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The Image of the Family in the Modern Advertising Discourse of Russian Media

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Abstract. *Among social institutions, the family occupies a key position in its existential essence - in maintaining the existence of family members and in the birth - the socialization of children. The family is such an evolutionary invention of humanity that harmoniously combines its own existence with the extension of the family, surnames and thus provides status-role performers with other social institutions, contributing to their survival and the existence of society as a whole. The mediating role of the family takes on another dimension: through the existence and continuity of the family generations, reproduction of the population in society, reproduction of labor resources and bearers of social roles is achieved. Thus, the existence of a family is a condition for the functioning of the social structure of society.*

The historical realities of the 21st 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 narrow focus of the socio-communicative and socio-technological approaches to understanding advertising does not allow us to identify the main trends and characteristics of advertising the family way of life in modern Russia.

Keywords: Russian family, transformation, advertising discourse, gender roles.

Introduction

The spread of low-income families, the devaluation of traditional family relationships, the increase in the number of divorces, the change in the reproductive attitudes of the population-these phenomena characterize the crisis situation of the family institution 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 society¹.

At the macro level, the task of maintaining the family institution becomes a priority for the state, for which the preservation of the institution of the family is of socio-economic importance.

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

¹ 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 Contemporary Russian Society," in *Review of European Studies*, VII (2015), no. 6, p. 35-45.

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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 of the mechanisms for realizing the advertising of the family way of life in modern society.

The social consequences of the existence of advertising can be assessed differently, but it must be acknowledged that in order to assess the social effectiveness of family advertising, it is necessary to study the main directions and characteristics of advertising a family way of life in the modern Russian region.

Materials and methods

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-comparative, statistical groupings, traditional literature analysis, classification.

Empirical research base:

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

2. Results of an expert survey conducted by the author in February-March 2008 (n = 52).

3. The results of a mass survey of Khanty-Mansiysk residents (n = 571) carried out by the team of authors in March 2018.

4. Results of secondary data analysis.

Discussion

Among the reasons for the existence of the family institution, it is important to note not only the realization of functions important for the existence of society, but also the satisfaction of the profound personal needs of millions of people: in marriage, birth, maintenance and upbringing of children.²

Systematization of Azarova A.C. representations about social advertising of Russian and foreign experts in the field of advertising, allows to designate the main characteristics of social advertising, consisting in the fact that it:

- is non-commercial in nature (the goal of social advertising is not to obtain economic profit);
- draws attention to the pressing problems of society;
- offers ways to solve social problems;
- is a tool for the prevention of public problems;

² A. I. Antonov, V. M. Medkov, *Sociology of the family*, Moscow, MSU Publishing House: Publishing house of the International University of Business and Management ("Brothers Karic"), 1996. Nadezhda G. Osipova, Sergey O. Elishev, Gennadi B. Pronchev, "Mass Information Media and Propaganda Mouthpiece as a Tool for Manipulating and Social Inequality Factor among the Young People," in *Astra Salvensis*, VI (2018), Special Issue, p. 541-550.

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should form values, outlook and socially approved behavioral models of the audience;

should act as an instrument of state social and information policy.³

To determine the properties of the goods that are important for the consumer, the "goal-means" model is used, which is based on the relationship between the properties of the goods, the buyer's conclusions and his personal values. Within the framework of this model, the desired final state of the consumer is, values that can have an outward orientation or characterize the attitude of the individual to himself. This model assumes that there is a strong associative series that contains properties, conclusions and values that reflect real needs.⁴

The basis of the communication task is the DAGMAR (Defining Advertising Goals for Measured Advertising) model, proposed in 1961 by Russell H. Colley. In the framework of this model it is assumed that the advertising message must go through some stages before demonstrating effectiveness: ignorance of the brand, awareness, understanding and image, attitude, action. Another hierarchical model, developed by Robert Lavidge and Gary Stener, contains six stages: awareness, knowledge, inclination, preference, conviction and buying.⁵

Both presented models contain cognitive, emotional components and a relationship component, which is an element of action and motivation. Such approaches attach the greatest importance to the communication task, while at the level of a particular case of an advertising campaign it is necessary to include in marketing a marketing task that must be measurable, include a starting point, contain an audience description and a fixed implementation time.

The communication strategy contains the following components: "attention and understanding, the attitude of the consumer to the benefits derived from the product, the consumer's perception of contact with the advertising message, the value of the trademark, the influence of the group on the consumer's opinion."⁶

The social function of commercial advertising is directed to the formation of ideas, the strengthening of public relations, the improvement of living conditions. The main meaning of some advertising messages of a commercial nature is disguised by social discourse, that is, its social usefulness will serve as an argument for choosing a buyer in favor of a particular product or service. The social function of social advertising in the long term is aimed at the formation of values and norms, changing the behavioral model of individuals, which will contribute to the preservation of the social structure.

