UNIVERZITA KONŠTANTÍNA FILOZOFA V NITRE

FILOZOFICKÁ FAKULTA

COMMUNICATIVE STRATEGIES USED IN SOCIAL MARKETING AIMED AT IMPROVEMENTS OF SOCIAL AND HEALTH PROBLEMS

Diplomová práca

Štúdijný program: Anglický jazyk v odbornej komunikácii

Štúdijný odbor: 2.1.32 cudzie jazyky a kultúry

Školiteľ: prof. PhDr. Gabriela Miššíková, CSc.

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ZADANIE ZÁVEREČNEJ PRÁCE

Meno a priezvisko študenta: Daniela Šimoňáková

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Typ záverečnej práce: Diplomová práca

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Názov: Komunikatívne stratégie v sociálnom marketingu zamerané na zlepšenie sociálnych a zdravotných problémov

Anotácia: Práca sa zaoberá sociálnym marketingom ako dôležitým faktorom na zlepšenie sociálnych a zdravotných problémov. Je orientovaná na jazykovú stránku v komunikačných stratégiách a je rozdelená na dve časti. Prvá, teoretická časť vo všeobecnosti definuje marketing kroky a procesy ktoré vytvárajú sociálny marketing ako aj súčasné komunikačné stratégie používané v tejto oblasti marketingu. Druhá časť, praktická sa zaoberá komunikačnými stratégiami v praxi. Táto časť je zameraná na tieto stratégie v rôznych kampaniach v rôznych oblastiach, ktoré môžeme nájsť v masmédiách. Záver práce demonštruje tvrdenie, že správny výber komunikačných stratégií, ktoré vedú k úspešnému získavaniu a udržaniu si zákazníkov je bez pochýb jeden z najdôležitejších častí v marketingovom mixe.

Školiteľ: prof. PhDr. Gabriela Miššíková, CSc.

Oponent: Mgr. Štefan Beňuš, PhD.

Katedra: KAA - Katedra anglistiky a amerikanistiky

Vedúci katedry: prof. PhDr. Gabriela Miššíková, CSc.

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prof. PhDr. Gabriela Miššíková, CSc.
vedúci/a katedry

Čestné vyhlásenie

Čestne vyhlasujem, že diplomovú prácu som písala samostatne na základe preštudovaného materiálu a použité zdroje som na príslušných miestach uviedla.

Declaration of originality

I, the undersigned, solemnly declare that this diploma work is the result of my own independent research and was written solely by me using the literature and resources listed in the Bibliography.

Nitra, 10.04.2012 ....

Bc. Daniela Šimoňáková

ACKNOWLEDGEMENTS

ABSTRAKT

ŠIMOŇÁKOVÁ Daniela: *Komunikatívne stratégie v sociálnom marketingu zamerané na zlepšenie sociálnych a zdravotných problémov* [Diplomová práca]. Univerzita Konštantína Filozofa v Nitre. Filozofická fakulta, Katedra anglistiky a amerikanistiky - Školiteľ: Prof. PhDr. Gabriela Miššíková, CSc. Stupeň odbornej kvalifikácie: Magister - Nitra: FF UKF, 2012.

Táto práca sa zaoberá sociálnym marketingom ako dôležitým faktorom pre zlepšenie sociálnych a zdravotných problémov. Je zameraná na komunikatívne stratégie, ktoré nachádzame v protifajčiarskych reklamách dostupných na internete. Práca vyzdvihuje dôležitosť správneho výberu týchto komunikatívnych stratégií pri podpore kampaní. Práca je rozdelená na dve časti. Prvá, teoretická časť definuje sociálny marketing, kroky a procesy, ktoré ho vytvárajú. Práca uvádza definície a koncepty súčasne s poslaním sociálneho marketingu pre verejnosť. Okrem toho, prvá časť definuje komunikatívne stratégie a ich aplikovanie v reklamách sociálneho marketingu. Praktická časť sa zaoberá komunikatívnymi stratégiami, ktoré organizácie a ľudia využívajú na to, aby zmenili ľudské predstavy, správanie, postoje, či vzťahy. Táto druhá časť uvádza dôležitosť takýchto stratégií aplikovaných v protifajčiarskych reklamách. Je zameraná na hypotézach, ktoré sú overené analýzou reklám s protifajčiarskou tematikou a dotazníkom. Výsledky celej práce sú zhrnuté v grafoch, tabuľkách a následne v závere.

Kľúčové slová: Sociálny marketing. Komunikatívne stratégie. Podpora predaja. Cieľová skupina. Reklama.

ABSTRACT

ŠIMOŇÁKOVÁ, Daniela: *Communicative strategies used in social marketing aimed at improvements of social and health problems.* [Diploma thesis] - Constantine the Philosopher University. Faculty of Arts. Department of English and American Studies - Supervisor: Prof. PhDr. Gabriela Miššíková, CSc. Degree of qualification: Magister. - Nitra : FF UKF, 2012.

