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Social Advertising in the System of Management of Social Opinion While Covid Pandemics

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Abstract: In the contemporary world social, economic and political conditions face the public with a new reality. The existing social problems, such as health care problems, ecological and other issues are supplemented with the comprehensive pandemics – COVID 19, which became a new reality all over the world.

For the purpose of researching of social advertising messages several methods of research had been applied: a content analysis of scientific literature and internet sources, monitoring of sources, auditory analysis, content analysis, ethnographic research which gave us an opportunity to obtain a universal information on the target audience, that, in its turn, is a basis for refining of the strategy of messages and social advertising campaigns.

While researching of the impact of the social advertising in the period of COVID pandemics, for better understanding of its efficiency and key mechanisms several theories had been applied: Health Believes Model – 1950, I. Rozenstok, G. Hochbaum, S. Kogels, H. Leventals), Theory of Planned Behavior (TPB- Icek Ajzen, 1985) and Crisis and Emergent Risks Communication Model (CERC).

Using of stated theories in the social advertising will support the anti-crisis team in scheduling of proper communication strategies.

All the above-mentioned enables us to discuss the social advertising as a valuable element of the contemporary social life which represents a mouthpiece of heath care in the context of overcoming of the Covid pandemics.

Keywords: social advertising, Covid pandemics, social behavior, preventive messages, social opinion.

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INTRODUCTION

Contemporary social, economic and political conditions create a new reality for the public. The existing social problems, such as drug addiction, alcoholism, smoking are supplemented with the universal

pandemics – COVID 19. The humanity found itself in front of the necessity of changing of its social behavior, formation of new customs and implementation of definite restrictions. In the given state, a key role was assigned to the mass media from the viewpoint of information impact on the population and changing of social behavior. Social advertising is just one of the means for such kind of impact.

For the purpose of researching of the social advertising (preventive messages of the Covid Pandemics) different methods have been applied: content analysis of scientific literature and internet sources, monitoring. The stated thesis covered a concept of social advertising, its difference from commercial advertising, a guideline on resolving of social problems and changing of behavior of targeted groups, determination of a role of social advertising in the Georgian society.

Social advertising, in the COVID-19 period, was disseminated majorly by video clips, banners, and posters, was placed on billboards, TV and internet space. Following peculiarities of communication with the targeted audience were revealed – appealing for hands washing, taking distance, using of veils and others. Analysis of a design of the external advertising demonstrates its diversity. Video clips involve not only real people, but animated images as well. We can conclude, that in the pandemic conditions, social advertising with design and plots is simple; however, it has a great effect on broad masses, makes them to change a social model of behavior and to avoid spreading of covid infection.

It is noteworthy that the social advertising has a clear interpretation in the Law "On advertising". Social advertising is a kind of information focused on reaching of socially favorable aims. Social advertising is targeted at formation of definite ideas among people which are connected with interests of broad society and resolving of state problems. The stated problems include the following: ccombatting vicious habits, computer addiction, physical inactivity which may be contrasted, for instance, with sport and rule of healthy life. The above-mentioned may be reflected in the social advertising rather efficiently.

Social advertising differs from the commercial advertising with peculiarities of its using for charitable and social significant aims. A volume of the social advertising is insignificant in comparison with the volume of the commercial advertising; however, actuality of its, as of a socially significant phenomenon is much larger. Insufficient application of the social advertising, on top of other reasons is connected with financial issues as it does not work on the financial benefit. Cost of placing of such advertisement is paid by the state or an organization interested in popularization of that idea. The most active means of placing of social advertising represents television, means of external advertising – banners on the billboards installed on the streets, audio clips in radio, images and animations in internet and printed media.

Messages of social advertising in the targeted auditory enhances formation of specific knowledge and skills. A relevant accent is made on establishment of family-related and moral values, healthy life mode, and generally, humanization of the whole society. A key task of the social advertising is changing of a behavioral model of general groups of population which is reached by having impact on awareness of the public and its structural elements, historical awareness, world view and social opinion. In each concrete case, it addresses to the individual values, shared opinions, positions, norms and social attitudes. Customer of such messages, majorly, is the state. It is represented by the public organizations, different departments and Ministries.

