SOCIAL ADVERTISING AS A MEAN OF COMMUNICATIVE COMPETENCE FORMATION OF THE STUDENTS
(on a material of the French language)

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Abstract. Modern advertising in all its diversity plays a significant role in the life of modern society, affecting all its areas. A huge social and cultural influence is rendered by advertising on a single consumer, prompting him to act at the expense of memorizing simple advertising slogans, providing, stipulating, and in some way constructing the automatism of his behavior. This is a special kind of communication between the advertiser and the consumer, directly affecting on the addressee, regulating his behavior, contributing to the formation of assessments, referring to the psychology of man with the aim of more stimulating the fulfillment of the communicative, original will of the advertiser. This kind of communication has firmly entered and consolidated in our life. The main tools for the distribution of advertising are television, radio and print media. Advertising envelops all spheres of life of modern man and become an indispensable attribute of his social activities. The article examines the features of social advertising in the modern world. Currently, advertising agencies create stunning social advertisements, real art-projects that make you think about the problems of the world around you. Social advertising is a communication complex, the means of information delivery here are text and visual image, merging into a single whole for a fuller, quicker and accurate delivery of the main idea of the authors. Thus, it plays a huge role in the formation of the communicative competencies of students.

Key words: communicative competence, advertising, social advertising, text, advertising message, metaphor, non-verbal and verbal means of communication.

1. INTRODUCTION

Currently, the Russian education system is actively moving to a new competence paradigm, focused on the training of competent people. The main idea of the competence approach is to change the content of education and put forward not the student's knowledge, but the ability to solve problems independently in difficult situations [Galimullin, 2015]. Within the framework of international communication, the priority aspect of the study is the formation of communicative competence. It is seen as the ability of a person to act in a specific life situations, create communication and develop interaction with other people. In the formation of communicative competence, advertising plays a huge role. The formation of students' ethno-cultural and communicative competences in universities must be realized as a balanced complex of educational and extracurricular activities [Kuzmina, Danilova, 2016].

The problems of sociocultural competence were studied by E. Hexelschneider, V.V. Safonova, S.V. Serebryakova, J. Bolten, F. Herbrand and V.N. Dulganova. [Rakhimova, 2017]. The word "advertising" comes from the Latin "reclamo" - to shout, to scream: so, in the bazaars and squares of ancient Rome and ancient Greece more than 2,000 years ago, sellers loudly shouted out to praise various goods. So this term was born here. Advertising includes a whole set of tools, techniques aimed to achieve the ultimate goal - the sale of goods and services. Advertising is multifaceted and diverse. Print advertising is one of the channels of distribution of advertising appeals through various types of printing products. It includes: broadside; handout; catalogue; leaflet, handbill, flyer; poster; booklet (brochure); postcards. There are such types of advertising:

- audiovisual advertising - movies, videos, slide-films, video clips;
- introducing advertising - one of the stages of the advertising spiral. Advertising introduces the first phases of the life cycle of the advertised product;
- advertising in the cinema and advertising at the place of sale;
- light advertising and signs; advertising panels, shop windows; blinkfang; internal radio advertising, tastings, demonstration of models; events; packing of goods, etc. Light advertising is one of the forms of outdoor advertising. The main tools: neon signs, printons, scoreboard, "creeping line", etc.
- advertising reminding - advertising of a well-known brand (firm), which has already won recognition and preference among the potential consumers.
- rubric advertising - the type of information advertising, the appeals of which contain data about a particular event.
- selective advertising - advertising, selectively directed to the definition of a group of consumers (market segments). For example, animals (a cat that advertises a Whiskas feed) and so on.

- approving advertising - advertising, carried out at the stages of growth and maturity of the product life cycle. It is the second stage in the advertising spiral. In this article, we study social advertising.

Social advertising is a way to convey socially significant, important or useful information to people. It is aimed to increase the level of perception of socially significant ideas. Its main goal is the creation of new social values, the formation of social norms, a change in attitudes towards the surrounding reality; it is an impulse to good deeds in the interests of society, calls to be not indifferent to the troubles of other people, warns against wrong decisions, etc. Social advertising texts can serve as an indicator of the moral state of society, testify about its problems. Acquaintance with social advertising allows students to expand their communicative competences, enrich the lexical and grammar vocabulary, to penetrate into the country's socio-cultural mentality.

2. METHODS. It is considered that the history of social advertising began in the early XX th century in the US, when the "American Civil Association" held a company to save the Niagara Falls from energy companies.

During the First World War, in the United States was issued a poster where "Uncle Sam"" called on recruits to join the army. Before the Second World War, the largest social project was the "Day of the White Chamomile".

Widely known examples of social advertising of the USSR: "Did you enroll as a volunteer?" - during the Civil War and "Motherland Calls" - during the Great Patriotic War. This is the best outdoor social advertising to this day.