The work is dealing with the social marketing as an important factor in order to improve social and health problems. Moreover, it is oriented in communicative strategies in the anti-smoking advertisements found on the Internet. Specifically, it highlights the importance of the right choice of such strategies when preparing promotions in social marketing campaigns. The work is divided into two parts. The first one, theoretical, defines the social marketing in general: steps and processes that create social marketing. The work mentions definitions and concepts of the social marketing phenomena as well as the role of social marketing in the public health. Moreover, this part is also focused on defining communicative strategies and their application in social marketing advertisements. Secondly, the practical part is dealing with the communicative strategies which are used by organizations and people to change human ideas, behaviours, approaches or relations. It is aimed at communicative strategies as the basis to persuade people to change their lives and thus fulfil the role of social marketing. It mentions the importance of various strategies used in the online picture anti-smoking advertisements. This part is focused on verification of the hypothesis based on analysis and questionnaire. Finally, the work summarises the results gained from all materials interpreted in the charts and tables.

Key words: Social marketing. Communicative strategies. Promotion. Target audience. Advertising.

CONTENT

LIST OF ABBREVIATIONS AND SYMBOLS

E.G.   – For example

ETC.   – And so on

P.   – Page

PP.   – Pages

S.   – Sentimental

J.   – Joyful

SH.   – Shocked

N.   – Neutral

INTRODUCTION

The recent world is full of new technologies, innovations, developments, etc. that handle all spheres in a human´s life. The same development has been recorded in the world of advertising as well. It is not hard to observe that current promotions are much more creative than those made 15 years ago. Moreover, commercial advertising is not the only sphere that has been intervened by such developments but also those dealing with an attention to social problems.

This work applies social marketing concepts to the problem of advertising public causes. Specifically, the work analyses communicative strategies that can be implied in the social marketing advertisements. The purpose of this work is to capture an up-to-date image of the theoretical and practical principles that social marketing uses to promote the message.

There are many professionals and practitioners who have been working on this problem. They provided many definitions and explanations that helped us to be more familiar with the topic.

This research papers were attempting to the following: Hypothesis No. 1: We suppose that the power of the online picture anti-smoking advertisements lies either on the textual or visual communicative strategies. Hypothesis No. 2: We suppose different perception of the online picture anti-smoking advertisements by the respondents. Hypothesis No. 3: We suppose different perception of the online picture anti-smoking advertisements by smokers and non-smokers.

In this work we try to deal with confirming of hypotheses that are based on the advertising pictures found on the Internet. We hope this research assists people who are creating and preparing promotions founded on social problems.

The early chapter provides brief classifications of a social marketing. We deal with the basic concepts of social marketing too. These are product, price, place and promotion also called 4P´s. After this, the process of social marketing is further defined. We pay attention to the interconnection between social marketing and public health. Specifically, we root generally for the social as well as for the anti-smoking campaigns.

The second chapter defines communicative strategies and their application in the social marketing advertisements. This chapter is also based on definitions of advertisements because the given strategies will be further connected with the advertising.

Chapter No. 3 is devoted to the research. After determination of the aims of the research we stated hypotheses and applied the most suitable methods. We deal with research as such.

The chapter No. 4 summarises the research results the work obtained and divided those outcomes into major groups. Moreover, it gives some recommendations for people dealing with the advertising in social marketing.

The final chapter provides a summary in Slovak.

1 SOCIAL MARKETING

"Social Marketing is more about lowering barriers and increasing facilitators to behavior than about messages&promotion!"

~Mike Newton-Ward~

As the title itself predestines, the following chapters and sub-chapters will talk about a sub-group of marketing. In general, the term marketing refers to the activity connecting communication with customers, consumers, clients, society in order to increase profit. Specifically, it is all about the right product or service, in the right place, at the right time, and at the right price. Marketing apply planning, implementation and consecutive control of all activities that can bring together buyers and sellers to exchange products or services. The whole process is basically based on the customer´s satisfaction.

Moreover, the marketing can be divided into a commercial and social one. The aim of the first one is to increase the financial profit while in the second the aim is focused on the public good. However, it does not mean that commercial marketing cannot come up with the public good. Thus, the only difference lies in the question about financial advantage.

Social marketing has a lot to do with so called commercial marketing. The difference is as follows: when auto sales want to sell cars to certain customers, for a certain price at a certain place and use a certain promotion, one is talking about the marketing itself; and the same process of a supply and demand can be applied in social marketing. However, cars are not selling; actually ideas, behaviours or relations do.

Thus, the social marketing is used by organizations or people who do not pay attention on the profit but on the improvement of various factors such as to stopping smoking or waste recycling, to protect human health or environment. Accordingly, the social marketing can be characterised as *"the use of marketing principles and techniques to influence target audience to voluntarily accept, reject, modify, or abandon behaviour for the benefit of individuals, groups, or society as a whole"* (Kotler, Roberto, Lee, 2002, p5)

1.1 Definition

To apply social marketing theory, there is a need to define the nature of this principle. Though, we have to define a term that will be often found in the following lines – the target audience (also defined in the sub-chapter 1.5.1).

