

FOR STARTERS... WHAT IS SOCIAL ADVERTISEMENT?

In previous lesson we have went deeper into the problem of juvenile criminality and the need to help them in re-integration is undeniable. But how to put this topic within the poster frames of social advertisement?

Social advertisement, also might be called Non-Commercial advertisement, is intended to modify public attitudes by raising awareness about specific issues. Such information, exhibited in public spaces using public communication tools, has a clear and specific purpose – **to create new social values and thus affect human feelings, to make a person think about the existing problems and to solve them in the long-term perspective.**

In order to accomplish this purpose, social advertising in the society performs the following functions:



INFORM

Inform about the news ranging from one's individual opportunities to broad social problems. It can educate about bad things going on in the world as well as good things e.g. achievements or victories. Information can be both very detailed or very general.



PERSUADE

Persuade to act differently or think differently. To persuade social ad not only depicts and existing problem but also proves it to exist and we have to do something about it.



ENCOURAGE

Encourage to look around oneself, notice problems and take actions to avoid and diminish them.



REMIND

Remind the things people tend to forget quickly. It can be a never-ending problem (e.g. *drunk driving or beauty of the city people live in*).

Social advertisements usually fulfill several or all of the functions at once.

Therefore, social advertisement, possesses the aim to provoke, to shock, to inflict emotional distress in order to educate, teach, motivate the target audience to behave in a certain way and to take certain actions.

Such advertisements does not promote purchasing goods or services, since its aim is to affect a person's morality, perception, to influence feelings, to change existing behaviour, opinion and not to sell for profit or attract a bigger number of customers. Sometimes one can come across social advertisements which employ hidden commercial advertising – when an addresser is deliberately sending ambiguous information to the addressee, helps the speaker in seeking commercial aims. In this case, we cannot call such ad a social ad or non-commercial ad.

Now you know what a social advertisement is, what it does and how it is different from commercial ads that we are used to be exposed to usually.

TASK FOR YOU:

Which one do you think is social ad and which one is the commercial one?
Think of the arguments!