The history of social advertising in modern Russia began with the company of the commercials "Call your parents" and the series "First Channel" - "Russian Project".

By types, social advertising can be divided into:

● Promotion of healthy lifestyles. This type assumes two basic goals. The first is the formation of a healthy lifestyle among people and especially among young people: rational nutrition, protection from AIDS and hepatitis, education and the strengthening of the family. The second goal is to combat negative phenomena, such as alcoholism, drug addiction, and smoking.

● Propaganda of law-abiding and rule of law, event propaganda and propaganda of charity and mercy.

The material of the study was advertising texts in Russian and French, in particular, texts of social advertising. For the analysis, a technique based on the principles of semantic-cognitive analysis was used.

3. RESULTS AND DISCUSSION

Let's turn to the analysis of advertising. Advertising in the modern world has become an inseparable companion of every person's life. On the day, any of us can face various commercial appeals on average from 1000 to 1500 times. And the main goal of advertising is changing the world outlook. To convey information to a modern person, advertising must first impress. In the process of creating an advertising text, special attention should be given to the analysis of the psychological determinant of behavior as advertising affects the consciousness, the behavior of a potential consumer, resulting in the formation of a certain lifestyle of modern man [Antonenko, 2014]. The goals of the advertising text are: attraction of attention; provide the information; effect leading to a subconscious affirmation and consolidation of the material (belief). The use of meta-text metrics in advertising makes possible an explicit expression of meanings that make up the content of communication, while the content of messages is transmitted by the main text. The advertising subtext encodes information that prompts potential customers to purchase goods or use the service. A person makes a choice under the influence of advertising, but it seems to him that he made a decision on his own. In fact, he was given psychological influence. In general, the perception of advertising for each person begins with a note of new information in the mind. The main task of any advertiser is to force the likely consumer to contact with the advertising message and, consequently, to influence the perception of advertising. However, the perception of advertising is limited to some factors, the most important of which may be oversaturation. Daily every person is exposed to a large number of advertising messages that compete with each other for the attention and perception of the consumer. Due to the consumer correctly perceive your information, you should take into account in your own marketing company certain features. The whole process of perceiving advertising by a potential consumer can be divided into several steps:

Contact. The first and main step in the perception of advertising. Quality contact ensures good placement of the advertising message. The advertising text or block should be placed so that it can be easily seen, heard, read by as much as possible of your potential consumers. Informing. After the first contact of the client with the advertising message, he becomes aware of the service, product or social problem. At this step, there comes the perception of advertising - the main motivating message. However, the main goal of the advertiser is not the awareness of advertising, but awareness of the product that is promoted. Awareness is the first step in the perceived perception of advertising. Awareness. The perception of advertising is based on simple adress. Awareness is understood as any effort to understand the news. In itself, the perception of advertising relies on the active consciousness of the likely consumer. Anyone is interested first, then finds out the details, later remembers the information received. Consciousness is extremely important for the perception of advertising, which contains a huge amount of information.

Creators of the advertising text tend to bring in their interpretation of subjective judgments from the outside, based on the logic of common sense or any other considerations. And recipients of messages, critics and composers of metatexts are carriers of a certain life experience, value representations, in the light of which they objectify the work.

Advertising message is an appeal to potential buyers prepared on the basis of advertising requirements, which contains information on the offered goods and services. A successful advertising message firstly should attract attention [Antonenko, 2014]. Let's consider examples of social advertising in French. Social advertising "Protection of the living world of the planet". "50 million d'animaux meurent chaque annee pour la fourrure. Porter de la fourrure c'est porter la MORT!" (Every year, 50 million animals die for fur. To wear fur is to wear death!) [Guidère, 2009].

This sentence belongs to the category of expressive means with sublime vocabulary. In this case, we see the opposition "To wearing fur is to wear death". Metaphor: To wear fur is to wear death. (A metaphor is a trope, word or expression used in a figurative sense). Use the repetition of the words "porter", "fourrure" two times inside a single text. Hyperbole, occurs in the number of 50 000 000. (Hyperbole (from the Greek "hyperbole" - "exaggeration") - the reception of expressiveness of speech used by speakers (writers) in order to create an exaggerated view of the subject of speech among listeners (readers) [Bondarenko, 2010]. The choice of lexical units is directly related to the basic idea of advertising, using a numeral 50,000,000, where the word "million" is written in words for the purpose of semantic isolation. The verb "mourir" ("to die") is used in this advertising text along with the noun "mort" ("death"). The use of single-root words enhances the expressiveness of the advertising slogan, where the single-root words act as actualizers of each other. The use of the verbs "mourir" and "être" in the présent de l'Indicatif is due to the author's desire to advertise to the recipient that the animals' killing is happening now, and that everyone can take part in stopping this. Syntactic parallelism, the double use of the infinitive of the verb "porter". (Syntactic parallelism is the same order of words in several sentences.) A stylistic figure, derived from the Greek "parallelos" - "walking alongside". Use an exclamation sentence to enhance the meaning. Five photographs were used, in four of them we see: mutilated animals; lynx and wolf are trapped; fox is in a cage; rabbits hanging by paws. Lynx looks straight into the camera lens with a look of fear. And in the last, 5th image, we see a man dressed in a fur coat, with a fur hood pulled over his face, instead of a face there is emptiness, in his hands he holds a bloody scythe. Everything is placed on a black background. The text "50 million d'animaux meurent chaque anne pour la fourrure" is highlighted in white, with dirty streaks like rusting. For the slogan « Porter de la fourrure c'est porter la MORT! » a black newspaper font is used on a white background, larger than the previous sentence. The word "mort" is highlighted in red, the color of the blood, and written in capital letters "MORT", which distinguishes it from the main text, for which the white and black font color is used.