In social marketing, this term refers to a certain group of people within the target market who share the same problem and whom the message is communicated to. For instance, the target market can be defined as people who smoke and target audience can be pregnant women. There are various criteria according to which organizations choose their target audience from target market like gender, age or financial status. It has to function in this way as it is impossible to attract everybody because it always ends in appealing to nobody. Thus, the difference between the target market and audience is that organizations choose the target audience from the target market or choose a specific group from a group of customers.

N. K. Weinreich defined social marketing as *"the use of commercial marketing techniques to promote the adoption of a behaviour that will improve the health or well-being of the target audience or of society as a whole"* (1999, p3). She continues that it is the same method as Coca-Cola uses – to focus on *"consumers, market research, and systematic process for developing a marketing program"* (ibid., p3).

Social marketing differs from the commercial one in its purpose: it is interested in individual and society and not in organization´s profit. The author further states that social marketing is made up of *"health education, marketing/advertising, anthropology, and social psychology"* and that people often do not know how to use the term in the right way. People can replace it with any marketing that is done by a health oriented company. (ibid., p4).

Hastings, in his book called Social marketing, provides other definitions according to various authors:

- *"...the simultaneous adoption of marketing philosophy and adaptation of marketing techniques to further causes leading to changes in individual behaviours which ultimately, in the view of the campaign´s originator, will result in socially beneficial outcomes"* by Susan Dann

- *"...the application of marketing concepts and techniques to exchanges that result in the achievement of socially desirable aims; that is, objectives that benefit society as a whole"* by Rob Donovan

- *"...an attempt to influence consumers for the greater good, and as such, always has an ethical aspect; specifically, social marketing seeks to induce consumer change that is deemed to be inherently good, as opposed to change that is good merely because it increases profits or non-profit earnings"* by Brian Gibs

- *"...the application of appropriate marketing tools and the systematic analysis, development, implementation, evaluation and integration of a set of comprehensive, scientifically-based, ethically-formulated and user-relevant programme components designed to ultimately influence behaviour change that benefits society"* by Susan Kirby (Hastings, 2007, p42).

Finally, Donovan and Henley stated *"if the wellbeing of the community is not the goal, then it isn´t social marketing"* (2010, p1) in the book Principles and practice of social marketing: an international perspective.

1.2 Concept of social marketing

It was stated afore that social marketing has its roots in commercial marketing and the difference is in the target audience and where the focus of activity lies on the public good. Generally, the commercial marketing stands on the 4P´s construction. The social marketing is not departure from this rule. However, product, price, place and promotion within social marketing are somehow different. Following sub-chapters will lead you through each approach implied in social marketing.

1.2.1 Product

In social marketing, one is not talking necessarily about a physical offering. Products can be tangible <u>physical</u> products such as vaccine, <u>services</u> such as jogging, <u>practices</u> for example eating healthy food and finally <u>intangible</u> ideas like recycling in order to protect our earth. In social marketing, people must paradoxically first accept the fact that they have a problem and after this decide to use given offer which solves a problem. The role of social marketing is to discover such problems and products and persuade potential customers ("Product in social marketing", 'online document').

Hence, product refers to everything what is associated with contrived turn of the target audience´s behaviour. In other words, product or service is an organisation´s final version of what a client wants or needs. Only if such product or service is satisfactory, attractive, cheap and rational it can be purchased. As mentioned in this work, the social marketers must well know the target audience well in order to design satisfactory result.
To be more familiar with the idea of product in social marketing the following example can be helpful: imagine a social campaign focusing on lifestyle. Here, the social goal is to build healthy lifestyle. It is clear that there is no exact product marketers can offer to

change clients´ lifestyle like pills or machines. Thus, the product in this sense would present a course of healthy nourishment.

1.2.2 Price

It means what the clients must do in order to obtain the product. Important is the fact that in social marketing the price does not necessarily mean the money you spend. As well as in product, the price may be intangible. It occurs in the form of time, effort, habits or, on the other hand, failure. The price might also represent an emotive price, e.g. when buying condoms you might feel ashamed. Hence, this part is about setting the price that customers are prepared to pay. Generally, the price must be low enough to attract clients to buy and still give high profit. However, in the social marketing context, the same sentence can be made-over: the price must be low enough to persuade clients to change their behaviours. Many times problems occur when organizations set prices too low, or e.g. provide their services for free. The result is that customers may consider such services as being low in quality. Managers often face this situation in finding the balance between these factors. ("Product in social marketing", 'online document').

1.2.3 Place

Place refers to the way by which the product reaches potential customers who consequently become consumers. When offering tangible products, markets, warehouse, retail outlet take place. It is more complicated with intangible products. Here, the place refers to all places where one obtains information or training, e.g. in doctor´s offices or malls. Thus, the place means how to meet the customers.

Moreover, the place itself is not enough. Location and distribution are two additional terms that should be discussed. Distribution is about how to get products or services to customers. There is either direct distribution, when a company offers specialized products or services and have few customers like doorstep selling; or wholesale distribution when many customers and large quantity of goods are required for example in shops.

Finally, only person who is motivated will surely know where the product is available. In other words, he or she will find a way how to obtain the product or service. Thus, the marketers´ role is to make the distribution as accessible and clear as possible.

