Information models for the implementation of effective advertising communications

Tatyana Medvedeva[1], Olga Sizova[2], Maria Daricheva[3], Elena Kirdyanova[4], Galina Kazantseva[5]

[1] Minin Nizhny Novgorod State Pedagogical University (Minin University)
[2] Minin Nizhny Novgorod State Pedagogical University (Minin University)
[3] Minin Nizhny Novgorod State Pedagogical University (Minin University)
[4] Minin Nizhny Novgorod State Pedagogical University (Minin University), Nizhny Novgorod, Russian Federation.
[5] Minin Nizhny Novgorod State Pedagogical University (Minin University)

Abstract. Internet advertising is the most affordable and effective tool for promoting a particular product and the need to study various aspects of the communication process with the consumer is obvious. However, at present, there is a certain problem of using information models for the implementation of effective advertising communications. The problem is caused by a lack of the most appropriate means of communication between the consumer and the producer of an advertising product. This article presents an analysis of the process of advertising communications. The authors have described the aspects of effective advertising communication, determined the correspondence of the advertising communicative act of the information model of social communication, and also identified the prospects for online advertising development in the scope of socio-economic informatization and digitalization. The purpose of the study is to examine the problem of effective advertising communications and to study its scientific and theoretical substantiation. The article presents the main opinions of researchers studying the use of information models for the implementation of effective advertising communications. The authors have conducted an opinion poll among the students majored in 55.05.04 Producer Business about their attitude to the potential of information systems in creating and promoting an advertising product. The research data can be used in organizing the professional activities of an advertising specialist.

Keywords: information models, digitalization, advertising, interaction, product.

I. INTRODUCTION

Modern advertising has firmly entered all spheres of human life and represents social communication by means of specially produced messages (text, audio, visual, etc.). An advertisement message is a motivated, compound, informative, meaningful, hierarchically organized entity, recorded on various storage media (Moiseeva, 2011). According to Kotler, advertising is non-personal forms of communication that operate through paid media, where the source of financing is specified in advance (Kotler, Armstrong, Wong & Saunder, 2008).

In today's research practice there are works that study advertising as a subject of economics, culture, and social and communicative process. Some researchers define advertising as a complex socio-cultural phenomenon that continues its development and transformation under the direct influence of new political, economic, socio-cultural, technological processes of our time (Gorodov, 2017). Studying the features of information and communication processes in advertising, as well as the practical use of socio-psychological mechanisms in developing a concept and creating an advertisement message, is becoming an increasingly urgent task of modern scientists. Thus, the specific features of advertising communications occupy one of the leading places in scientific practice.

For many decades (under the state-controlled economy), advertising did not develop in Russia, which was the reason for the "advertising boom" in the 90s of the XX century, when a stream of advertising messages of various quality spilled over to the Russian consumer. Most commonly those were foreign advertising producers who took advantage of the untapped advertising market. At that period the domestic advertising industry was short of advertising specialists, and mainly used foreign experience in creating advertising.

II.   METHODS

The following factors served as the prerequisites for conducting this research on the use of information models for the implementation of effective advertising communications: the main contradiction between the growing digitalization process of human socio-economic life, the increase in information flows in society and the lack of effective information interaction in the producer-consumer system.

These changes affected the scope of advertising. Since the beginning of the XXI century, the information space of the Internet has been one of the main channels for obtaining information, news, etc. In addition, due to the development of wireless and mobile Internet technologies, the number of users of Internet information has expanded. In connection with the dynamic processes of informatization and digitalization of all branches of activity, advertising is also developing intensively. Today it is impossible to imagine an advertising project without an Internet component. Currently there is a lot of research in the field of the impact of advertising, but there is a deficiency of studies that reflect the features of advertising communications on the Internet.

Traditionally, in research, an advertisement message is defined as a linguistic-visual phenomenon, while the characteristics of the advertisement message transmission channels and the specifics of using these channels are not described enough. Indeed, neither a sign nor a text exists until they are within the addressee's eyesight, until the process of interpretation occurs (Efremova, 2012).

Based on the above mentioned, we believe that advertising is a form of social communication. To do this, we need to consider the mechanisms and basic characteristics of the processes of an advertising communicative act, to present a model of advertising communication, i.e. implementation of the information and communication function of advertising.

The definitions of social communication are presented in various studies (Lasswell, Newcomb, Dridze, et al.), each definition complements the content of this concept. Summarizing the characteristics of this term, social communication can be defined as follows: this is the process of receiving and transmitting information, as well as ideas, emotional attitude through a system of symbols and signs. This is a process which results in the social systems interaction and the social hierarchy construction (Kolesnikova, 2011).

