in the transitional period”, available at: www.Journal.seun.ru, accessed on 20.III.2018.

¹¹ G. Ch. Fayzullina, I. S. Karabulatova, A. A. Fattakova, E. N. Ermakova, F. S. Sayfulina, „The Anthropomorphous Dolls-Patrimonial Idols of Attanay and Their Place in the Language Picture World of the Siberian Tatars”, in *The Social Science*, no. 11, 2016, pp. 4448-4456.

¹² M. A. Tokmakova, *Methodology of the study of the relationship between family and extra-family value orientations: the author’s abstract. dis. ... cand. sociologist, sciences*, 1999, 23 p.

¹³ T. Parsons, „Coordinate system of action and the general theory of systems of action: culture, personality and place of social systems”, in T. Parsons, *American sociological thought: texts*, Moscow, 1996, pp. 462-468; A. I. Antonov, *The fate of the family in Russia in the XXI century*, Moscow, The Grail, 2000, 416 p.

individual. M. Weber, describing the essence of the family, paid special attention to the rational beginning of family life in the conditions of the development of capitalism and a departure from feudal patriarchy.¹⁴

In modern urban families, the unilocality of young families is more common, when the presence of a home determines the localization of the newlyweds. Here we can distinguish between evacuation families living in the house of their uncle's aunt and non-local families, who have the possibility of separate residence from their parents.¹⁵ N. Smelser notes that the non-local residence of newlyweds, considered the norm in Western Europe and America, is rare in the rest of the world.¹⁶ But in spite of the fact that in modern Russia, as in the Soviet one, adult children who were married-under the same roof with their parents-were accepted, only 9.6% of the young spouses really wanted it to be so.¹⁷

Results

Social advertising of the family is about 1/5 of the total volume of social advertising on television, but the relative figures do not give a complete picture of social television advertising of the family way of life in the modern region. For a more objective assessment, it is necessary to turn to the natural value of the total duration of social advertising of the family way of life, which for 2007 (!) Was 12.335 seconds, that is, on average three hours and a half of the national TV channels broadcast 2, 77 social advertising messages. Analysis of the structure and social advertising of the family way of life shows that the channels that have the largest coverage of the audience and the geographical coverage of broadcasting („First”, „Russia”) have the lowest values, on average, not being an integer.

Low intensity of social advertising campaigns aimed at preserving the institution of the family does not allow to fully implementing the mechanisms of social advertising of the family way of life at the technological level, including compliance with the requirements of the technological order-the algorithms for developing an advertising campaign and the effective frequency of placement on advertising media.

¹⁴ M. Weber, „Sociology in the system of the sciences of culture”.

¹⁵ A. I. Antonov, *The fate of the family in Russia in the XXI century*.

¹⁶ N. Smelser, *Sociology*, Moscow, Phoenix, 1994, 688 p.

¹⁷ I. Dazarsfeld, Mass communication, „mass tastes” and organized social action available at: www.soc.pu.ru, accessed on 22.III.2018.

Table 1. The total amount of commercial and social advertising of the family way of life in the structure of the television channel „First”

Commercial advertising		Commercial advertising containing a presentation of the family		Social advertising		Social advertising of the family	
%	seconds	%	seconds	%	seconds	%	seconds
99,3	10 915 306	14,05	1544991	0,7	84095	14,6	12335

From the presented data, the conclusion about the critical a small amount of social advertising in general and social advertising of the family way of life. Such figures are an obvious proof of the low effectiveness of social advertising of the family way of life, which contradicts the main tasks of the Concept of the Demographic Policy of the Russian Federation for the period until 2025. Trust in new sociocultural patterns determines the choice by some groups of deviant strategies to accept these values, because traditional institutional ways of seeing them are impossible. Evolution of marital relations is manifested in the gradual abandonment of the patriarchal system of values and recognition of the gender hierarchy by the individual and society. The explanation of the process is possible in its consideration of the unity of changes in marriage as an object of institutional regulation and a relatively closed system of gender relations between a woman and a man. Modern marriage is dynamic as the modern society itself. At the same time, there are some stable values for marriage in society, which have a significant pedagogical potential in the context of the formation of traditional gender roles in the matrimonial union.¹⁸

Analysis of the intensity of the presentation of the family way of life in social advertising on the TV channels „First”, „Russia” and „NTV” is presented in Table 2.