1.2.4 Promotion

The last but not least is promotion. It should be considered as the most important part of the 4P´s because it is often the first what can impel viewers to act. It is a strategy that is based on persuasion which is hidden in communicative strategies like pictures, sounds or bigger type of words. Certain problems can occur when there is a team of social marketers who think more commercial rather than social.

One can easily imagine how e.g. advertisements follow our everyday lives. We all can see them on television, and they do not leave us even outside our homes. They are almost everywhere people can dream about. Promotion is implied by *"advertising, public relations, promotions, media advocacy, personal selling and entertainment vehicles" and/or "coupons, media events or editorials"* ("Product in social marketing", 'online document').

Thus, promotion is a term that means informing and attracting the market to buy a given product or service. Basically, it includes advertising, sale promotion, public relation and personal selling.

Except the basic 4P´s, there are also additional P´s:
- ➢ Publics – audiences involved
  - external – "target audience, secondary audience, policymakers, gatekeepers"
  - internal – "those who are involved in some way with either approval or implementation of the program"
- ➢ Partnership – teamwork with other organizations or people who share the same or similar vision
- ➢ Policy – e.g. media advocacy programs
- ➢ Purse String – all financial resources ("Product in social marketing", 'online document').

As an example, an anti-smoking campaign´s 4P´s might include these components:

- the *product* in this case could be either chemical such as tablets, chewing gums, plasters or sweets, or natural such as reduction of the number of cigarettes per day or sporting.

- the *price* could include all weekly or monetary costs of those chemical products and/or costs for new sport appointments.
- the *place* depends on the approach you choose so it might be pharmacy, hospital, internet or doorstep selling.
- the *promotion* should be considered as the most important as it is often the very first impulse to stop smoking (awesome pictures of defacement to a human body). This part should consist of billboards, advertisements in mass media, leaflets, and presentations.
- the *publics* are in this case adults as well as the youth. There are also people who directly or indirectly influence their decision to stop smoking, they are: families, teachers, doctors, even employers.
- the *partnerships* might be connected with local or national organizations, sponsors, medical services or mass media
- finally, the funding or *purse strings* can come from governmental grants, health department or sponsors.

Each component should be accommodated to each campaign individually. Moreover, one has to be canny in each of 4P´s as well. Thus, in this same example, when making a campaign for the youth, the 4P´s should be enriched with e.g. posters and mandatory meeting with doctors in schools. On the other hand, 4P´s should be enriched with other another additions, too.

1.3 Social marketing in public health

Our history can tell us the long story about the various health problems people have had to face. Of course, such problems may differ from time to time and place to place as well. However, they have common feature: they built a unique phenomenon called public health.

The primary role of public health is a promotion of healthy life. The role of such promotions is to change public behaviours. It is connected with a prevention of diseases, physical and mental health, the education of individuals and groups in question of their hygiene and haleness, the development of society that will build their environment in healthy and prudent sense.

The result of social marketing activity can be totalled as the prevention of e.g. deaths or illnesses. Its agency is also connected with the government, non-profit organizations, charities or volunteers.

Social marketing activities can either:

- prevent smoking, breast cancer, depression
- reduce HIV and AIDS, asthma
- support sport or physical activity, healthy food, family planning, immunization
- combat high blood pressure, cholesterol, drug and child abuse; and
- use documentaries one can watch wherever, which are also financed by public funds or grants. Their mission is connected with e.g. a change of our behaviour towards nature as they mention various controversial public issues.

Definitely, one can talk about other attributes social marketing provides. At any rate, one thing is certain: social marketing is interconnected with public health activities. It is social marketing that provides solutions to problems within public health and thus promote healthy life.

In this work, the representation of social marketing activities plays a significant role. However, such activities are not important themselves. Central are the strategies the social marketing employs in promotion to persuade people to change something in their lives. Specifically, the work is dealing with analyses of anti-smoking advertisements.

1.3.1   Anti-smoking campaigns

The most discussed individual reason for death or health disability is caused by smoking. Despite the massive campaigns against smoking, the number of tobacco smokers is not falling but expanding.

It is useless to talk about the fact that not only the person who is smoking is in danger, other people around are endangered also. The government cannot prohibit individuals from smoking, but it is in government´s competence and even its duty to save others who do not smoke. Thus, government provides proceeding in order to minimize health problem of passive smokers as well as children. Smoking harms not only the pregnant mother but her child as well. It harms children, youths and adults. It causes diseases and consequently death. Cigarette´s smoke contains huge number of active, toxic and carcinogenic substances. Chemical combinations cause dependency in the form of a strong lust for cigarettes. The result is that smokers´ organisms are not oxygenated; they have problems with breathing, chronic cough. Last but not least, their physical ability is diminishing.

Mark Twain said: *"Giving up smoking is the easiest thing in the world. I know because I've done it thousands of times."*(Lluch, 2011) There are so many arguments smokers use when defending their bad habit. Often, the price is not important. They argue that smoking is not as damaging as people say; that they have no inspiration; that other smoke too; that they like it; they do not know how to stop; that it is the only time when they have a short break in work or at home; that they smoke because it is the part of their life style; etc. Nobody says that it is easy to stop smoking. Also, there is no exact recipe how to successfully stop it. One says that the best way is to stop immediately; another that the best is to, take it step by step, gradually reduce the amount of cigarettes off and end smoking completely. Plasters, electronic cigarettes, chewing gums are a few of the methods. However, nicotine has strong power over smokers, so they have to be really prepared to fight.