³ A. C. Azarova, *Specificity of the process of institutionalization of social advertising in the modern Russian region (on the example of the Altai Territory): the author's abstract of the thesis of the candidate of sociological sciences*, Barnaul, 2005.

⁴ R. Batra, J. Myers, D. Aaker, *Advertising management*, Moskov, St. Petersburg, Kiev, Williams, 1999. Natalya V. Goltsova, Elena V. Yakovleva, "The Content of Safe Socialization of the Younger Teenager in a Family Environment," in *Astra Salvensis*, VI (2018), Special Issue, p. 21-28.

⁵ R. Batra, J. Myers, D. Aaker, *Advertising management*.

⁶ V. J. Muzykant, *Advertising as a social institution (the emergence and main stages of development): the author's dissertation of the Doctor of Sociological Sciences*, Moscow, 1998.

Results

To identify the optimal mechanisms for implementing social advertising for the family way of life in the region, respondents were asked to assess the degree of trust in advertising media.⁷ The results of the ranking showed that respondents enjoyed the greatest confidence (in descending order): television, newspapers, radio, magazines and outdoor advertising. The data completely coincide with the obtained results of the study of the level of trust of advertising carriers containing commercial advertising. This coincidence confirms the assumption that people tend to rely more and more on the sources of information available to them.

The results of the survey of citizens about the need for social advertising for the prevention and solving family problems show that most citizens consider public service an important component of social policy in the area of family and demographic - 50.2% of respondents answered unequivocally positive, 29.9% of respondents "somewhat agreed with the statement and 19.9% said they do not agree that social advertising aimed at family problems is necessary for prevention and search for possible solutions.

Respondents assessed the importance of problems recorded in the course of the online analysis: the majority of the respondents (68.3%) evaluated the problems presented in the questionnaire as very important for preserving the family way of life and supporting the family institution. The most relevant, according to respondents, is the problem of caring for adult children about elderly parents - 83.1% of respondents chose it as one of the most important. Only 2.6% of the interviewed respondents indicated that the mention in the social advertisement of this topic is not important or rather unimportant for the preservation of the institution of the family. All age and gender groups were equally active in assessing this issue, and the answer was virtually independent of the sex and age of the respondent.

The second important problem was the issue of orphans. 79.1% of respondents gave it the status of a very urgent problem in social advertising of the family way of life. 5% of respondents found this problem not important or relatively important for mentioning in the social advertising of a family way of life. This group includes women over 60 and men from each age group.

74.4% of respondents noted that the topic of having children in the family is very important in the social advertising of the family way of life. A low significance of this topic was noted by 9.8% of respondents. The main number of them was made up of older people, which is explained by their well-established ideas about the right number of children in the family and their unconditional need.

The topic of safe sex as necessary in the social advertising of the family way of life was noted by 73.0% of respondents. Despite the controversial nature of the issue and its connection with the family way of life, the respondents' assessment was not ambiguous. In oral comments, the respondents stressed the importance of the problem of safe sex, as the importance of preserving the health of future parents. Only 10.3% of respondents noted it as

⁷ Margarita Stepanovna Vyhrystyuk, Irina Vagizovna Osipova, Irina Sovetovna Karabulatova, Dubinina Natalya Valentinovna, Druzhinina Olga Mikhailovna and Sabirova Sanovbar Ganievna. "Representative Characteristics of Gender Stereotypes in Modern Advertising," in *Man in India*, IIIC (2017), no. 23, p. 339-347. Zarina Buyenbayeva, Kaken Kamzin, Aliya Akhmetova, "The Diversification of Media Convergence in Kazakhstan based on the Television Experience," in *Astra Salvensis*, VI (2018), no. 11, 81.

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unimportant in the social advertising of the family way of life, but noted its importance in general.

The issue of adoption of HIV-infected children follows. This topic received the most varied assessment. 40.4% of respondents noted the importance of the issue in social advertising of adoption of HIV-infected children and social responsibility for them. The ambiguity of the assessment of the indicated problems is expressed in the fact that every fourth of respondents, that is, 25.4% of respondents, consider the issue of adoption of HIV-infected children not important in the implementation of social advertising of the family way of life. This result refers to experts who commented on the problem as one of the most complex and ambiguous when it comes to social orphanhood and the adoption of HIV-infected children.

The least important to the respondents was the social advertising of the family way of life, which contained the theme addressed to the wedding traditions.

More than 50% of respondents identified problems, the mention of which is absent at the moment in social advertising, but it is necessary to preserve the institution of the family. These topics can be divided into the following groups.