Table 2: Comparison of social advertising of the family way of life on the Russian channels „First”, „Russia”, „NTV”

¹⁸ Z. R. Khachmafova, I. S., Karabulatova, E. N. Luchinskaya, G. V. Osipov, „Gender Features of Discourse of Woman’s Literature”, pp. 476-481.

index		number of advertisements (%)	duration of advertising messages (sec)	The average frequency of advertising messages per day (piece)	number of advertising messages (piece)
social advertisement	total	0,77	84095	12,33	88
	First	0,22	7691	0,86	16
	Russia	0,65	25702	2,77	26
	NTV	1,37	50702	8,7	46
social advertising, containing presentation of families	Total	14,6	12335	2,77	12
	First	4,29	330	0,03	3
	Russia	3,75	965	0,18	3
	NTV	22,7	11040	2,56	6

Sense units of social advertising analysis have a significant difference from the semantic units of commercial advertising analysis, which is due to the nature, goals and objectives of social advertising. The presentation of the family way of life in social advertising contains visualization of family dysfunctions as a social institution, problems associated with a modern family.

The orphanhood is the most frequent topic in social advertising of the family way of life. She devoted 48.5% of all airtime to social advertising. You should pay close attention to the natural expression of the volume of social advertising-5456 seconds of airtime.

The value of childhood, the importance of raising a child in the family is not in doubt, and therefore such advertising is important for the modern society, reflecting the complex situation that exists in modern Russian society. But social advertising is designed not only to inform about the existing problem, but also to offer possible ways to solve it. Therefore, in the advertisement devoted to orphans, a large role is played by the formation of a positive image of the institution of adoption and guardianship.¹⁹

¹⁹ I. S. Karabulatova, Z. R. Khachmafova, M. M. Bricheva, M. T. Nescheretova, A. K. Bersirova, „Linguopragmatic Aspect of „Search for the Ideal” in the Discourse of Female Fiction as a Reflection of Matrimonial-Demographic and Sexual Behavior in

The second most significant mention in the social advertising of the family is the presentation of the problem of adoption of HIV-infected children. Identifying the problem of HIV-infected children in a separate semantic unit of social advertising for the family, separating it from the topic of orphanhood is determined by the ambiguity of the public attitude towards HIV-infected children. Such social advertising is on par with the prevention of social orphanhood in a package of measures to maintain the value of childhood and preserve the institution of child protection.

The third on the intensity in the information field of social advertising of the family way of life is advertising messages on the importance of the wedding ceremony, aimed at maintaining the institution of marriage. The institution of marriage is a set of formal rules, legislatively fixed and supported by cultural norms, defining the rights and duties of spouses in relation to each other.

In addition to focusing on the maintenance of the traditional family way of life, social advertising promotes the preservation of the reproductive health of the population. The problem of safe sex is dedicated to 3.2% of the total number of social TV commercials; this thematic type of advertising is presented on the TV channel „First”. It is necessary to emphasize the ambiguity of the perception of this problem in society. On the one hand, advertising is aimed at preserving the reproductive health of citizens; on the other hand, proponents of morality interpret it as an incentive to sexual promiscuity of adolescents and young people. But the proportion of social TV advertising devoted to the problem of safe sex is extremely small in the total volume of television advertising and is insignificant in comparison with the abundance of sexual themes in the media as a whole.

Social advertising as an element of prevention of sexually transmitted diseases, abortions, orphanhood, namely these problems can be included in the presentation of „safe sex”, provides an opportunity to preserve the reproductive health of citizens and the reproduction of the population.²⁰

Consideration of the problem of caring for the elderly parents was paid in social advertising about 10.7% of the time. But to say that in

Contemporary Russian Society”, in *Review of European Studies*, volume 7, no. 6, 2015, pp. 35-45.

²⁰ I. S. Karabulatova, I. S. Vasilyeva, S. D. Galiullina, S. A. Nikonova, O. N. Budeeva, „Ethnic Factor in Reproductive and Marriage Behavior of Modern Russian Youth”, in *Mediterranean Journal of Social Science*, volume 6, no. 6, 2015, pp. 104-112.

commercial advertising this topic is covered sparingly, and social advertising has succeeded in this field-early; it is enough to compare the indicators of the total total duration for all TV channels.

The analysis showed that commercial advertising paid attention to the problem of care, about the elderly parents 960 seconds, and social 1170 seconds. The difference is small, but it is essentially principled. Commercial advertising suggests taking care of elderly parents, buying goods for them, social advertising reminds of communication and positive emotions, so necessary for an elderly person.