Already here, the social marketing can play important role. Thanks to social marketing campaigns people can come to know about all possible ambushes and thus learn how to avoid them. There are huge numbers of strategies campaigns use to persuade smokers to stop it. They are billboards, advertisements, leaflets, famous people, events, festivals, meeting in schools and other educational institutions or meetings with ex-smokers and last but not least the internet plays a significant role.

The main purpose of campaigns in social marketing is to change human´s behaviour through the above stated tools. Nowadays, the Internet and mainly social networks play a major role. These networks create new opportunities for marketers. It means a time where the social campaigns marketers address the target audience directly. That is the main advantage of social media.

2 COMMUNICATIVE STRATEGIES IN SOCIAL MARKETING ADVERTISMENTS

Social marketing has already been defined. Moreover, there is a need to describe communicative strategies social marketing employs because those definitions will help us to deal with the practical part.

2.1 Communicative strategies

The very first word "communicative" proclaims what the following lines will talk about - a strategy that helps managers to transfer a message the social marketing is promoting. Hence, in social marketing campaigns a personal (face-to-face promotion) or interpersonal (TV advertising) promotion can be applied. Basically, this work is dealing with the interpersonal communicative strategies found in online picture anti-smoking advertisements.

Certainly, the personal (verbal or non-verbal) communication is perceived as the easiest way of promoting a given message. For example, people can experience smell or taste (imagine a promotion of healthy lifestyle by engaging a kitchen where the clients can cook and taste healthy food). On the other hand, the use of interpersonal communicative strategy in the online picture advertisements involves more work and creativity as authors have to express the message through only picture or written words.

The basic role of communicative strategies in social marketing is to help readers / viewers or in other words clients to understand the key idea of the promotion. In the practical part, we perceived the communicative strategies as all forms either from the linguistic or visual point of view that convey advertisements´ message in social marketing.

When making considerations about the choices of communicative strategies in social marketing campaigns, few questions should be answered. Firstly, marketers should consider how much information is necessary, either limited or detailed. Secondly, an important step is to deal with humour the right way: e.g. when our target audience consists of various cultures which may not perceive certain message in the same way. Thirdly, it should be considered how to balance the use of strengths of the product or services as superabundant chant may lead to an opposite effect than that of attracting clients.

Besides, we all know that one culture differs from another e.g. in language, lifestyle, music, religion or food. Similarly, differences can also be found in communicative

strategies applied in different cultures because what is considered as good in one´s mind can be considered as something bad in another person´s mind and vice versa.

The term message was mentioned several times as the crucial factor the communicative strategies are about. The message or idea can be encoded in pictures, words, sounds, signs, etc. as all these stand for the information the authors are trying to express to the target audience. What is essential - the authors apply strategies that are recognizable to given target audience. As a result, social marketing departments must recognize the target audience themselves to understand what would be understandable for them (choice of right phrases, pictures or other techniques).

The following sub-chapter provides deeper definitions about the phenomenon called ´advertisement´ as the key source of communicative strategies of this work.

2.2   Advertisement in social marketing

Day by day, people are exposed to various kinds and forms of one of the most powerful tools of acquiring customer´s attention – exposed to the advertisements. No matter of what kind, they all have one and the same purpose – to promote certain product or service. Advertisement is company´s promotion equipment that is trying to support the sale of products and services. It can also introduce new products or services as well as set up changes of older ones. However, the basic advertisement´s task is to get brand names into the client´s mind and thus support their sales. Thus, the reasons for advertising are: to increase product or service sales; to create and sustainment of brand name or image; to inform about novelties of existing products or services; and to communicate an introduction of new ones; simply, to communicate with people. Moreover, advertising is especially important when differentiating a product among similar products.

Furthermore, one can state that advertisement is a one-way communication: from the sellers (company) to buyers (potential customers). There are many mediums of how to provide advertisements. We can differentiate a commercial and non-commercial advertisement. The first group is trying to increase selling of goods. As was mentioned before, such advertisement seeks to grave product or service´s image in costumers´ minds and thus increases profit. On the other hand, non-commercial ones are all sponsored by e.g. funds, the public, charity, religious organizations or individuals. Non-commercials are basically trying to change human behaviour without self beneficiation in the form of money or profit.