We will start researching of social advertising against spreading of COVID infection with its information and propagandistic functions. Idea of the advertising concept was represented by changing of awareness and behavior of the targeted group. The targeted audience was a broad society as the problem invaded the whole social media.

Till now, there exist species among human epidemic coronaviruses which, as a result of DNA recombination, may create new variants having a serious danger for people. Thus, social advertising targeted at prevention of spreading of COVID, focused attention of the targeted auditory on particularly significant social ideas: taking care over one's friends and relatives health, volunteer service. On top of all, it established new social values – keeping of self-isolation mode, safe distance, preventive measures while pandemics.

All the above-mentioned enables us to discuss the social advertising as a valuable element of life of the contemporary society which appears as a mouthpiece of preservation of health in the context of overcoming the Covid pandemics.

While studying of the impact of the social advertising in the period of Covid Pandemics, some theories assist us in understanding of its efficiency and key mechanisms. The most actual are:

Health Believes Model – (HBM - 1950, I. Rozenstok, G. Hochbaum, S. Kogels, H. Leventals), which confirms that behavior connected with health of individuals causes perceiving of danger, intuition towards danger, preventive actions and barriers. The stated model, during the covid pandemics, helps us to realize the way of affecting of advertising messages/ notifications on social behavior and attitudes.

Theory of Planned Behavior (TPB – Icek Ajzen, 1985) which calls the people for behavior such as social pressure, impulse for action as well as behavioral control, perceiving of behavior of easiness/ complexity. TPB is applied to understand the way of affecting of social advertising messages on public intentions while covid pandemics (preventive behavior – using of masks, hygiene of hands and vaccination).

Crisis and Emergent Risks Communication Model (CERC) which provides indications in urgent situations to create efficient communicative strategies. Using of the stated model enriches the advertising message with clearness, consistency and ability of timely assessment.

Using of the stated theories in social advertising will assist to anti-crisis team in correct planning of communication strategy.

The following researching methods were applied for measuring of efficiency of social advertising campaigns:

Auditory analysis – interviewing, comprehensive interview, collecting of demographic information of auditory, psychographic opinions, interests and preferences.

Content analysis – analyzing of the content of posts, comments and discussions of the social media which enabled obtaining of a valuable information on moods, trends and preferences of the auditory.

Ethnographic research which considers observation of individual behavior and its reviewing in the social environment. This qualitative method supports obtaining of the information on auditoria's behavior, motivation and cultural nuances.

Combination of the above-mentioned methods of the research enables us to receive a comprehensive information about the targeted auditory, to refine strategies of notification, to optimize social advertising campaigns.

A role of the social advertising while pandemics includes development of targets and strategies for efficient crisis management. Social advertising regarding pandemics becomes a key channel of dissemination of accurate information. All this combines messages on preventive measures, symptoms, kinds of tests, availability of vaccines, and guidelines issued by the government. It provides access of the public to the information that leads to correct decisions and behavior by the public.

Social advertising, in the pandemic period, combats disinformation and rumors that, in its turn, may appear as a reason for panics, confusion, mistrust of the society. Social advertising is supported by the reliable sources based on facts, such as health care organizations, governmental authorities and others. All this assists in disappearing of myths, elimination of false understanding and formation of a belief to scientists and social health care organizations. Social advertising campaigns underlines acts of kindness, social solidarity, showing of histories. Advertising provides enhancing of social integrity and resistance. Social advertising campaigns rise awareness on the issues of mental health, improves an access to auxiliary services, such as online consultation, hotline and others. It is aimed at decreasing of stigma and supporting of mental welfare in the terms caused by pandemics – increased stress, anxiety and loneliness. Advertising is focused on safety, efficiency and significance of the vaccination. Social advertising messages during pandemics appear as crucial communication instruments in the process of rising awareness, formation of attitudes and behavior, supporting of public sustainability and decreasing of the impact of crisis.

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