The obtained data allow to draw a conclusion about the complementarity of commercial and social advertising within the framework of the problem of caring for older members, the family, because in modern Russia; pensioners are one of the most unprotected parts of society. Psychological and material support for the elderly and disabled is one of the most important functions of the family and a reminder of it is very important. The effectiveness of such advertising reduces only a small volume and its inconsistent, fragmentary nature. Demonstration and reminding of the importance of respect and care for the older generation, is relevant for the young part of the audience, because the subjective attitude towards old age, respect for it, is formed in the individual for a long time. The promotion of a nuclear family with one child is devoted to the least amount of social advertising (645 seconds of airtime on three TV channels).

Expressive coloring of social advertising, despite the severity of the mentioned problems, has a positive or neutral character. For example, in an advertising message dedicated to orphaned children, an unfortunate abandoned child is portrayed, but a happy family adopting a child. Analyzing the expressive coloration of social advertising, we can say about a certain departure of the creators of advertising messages from the tendency of demonstrating the extreme naturalism of the negative aspects of the problems covered.

The results of the content analysis confirm the assumption that, due to quantitative characteristics, commercial advertising containing a presentation of the family way of life influences the institution of the family in modern Russian society, but to assess the social effectiveness it is necessary to consider the structure of the contents of the presentation of the family way of life.

As a result of the content analysis, the types of family structures included in the advertising message were systematized, which

contributed to the development of a system of requirements to ensure the marketing of the family lifestyle in Russia.

To solve the task, the types of family structure that were used as presentations of the family way of life commercial advertisement were singled out as a unit of analysis. As a result, a classification of the presentation of the family way of life was obtained on the basis of the values of the total intensity of the translation of commercial advertising messages on the studied TV channels (see Table 3). In addition to the „family model” indicator, an indicator was included in the analysis that reflects the expressive color of the message (neutral, positive, negative).

Table 3: Classification of presentation of a family way of life

№	Familymodel	The Intensity of translation
1.	„Mother + child”	20 256 outputs
2.	„A married couple without children”	13841 outputs
3.	„Nuclear family with one child”	8779 outputs
4.	„Fatherandchild”	5260 outputs
5.	„An image of only children”	3921 outputs
6.	„Image of only a child”	3669 outputs
7.	„A nuclear family with two children”	4172 outputs
8.	„Mother with two or more children”	2104 outputs
9.	„extended family”	2148 outputs
10.	„A nuclear family with three or more children”	2016 outputs
11.	„Image of the wedding ceremony”	1218 outputs
12.	„Grandmother with grandchildren”	1000 outputs

13.	„Grandfather with grandchildren”	831 outputs
14.	„Father with two or more children”	630 outputs
15.	„Image of marriage offer”	186 outputs
16.	„Grandmother, mother and children”	142 outputs
17.	„Adult children-caring for elderly parents”	117 outputs
18.	„Image of a pregnant woman”	80 outputs

The largest share in the air is the model of the family „mother+child” (for example, the rollers of washing powder „Persil” and „drink Actimel”). The assumption that an image of an incomplete one-child family is represented in advertising is incorrect, since this contradicts the essence of commercial advertising. In the opinion of the vast majority of people, a single mother is an extremely undesirable social role and that’s why the model most likely represented is an illustration of a one-career family model for a model of a nuclear family where a woman plays the role of a housewife and educates a single child.

The woman in the analyzed rolls takes care of the child and his health. The age of the child ranges from 0 to junior school, that is, as the basis for the advertising message is taken that period of the child’s life, when he most in need of care and care of the mother.

The share of air time representing the model „mother+child” is 22.4% of the total number of represented family models. The presence in the presentation of the family lifestyle of the „mother+child” model translates the importance of responsible motherhood and childhood into a married couple.

Popularity, the use in commercial advertising of the one-child nuclear family model as the most common family structure is emphasized by a small amount in the commercial advertising of the presentationmodel „mother+two or more children” and „father+two or more children”.

The image in the advertisement of one parent and children does not indicate an incomplete family as a family structure, rather actualizes the social roles of the individual as a parent. This presentation of the family way of life in commercial advertising is adequate from the point of view of maintaining responsible parenting, but from the point of view

of the promotion of children with two children and large families, the content of advertising messages needs to be adjusted.

The second most frequent use is the presentation of the „childless married family” model-its share is 9.6% of the airtime (for example, a roller for Tired pipes or Hochland Fetax cheese). The presented structure as a childless married family allows to identify the following signs: the organization of personal consumption, psychological and material support.