There are various types of advertisements one can see or hear:

a) press advertisements – found in magazines, newspapers, brochures or leaflets. It is a common way of the product or service´s promotion. The placement of advertisements firmly plays an important role in e.g. magazine - like those placed at the top or bottom, on the front or back page.

b) outdoor advertisements – very popular form of advertisements can be found in billboards or company events. Generally, billboards are giant advertisements that are often found alongside roads. Moreover, they can be located in stadiums, supermarkets or subways. It implies also posters of smaller format than bulletins which are considered as type of billboards too. Company as such can also organize, for example trade fairs, for the purpose of advertising its products or services.

c) broadcast advertisement – this is a very famous medium for advertising. This part includes radio, television or cinema. Radio jingles are what many people still bear in mind and get pleasure from. However, they have lost their magic with time caused by never ending development in technology and mass media. The television advertisement means revolution in moving advertisements as they are very attractive because they refer to a real life pictures. Still, it is not only about "toothsomeness" but often a matter of money and good business as the cost of advertisements depends on the prime time and/or the fame or the channel itself. However, it is considered as the most effective form of advertising. It is the fact that moving advertisements or those seen in e.g. television play with human senses more than printed ones, as people can see and hear product in real situations. Advertisings in television include many advantages: people can remember the very first tones of certain jingle which connects them to the products automatically; and they can see and thus perceive better the product or service.

d) online advertisement – such a type is used by the Internet as to communicate with potential customers or clients. Advertising is managed by the social network, e-mails, paying per click advertising model, online advertising networks. The big advantage is that such advertisements mean the great opportunity to take foot even for small companies as this promotion is relatively cheap and still can address many people.

e) showcase advertisement – they are promotions one can see or hear in e.g. films, TV shows or music videos.

Other types of advertisings comprise a display advertisement – it is a moving advertisement that can be found in e.g. shops or on buildings; and a celebrity advertisement – when a famous woman e.g. wears dress by a famous designer.

Additionally, the above division is based basically on the place where advertisements can be found. Moreover, advertisements differentiate between commercial and social advertisements. Social advertisements are what this work is built on.

a) **Social advertisements** – these advertisements serve as the medium for expressing certain messages about certain social problem like smoking, political faithfulness, child abuse or AIDS. It applies advertising techniques to inform about social problems and thus inspire audience to act in some way.

David Oglivy once said, "*Advertising justifies its existence when used in the public interest - it is much too powerful a tool to use solely for commercial purposes.*" ("Advertising as a tool of communication", ´online document´). It is important to state that we are not talking about commercial advertisements because social advertisements are about familiarizing and educating the public about current health or safety problems. It has been applied in many countries to support people to help in social questions.

Besides others, the Internet can be considered as the best place for the improvement of the social marketing advertisement. It offers a free internet profile /account creations where you can advertise the products or services for free and communicate with clients almost directly. Finally, the power of social advertisements consists in the ability to influence people by people to benefit the public.

 b) **Commercial advertisements** – are intent on the mass market in order to increase the profit. It is all about producing products and services people need (food) or want (sweets). However, what is considered as a need does not require a huge promotion as that we want.

The difference between social advertisements and commercial advertisements is that the second one seems to be simpler as marketers do not pay attention on the public good (for example tobacco industry). Thus, it is often harder for social advertisements to persuade audience that something what they like is something what can harm them (like cigarettes). There is an interesting fact, that generally when the target audience comes under the power of advertising the effect is almost immediate (like when one buys sweets one can eat them right away). However, when the target audience comes under the social advertisement, the

result can be more complicated (when a smoker considers stopping smoking after seeing anti-smoking advertising one can be sure there is a need to pass through an abstinence time what can take even few months).

Finally, a recommendation is, in principle, one of the best minimum-cost advertisements. When somebody says a good word about certain product to somebody else who consequently buys this product, we can talk about an indirect advertising. However, the same principle holds for the opposite situation when somebody says a bad word about certain product to a second person who consequently does not buy the product or service. Moreover, the second case is often more efficient. By any means, such advertising bears a high degree of importance as we often tend to believe our family members or friends more than advertisements.

3 THE DISCOURSE OF ADVERTISMENTS

As Guy Cook stated in his book called The discourse of advertising:

"Although the main focus of discourse analysis is on language, it is not concerned with language alone. It also examines the context of communication: who is communicating with whom and why; in what kind of society and situation; through what medium; how different types and acts of communication evolved, and their relationship to each other. When music and pictures combine with language to alter or add to its meaning, then discourse analysis must consider these modes of communication too" (2001, p3).

Thus, when pictures are combined with language in advertisements we are talking about communication as well. The author adds that "ads use fictions, word play, compressed story-telling, stylized acting, photography, cartoons, puns and rhythms in ways which are often memorable, enjoyable and amusing" (ibid., p3). In advertisements available e.g. on the television, music can play crucial role when promoting a product. In the same way, the flavour plays the same crucial role when promoting a food. However, when dealing with online picture advertisements everything depends already on the combination of words and pictures. The core of this work is to analyse the <u>text</u> in combination with <u>paralanguage</u> in writing.

The whole process of promotion in advertisements of social marketing applies not only marketing itself. It has to imply linguistics to persuade clients. People when creating advertisements pay attention on language means in the form of expressive means and stylistic devices "by which a writer creates certain stylistic qualities so that the text he creates fulfils the desired functions" (Miššíková, 2003, p29). "The expressive means of the language are studied respectively in manuals of phonetics, grammar, lexicology and stylistics. Stylistics, however, observes not only the nature of an expressive means but also its potential capacity for becoming a stylistic device" (ibid., p31).

