Assignment 1

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Advertising and PR as a Means of Forming Social Anxiety

Interestingly, now it is quite relevant and makes you think. The author gave many relevant examples. Terms such as social anxiety, mass communication, and social anxiety that shape our inner fears. I cannot stress enough in the article how the author analyzed and wrote about experimental studies devoted to the study of the influence of a person admitting various information, leading a feeling, the influence between the consequences of messages: the degree of adherence corresponded to the maximum level of fear. current modern advertising and PR-technologies use the same method: firstly, they excite feelings and fears, and secondly, the supposedly correct way to get rid of them. After reading this scientific article, I believe that we need to support this article in global news, since we are really mistaken in many ways, and I want to open the eyes of all mankind. When the author clearly demonstrated examples, it made me feel disgusted. .From my point of view, the entire article is a great analysis for researching various advertisements. The recipient focuses primarily on excruciating fear. In such in a frightened state, it is difficult to think about anything other than getting rid from this fear. Then the propagandist proposes to get rid of this propagandist. fear - a simple, doable reaction that happens to be what the propagandist wanted to make you do " Often, many users are attracted with a high level of trust among the audience, and are popular. That in such a state a reliable level of trust. Based on many studies, media forms mass communication as a means of attracting attention. Smolensk, according to the author. Let's return to social anxiety, which very much destroys us, thereby creating a mental disorder. If this continues, then soon almost all people, if examined, will have certain chronic diseases and difficulties in forming the personality of themselves. Social fear is directly related to psychology.

If we discuss the mythologization of consciousness, then this term is used as the perception of reality in concrete-sensory images. In other words, we can say that mythologization is specifically manifested at different levels of mass consciousness and is naturally expressed in all kinds of forms.

Thus, by addressing the fears of the population and the entire residence, it performs a special function, called as an etiological function, which, from another point of view, meets the needs of a person in the development of a general picture of the whole, and also corresponds to the pragmatic goals of advertising and PR COMMUNICATION. The author was able to clearly express and show from different sides the massive negativity of advertising. But I want to touch upon the original version of the events. Advertising and PR communication not only reveals the negative side, but with the help of advertising we can find the very necessary thing that we have been looking for for so long. I would like to give an example of how I analyzed advertising on the social network Instagram. Nowadays advertising and targeting are gaining very high popularity, and in many cases are beneficial. Why? Because, the main machine in the networks is advertising your own product. Let's say there is no communication and advertising, then how we could advertise a quality guaranteed product to everyone. Although advertising manipulates social fears, you can reasonably and clearly understand and research well whether a product is of a quality or defective. From my point of view, I am rather neutral and leaf through the ads, but if necessary, I search and cannot find the very product that I have been looking for for so long. find the most useful and most budgetary option for my convenience. This is the main criterion, and a plus in advertising and communication.

I chose this topic for a reason. This topic is relevant and in the next 10 years will definitely be in trend. You can endlessly research this topic, and find positive and negative forms in this. The author concretized the whole essence and proved his assumptions by researching and conducting various experiments We have come to the conclusion that the key function of active PRs is to encourage a potential consumer to make a purchase. Main commercial activity, leading to the dominance of commercial purposes of advertising communication, often provokes the use of non-ethical ways of influencing potential buyers, in particular also, exploitation of negative emotional experiences, including fear and anxiety. The author prescribes the essence of advertising with specific examples. The role is played by the method of assimilation used in advertising. For example, E.V. Medvedeva notes that “the automatism of assimilation opens up wide opportunities in front of various types of psychological (including "Advertising") human control.

it turns out as a tool to manipulate public opinion among more various means of influence it is necessary to single out advertising and global PR communications. If we correct the author's opinion about the use of not so good experiences on potential buyers, advertising is directly related to fears in front of the public. Among all common methods of manipulation and changes in communication refers to the excitement of fear and anxiety in front of various consequences.

Actually, in fact, advertising and PR communication is clearly based on immanent mass communication as well as semiotic mechanisms. Actually, social fear, social anxiety, including mass communication, is the main and main important factor in our life. In sociology, advertising as a social violation has an important relief. at every stage.

We were clearly able to articulate the various positive and negative meanings of these concepts. Thus, the appeal to social fear in advertising and PR communications is based on the patterns of occurrence of fears. And we understood and actually investigated how the media and mass communication create concerns on certain issues. On this my the critical review ends.

The author and my point of view in global problems naturally managed to reason in the same way, however in some moments I added my criticism regarding advertising. Advertising and PR communication eventually became for the world peace and a useful property and also an attack for our mental disorder.