The age of the spouses in the presented presentation of the family way of life, depicted in the advertising message, varies from 23 to 30 years. The large amount of the presentation of the „childless married family” model in commercial television advertising does not contribute to the effectiveness of its application as a mechanism of the institute’s preservation technology, since the main function of the family is the reproduction of the population and deformation of this function leads to negative consequences. The presentation of the family way of life in advertising forms a certain idea and the translation of the model „childless married family” plays an important role in the demonstration of family roles and relations between spouses. Such a presentation of the family may play a negative role in terms of preserving the reproductive function of the family, but with adequate content it has a positive effect on the institution of marriage.

Commercial advertising to some extent forms a family way of life and patterns of relationships between spouses, demonstrating the social roles of family members and the desired patterns of family behavior. The appearance in the commercial advertisement of the model „childless married family” reflects the importance of the institution of marriage, the necessity of creation of which is the acquisition of love, support, caring, mutual understanding and mutual respect. Such advertising reflects the features of a childless couple: spouses show utmost care and love for each other, mutual respect.

The vast majority of advertising messages have a positive expressive coloring, which is a consequence of solving commercial advertising problems, more than half of advertisements have a neutral expressive coloration that does not emotionate the presentation of the family.

Some of the videos have a negative expressive coloring: they are certainly a minority, but nevertheless their presence indicates the use of technologies aimed at causing negative emotions from the recipient, which can increase the effectiveness of the advertising message. The use

in commercial advertising of the family way of life of messages having a negative emotional color is typical for the models „mother+child”, „nuclear family without children” and „nuclear family with one child”. Negative emotions accompany the problem presented in advertising, which is solved through the use of the goods. Thus, presentation of the family way of life is a consumption situation that accompanies the solution of the problem.

Spontaneously developing partner practices of designing the pre-marital union become a kind of challenge to the institutional conservatism of marriage and, inevitably, require their transformation.

Conclusion

Specificity of the presentation of the family way of life in social advertising is determined by the clear nature of the value-oriented function of social advertising. Social advertising of the family is aimed at overcoming crisis trends, and the presentation of the family way of life contains visualization of the dysfunctions of the family institution. The content of social advertising of the family contributes to the solution of the tasks of family and demographic policy, but the low intensity of social advertising campaigns aimed at preserving the family institute does not allow to fully realize the potential of social advertising as a technology to overcome the crisis phenomena of the family institution.

Naturally, the formation of value marriage orientations is most active at a young age. Youth is an actor of social change, and at the same time is in the age of marital self-determination. The study of the evolution of the orientations of a given social group, in our opinion, is relevant for the following reasons: 1) In its conclusions, it has prognostic significance; 2) It reveals some trends in the development of consciousness and the transformation of social behavior of a socially-demographic group that is significant for a society.

Marriage as a gender partnership is a universal form of interaction between men and women (communities and individuals) in history. It is based on the complementarity of their role in the private and public spheres, value integration and the psychological readiness of partners to build relations of dialogue cooperation. Gender partnership relations are one of the most important conditions for ensuring the balance of social systems.

Following the gender methodology, it seems logical to consider „gender relations” as a social construct.²¹ Undoubtedly, gender relations develop according to the laws of social systems. They are controversial, since they are implemented in systems operating in the regime of conflict. But they can be harmonious in a system that recognizes the value of the human person and human capital as an important resource for its development.²² Thus, we allow the construction of gender relations based on the principle of partnership and complementarity, this conclusion was confirmed in studies conducted on the basis of qualitative methods.

In commercial advertising, the presentation of the family way of life contains family models, the visualization of which reflects the functions of the family as a social institution. Presentations of the family way of life, used in commercial advertising, contribute to the translation of the model of a nuclear family with little children, and the choice of a particular model is primarily determined by the economic goals of the advertising campaign. In the course of the study, a high intensity of commercial advertising of the family way of life was recorded, which confirms the hypothesis concerning the significant role of this type of advertising in the process of influencing the institution of the family

Unintentionality of the social impact of commercial advertising on the institution of the family and the latent nature of the value-oriented function of commercial family advertising requires the introduction of monitoring and examination of the content of commercial advertising of the family way of life, which will enhance the social effectiveness of this type of family advertising.

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²¹ N. Abercrombie, S. Hill, B. B. Turner, *Sociological dictionary*, Kazan, Publishing House of the Kazan University, 1997, pp. 20-21; *Sociological Encyclopaedic Dictionary*, Moscow, Izd. group INFRA M-NORM, 1998, p. 105.

²² Z. R. Khachmafova, I. S. Karabulatova, E. N. Luchinskaya, G. V. Osipov, „Gender Features of Discourse of Woman’s Literature”, pp. 476-481.