3.1 Text

Text means "linguistic forms, temporarily and artificially separated from context for the purpose of analysis" (Cook, 2001, p4). It plays its role in advertisements as it, as well as context, brings information to clients. Expressive means and stylistic devices which are

an important matter when dealing with the text were defined in 2003 according to Miššíková as follows:

a) lexical – based on the interaction of different types of lexical meaning (dictionary vs. contextual logical meaning; primary vs. derivative logical meaning; logical vs. emotive meaning; logical vs. nominal meaning)

- metaphor, metonymy, irony, polysemy, zeugma, pun, exclamatory words, epithet, oxymoron or antonomasia as well as similes, periphrases, euphemisms, hyperbole, cliché, proverbs, catch-phrases, aphorism, epigram, quotation, allusions

b) syntactic – or expressiveness in syntax is performed via aposiopesis, prosiopesis, anacoluthon, elision, syllepsis, embedding, cleft constructions, fronting or through parenthesis, parallel constructions, chiasmus, litotes, repetition, anadiplosis, enumeration, climax or antithesis

c) phonetic – in the form of onomatopoeia, alliteration, assonance, rhyme and rhythm, phonaesthesia, sound symbolism.

3.2 Visual aspect

Not only text is aspect of communicative strategy in social marketing, but is also so called visual expressive means. The importance of visual aspects in advertisements is obvious as they instil with the aesthetic function. Visual function is as important as e.g. stress in spoken variation of language. Thus, visual expressive means help to interpret the spoken utterance. This is done by the study of graphetics and graphology.

Graphetics is "the study of individual handwritten or printed shapes" connected with "the shapes of the graphic signs used, e.g. in handwriting or printing, rather than their systemic relations within a script" (Hartman, James, 1998, p65). David Crystal defines this term as "an analogy with phonetics, for the analysis of the graphic substance of written or printed language" (2011).

Graphology refers to the study of handwriting or "the writing system of language – on analogy with phonology" (ibid.). "Within graphology we examine distinctive usage of punctuation, capitalization, spacing, etc." (Miššíková, 2003, p90).

We can talk also about examples of *visual expressive means* in:

"synonymic graphic expressive means (e.g. decorated letters, initials, etc.); organisation and segmentation of a text; capital & printed letters, size and shape of

printed letters; specific segmentation into paragraphs, placement of a title and secondary components (e.g. notes or comments in scientific style); use of various models, diagrams, tables, charts, graphs, etc.; specific use of pictures, illustrations, drawings, etc.; choice of colours (considering the semantic message of colours); exploitation of geometrical shapes; use of diacritics: fullstop, comma, semi-colon, brackets, etc." (ibid., p90).

3.3   Psychological perception of advertising

Normally, we do not find out advertisements but advertisements have to find us, their clients. If one wants to capture recipient´s attention it is necessary to create an object of his/her perception.

Mentioned in the previous chapters, the role of the advertisement is to persuade viewers to act in certain way – mostly to buy something. This persuasion is done through emotions advertisements evoke in viewers themselves – the feeling of volition. Thus, people creating advertisings are playing with viewer´s emotions to tempt. They are trying to induce certain emotion of e.g. joyful, sympathy, hopeful or on the other hand depressed, fear; simply emotions which are somehow manipulated. Moreover, there are also advertisements which bring to mind no feelings. In the case of the anti-smoking advertisements, colour, picture or text can influence viewer´s emotions.

It is not easy to create the effective advertisements as people who create them have to count with the fact that clients can perceive advertisements only by the eyesight without a help of olfaction, flavour, touch or hearing. This is the first group of our feelings – outside feelings. The second group consists of inside feels of fear, joyful, etc. That is the point – our feelings or emotions do not originate in client´s eye, but in his/her mind where all those inside feelings are developed (´Vnímanie reklamy´, "online document").

4 RESEARCH

In this part we tried to find out the most effective communicative strategies advertisements use in their campaigns to change positively human behaviour, ideas or habits – in this particular case, to encourage or urge people to stop smoking, or at least to make them think about the problem of smoking as such.

4.1 Hypotheses

In this part we try to verify the following hypotheses:

Hypothesis No. 1: *We suppose that the power of the online picture anti-smoking advertisements lies either on the textual or visual communicative strategies.*
- here we try to find out which communicative strategy is more effective in the given advertisements

Hypothesis No. 2: *We suppose different perception of the online picture anti-smoking advertisements by the respondents.* Respondents were students between the age of 15 to 20. The given age is constitutive in our work as we want to discover how the youth perceive the anti-smoking advertisements.
- furthermore, we try to find out
  - o what are the psychological perception of advertisements
  - o which advertisement is the most effective and why
  - o whether the given advertisements are strong enough to persuade smokes

Hypothesis No. 3: *We suppose different perception of the online picture anti-smoking advertisements by smokers and non-smokers.*

4.2 Material examined

The research is based on 30 pictures of the anti-smoking advertisements which have been found on the Internet. The number of advertisements is not deliberately. We tried to find out as many different anti-smoking advertisements as possible. We focused on the anti-smoking advertising images available on the webpages dealing with healthcare, anti-smoking campaigns, graphic designer´s webpage, or webpage leading by ex-smokers who are trying to encourage smokers to stop smoking by showing them anti-smoking advertisements as such. There have been only two criteria set before: the advertisements are written in the English language (there has to be at least short coherent text written in

English language); all advertisements introduce and further elaborate on anti-smoking themes. The advertisements were available on 15th January, 10th and 11th June 2012 on the Internet.