Social advertising "Nous pouvons faire le maximum, mais pas l'impossible" (We can make a maximum, but not impossible). And below the small letters written "Les agents de la propreté nettoient derriere nous. Evitons de sallir derriere eux". (Cleaners (or janitors) are cleaned after us. Let's not pollute after them) [Guidère, 2009].

Lexical - stylistic means are:
- comparison of the words "le maximum" and "l'impossible".
- using parallelism - derriere nous / derriere eux.
- repeat one word "derriere" inside the text twice.

Grammatical tools are:
- use of verbs in the present tense, thereby showing the urgency of the problem in our time.
- use of the personal pronoun "nous", "eux", focusing on ourselves.
- use of imperative "évitons", which greatly enhances the dynamism of treatment, prompts for action. Here the appeal goes to us, thereby proving that the ecological environment depends only on us.

In this advertising poster, we observe the image of a modern person who is always somewhere in a hurry and does not notice that he pollutes the environment. The text of the advertisement "Nous pouvons faire le maximum, mais pas l'impossible" is written in capital letters in large, white letters. And below, we see two small texts, "Les agents de la propreté nettoient derriere nous", "Evitons de sallir derriere eux", which are written in black and highlighted in a frame.

The background of the advertisement was a gray color that depresses a person; rubbish, i.e., a pink paper that stands out on this gray background, is also a janitor all in green, like his broom. Green is the color of ecology. This color symbolizes the relation to nature, is associated with the plant world. Attitude to the green color, as to the color of life, Nature and Harmony, has been formed over the centuries, and now green is the most vital and fresh color of all the basic. Wipers have garments that are green or orange in order to be visible. You can see how in this advertisement the janitor is portrayed as a magician who appears from behind the post and is removed after the people.

4. SUMMARY. Social advertising is implemented in the course of a campaign conducted by a group of people - "agents of change in society".

In the course of activities, behavioral models are promoted, specific socially significant projects are supported, and participate in public processes. The social advertising script consists of the following elements:
- The basis is the desire, which should provide the desired result for a particular social problem.
- "Agent of change" - a society or a person who is trying to provide concrete changes in the society.
- Target audience - the population as a whole or certain social groups that are subject to the impact of "agents of change".
- Distribution channels - communication channels for the location of propaganda, for which the impact is carried out and the result is obtained.

- Change strategy - programs or directions developed by "agents of change" with a view to making changes in the society.

Depending on the pursued objectives, propaganda can solve the following tasks:
• formation of public opinion about the event, person, problem, practice and so on;
• attraction public attention to specific topical issues;
• people's inspiration to take certain actions to solve specific problems;
• state policy support;
• public institutions support;
• reflection the social responsibility of the business community;
• formation of new models of relations in society;
• formation of new models of behavior in society.

Depending on the choice of communication channels, social propaganda performs the following functions:
• informational;
• educational;
• agitational.

The main customers of social propaganda are state institutions, charitable organizations, public organizations, professional associations and some business structures. Many experts believe that today public and legislative regulation of advertising in the Russian Federation is not enough and many important issues that arise in the process of its creation and distribution are not regulated.

5. CONCLUSIONS

So, today social advertising is the most popular and effective way of influencing on the society. Social advertising as a social phenomenon throughout the world is an important component of the world outlook and moral health of society. The text of social advertising often uses a certain number of verbal components (from 1 to 12 words). In contrast to conventional advertising, the slogan of social advertising does not always tend to be laconic, since its main goal is to convey to the public the meaning of the social problem. Usually the advertising text is written in capital letters and refers to the society. The structure of the text of social advertising consists of verbal and non-verbal components. Non-verbal components include image and graphic: size, color, sound, composition, etc. They perform an informative expressive function, act in close relationship with verbal components - slogan, name of the subject of social advertising, communicative-targeted message, arguments, advertising manner.

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