The first group includes problems, the share of which amounted to more than 10% of the total. Problems related to this category can be attributed to the behavioral aspects of the family way of life. This group includes: problems of preserving family traditions; maintaining a favorable psychological climate in the family; prevention of family conflicts and the need to prevent deviant behavior of one of the family members. The mentioned problems are the most relevant in the opinion of the respondents, and it is their reflection in the social advertising of the family that will not only help support the family way of life, but will also contribute to the formation of socially approved patterns of behavior.

The second group includes the respondents' identified problems, having a specific gravity from 5 to 10% in the total. This group includes the problems of domestic violence; preservation of the relevance of the institution of marriage; respect for the older generation; responsibility when creating a family; the need for family planning; Prevention of early pregnancy and maternity among minors; prevention of intergenerational conflicts; responsible motherhood and paternity.

The third group consisted of answers having a specific gravity from 1 to 5%. This includes: the problem of preventing abortions, in particular among minors; the urgency of informing the population about organizations that provide assistance to families in a difficult life situation and state programs aimed at supporting the family; the relevance of joint family leisure; prevention of child abandonment and social orphanhood; propagation of the institution of adoption, custody and patronage; the importance of socializing children with disabilities; actualization of the value of childhood and large families and respect for women and motherhood.

The fourth group includes topics, the proportion of which did not exceed 1 percent: the problems of adolescents; unequal marriages; the promotion of state registration of marriages and the prevention of cohabitation; safety of children in school and on the street; inter-ethnic marriages; promotion of conjugal roles; Maternity among AIDS patients and HIV-infected women; prevention of single-parent families.

The distribution of answers by groups made it possible to identify the most pressing problems of the family, the mention of which in the social advertising of the family way of life

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will contribute to a more successful overcoming of the crisis phenomena of the family institution.

The family problems revealed during the mass survey are immaterial, which suggests the value basis of the family crisis.⁸ The mass survey revealed a greater number of problematic places in the modern family than an expert survey of social workers, which is related to the greater importance for the individual of the family problems with which he has to face himself or act as an outside observer. The professional duties of experts are outlined by a range of tasks whose solution is narrowly focused, but the immersion of the expert in the problem is deeper, which means a detailed knowledge of all aspects of the issue.

Understanding the phenomenon of social advertising, its functional features show more than half of the respondents. In general, it can be argued that women are more likely to trust social advertising than men. Women of all age categories in the majority were inclined to the answer, that they more likely trust social advertising in mass media. Among the female audience, fully trusting social advertising, the most significant proportion is the age groups from 16 to 22 years, from 31 to 40 years and from 51 to 60 years. Do not underestimate the male audience - most men of young and middle age are more likely to trust social advertising. The greatest skepticism regarding social advertising was expressed by men aged 51 years and older. But this age-sex group was also skeptical about commercial advertising.

The evaluation of the indicator of the level of trust is necessary for solving the problems of effective practical application of social advertising tools for the family way of life. The results of assessing the level of trust in social television advertising show that 51.4% of the population trusts social advertising rather than does not trust. This group of respondents consists of 51.9% of women and 48.1% of men. Absolute trust in advertising media containing social advertising was demonstrated by 19.2 percent of respondents, among them 69.0% of women and 31.0% of men.

Rather, 21.1% of the population does not trust social advertising, 52.0% of women and 48.0% of men, respectively. A total distrust of social advertising was expressed by 13.8% of the respondents, including 41.7% of women and 58.3% of men.

Based on these data, it can be argued that social advertising enjoys greater trust among the population than commercial advertising. This fact is explained by citizens' understanding of the essence of social advertising and the tasks of its functioning in modern society. 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.

Conclusion

Presentation of the family way of life in social advertising contains visualization of family dysfunctions as a social institution and ways of their elimination or prevention. Low intensity of social advertising campaigns aimed at

⁸ 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*, VI (2015), no. 6, p. 104-112.

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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. The main component of the family's advertising is the presentation of the family way of life, which contains the visualization of the functions and institutional features of the family and, depending on the type of advertising, has specific features.

Advertising represents the audience material, social and cultural opportunities, forming a desire to use them - and encourages the individual to act in personal or public interests.⁹ The object of social advertising is the entire population or a category of persons who are related to a particular social problem. The subject is a state or an organization that is interested in achieving charitable and socially important goals. Most advertising designs reflect socially desirable values and norms. Thus, we can conclude that advertising, acting as a social institution, regulates and regulates the spheres of human activity represented by advertisers, advertising producers, advertising distributors, consumers of advertising and the system of mutual relations between them, which has its own specific functions and pursues clearly defined pragmatic goals.

⁹ Z. R. Khachmafova, I. S. Karabulatova, S. V. Serebryakova, A. V. Zinkovskaya, E. N. Ermakova, "The Specifics of an Estimate discourse of gender stereotypes in small forms of Folklore in a Network Discourse of Electronic and Information society at the Beginning of 21st Century," in *Pertanika Journal of Social Science & Humanities*, XXV (2017), p. 137-150.

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