Having analyzed the applied communication models proposed in the middle of the last century by Claude Shannon (mathematical model) and Norbert Wiener (cybernetic model), which describe, explain and predict the process of mass communication, we can distinguish the following components of social communication: source, coding, message, decoding , recipient (Kolesnikova, 2011). As a result of the communicative act, some changes must be made to the recipient of the message; these are cognitive changes, changes in beliefs and, as a result, changes in the behavioral characteristics of the information consumer. Client-focus means the organization of effective communications and establishment of relationships with customers, aimed at obtaining sustainable profit in the long term and increasing the life cycle of the company's interaction with the client (Volkov, 2019). These changes in the recipient of the message determine the effectiveness of social communication.

If we consider the process of advertising perception by the consumer as the interaction of the advertiser and the advertisement message recipient , we can talk about the correspondence of the advertising information and communication process to the communication model (Medvedeva & Merenkov, 2015). This process is characterized by mass character, i.e. it is mass communication realized through the media.

III.   RESULTS

Modern information and communication technologies together with the spread of the Internet developed intensively at the end of the XX century. That served as the basis for increasing the role of new information and communication technologies in many sectors of human life. (Medvedeva, Nikolina, Sizova, Tsyplakova, Depsames &Yakovleva, 2019). The result of widespread informatization and digitalization, the active use of information technology in each area of social and personal activity is profound transformations in the professional, spiritual, social and political spheres. At present it can be asserted that the perception and processing of digital information is presented in the activities of most people and over a significant life time. Visualization has become dominant in the modern information space (Syrova & Chikishev, 2018).

While implementing the educational program in the specialty 55.05.04 "Producer Business", much attention is given to the formation of skills for creating advertising products. After conducting an opinion poll and interviewing 34 students majored in Producer Business, we can confirm that modern students see the use of information technology as a tool to achieve their goals. The results are shown in Figure 1.

Figure 1. The results of the students' opinion poll
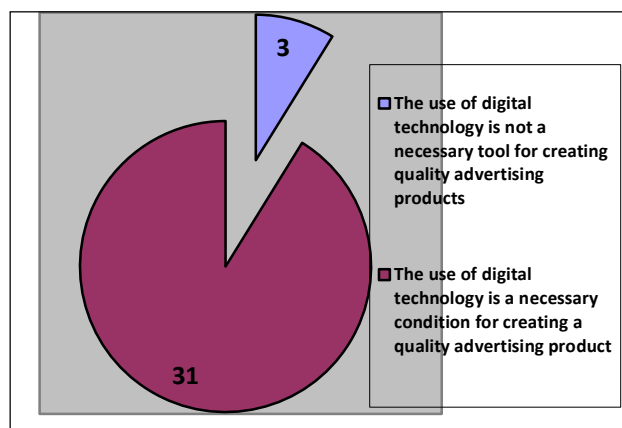
So, according to the results of the opinion poll, 31 respondents confirm the need and importance of using information technology tools in organizing activities to create advertising products and only 3 respondents do not see the potential for using information technology tools in advertising.

IV.   DISCUSSION and CONCLUSIONS

Production of an advertising product is a mental interaction between the advertiser and the target audience through the content of the advertisement message. Thus, the process of creating an advertisement is characterized by a complex set of actions, where there are an advertiser's desires for the results of perceiving an advertising product in which expectations are encoded, and there are needs of the target audience for certain information in the form of audiovisual messages, which it decodes and interprets in accordance with personal characteristics (Medvedeva, Pyatakova & Merenkov, 2016).

In modern conditions, the intensive introduction of information and communication technologies in all areas of human activity has also made changes in advertising (Sizova, Medvedeva, Ulyanova, Kazantseva, Karpukova & Yakovleva, 2018). The widespread use of the mobile Internet and the availability of mobile devices have determined the extensive development of online advertising. The phenomenon of online advertising is the subject of study by many scientists and specialists in this field. Musieva P.A. presents the Internet advertising as a convergence of advertising components: branding, promotion and dissemination of information, sales. (Musieva, 2008). Lazareva E.R. considers modern advertising in mass media as a complex textual - discursive system which consists of a huge number of components that are expressed using various codes (Lazareva, 2008). Kaptyukhin R.V. in his works assumes the following: "the vast majority of Internet advertising communications is focused on attracting new consumers, the requirements and characteristics of which are relevant to the company's activities; on its website. Based on the fact that the main task of advertising Internet communications is the link of a potential consumer to the website of the advertiser company, considerable attention is paid to the development of the company website as the basis for the formation of all types of advertising Internet communications" (Kaptyukhin, 2013).

The problem of transformations in advertising in modern conditions is relevant today. A great many scientists are working in this field, the main conclusion of these studies is that the modern Internet is a unique platform for implementing business ideas. But at the same time, the Internet environment requires enormous responsibility for the audiovisual data presented to general public (Gorodov, 2017). Based on the analysis of existing research on advertising communications, it can be stated that this problem is widely represented in the works of scientists, however, the theoretical foundations of the effective implementation of the communicative model of advertisement messages, including long time line, have not been well studied. Considering online advertising as the most affordable and effective tool for promotion, we affirm that the need to study various aspects of the communication process with the consumer is obvious.

V.   REFERENCES

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