4.3   Methods

The research was conducted by means of a questionnaire and by means of analysis by the author of the work. The efficiency of a questionnaire method depends heavily on relevant preparation and the way of its realisation, but for us it seemed to be the most accessible way to elicit information from various respondents and thus gaining additional perspective on the analysed language material. This method can also guarantee higher level of objectivity of our evaluation and commentaries.

The questionnaires were filled by respondents according to the guidelines given to them at the beginning. Respondents did not have exact time to fill questionnaires. They saw 30 advertisements by the use of PowerPoint presentation and filled papers with questions. For better understanding, the questionnaires were written in Slovak. The questionnaires were divided into following parts:

    Part 1: General information on the respondent
    Part 2: A table comprising three questions
    Part 3: Respondent's own evaluation of the most appropriate advertisement
The analysis by the author of the work was based on the observation of the text and visual communication within the advertisements.

RESPONDENTS
For the purpose of our research, which was mainly to examine the efficiency of the anti-smoke advertisements, we decided to address secondary schools students. Our respondents were 55 students from SOŠ Kušnierska brána 2, 060 01 Kežmarok. There were more boys than girls; the students were between the age of 15 to 20.

OBSTACLES AND WEAKNESSES
Unfortunately, there occurred some difficulties we had to deal with during the research. Firstly, the problem occurred when students did not fill up the first question properly. The reason lies in the fact that they were strongly motivated by the teacher that after filling the questionnaires they will go home as the questionnaires were done during the last lessons.

This is connected with the question number one, where we offered also the fifth option in the answers ´other´ and no one chose this possibility. Thus, we deleted the fifth option from our results. Secondly, the primary plan was to search also the perception in male and female students; however, there are only seven females among respondents. Thus, the comparison would be inappropriate as the ratio is not adequate.

After time, we summed up that the second question should be expanded by the option ´I do not know´; and the third question should also be extended by the open answer to detect what impressed them specifically. The reason – the results would be more objective.

4.4 The research results

Evaluation according to obtained results based on questionnaires and subjective observation was as follows:

The first part helped us to divide students according to age, gender and whether they are smokers or not.

(*underline)

1. Age:

2. Gender: male – female*

3. Smoker: yes – no*

The second part was done by means of "closed questions" – the choice from several variations of answers:

(*ring)

1st question: What emotions does the advertisement evoke?*

- sentimental (S),
- joyful (J),
- shocked (SH)
- neutral (N)

2nd question: Is the advertisement persuasive enough to persuade smoker to stop smoking?*

- yes (Y),
- no (N)

3rd question: What impressed you the most?*

- text (T),

- visual aspect (V)

Advert.	1. *What emotions does the advertisement evoke?*	2. *Is the advertisement persuasive enough to persuade smoker to stop smoking?*	3. *What impressed you the most?*
1.	**S – J – SH - N**	**Y - N**	**T – V**
2.	**S – J – SH - N**	**Y - N**	**T – V**
3.	**S – J – SH - N**	**Y - N**	**T – V**
4.	**S – J – SH - N**	**Y - N**	**T – V**
5.	**S – J – SH - N**	**Y - N**	**T – V**
6.	**S – J – SH - N**	**Y - N**	**T – V**
7.	**S – J – SH - N**	**Y - N**	**T – V**
8.	**S – J – SH - N**	**Y - N**	**T – V**
9.	**S – J – SH - N**	**Y - N**	**T – V**
10.	**S – J – SH - N**	**Y - N**	**T – V**
11.	**S – J – SH - N**	**Y - N**	**T – V**
12.	**S – J – SH - N**	**Y - N**	**T – V**
13.	**S – J – SH - N**	**Y - N**	**T – V**
14.	**S – J – SH - N**	**Y - N**	**T – V**
15.	**S – J – SH - N**	**Y - N**	**T – V**
16.	**S – J – SH - N**	**Y - N**	**T – V**
17.	**S – J – SH - N**	**Y – N**	**T – V**
18.	**S – J – SH - N**	**Y - N**	**T – V**
19.	**S – J – SH - N**	**Y - N**	**T – V**
20.	**S – J – SH - N**	**Y - N**	**T – V**
21.	**S – J – SH - N**	**Y - N**	**T – V**
22.	**S – J – SH - N**	**Y - N**	**T – V**
23.	**S – J – SH - N**	**Y - N**	**T – V**
24.	**S – J – SH - N**	**Y - N**	**T – V**
25.	**S – J – SH - N**	**Y - N**	**T – V**
26.	**S – J – SH - N**	**Y - N**	**T – V**
27.	**S – J – SH - N**	**Y - N**	**T – V**
28.	**S – J – SH - N**	**Y - N**	**T – V**
29.	**S – J – SH - N**	**Y - N**	**T – V**
30.	**S – J – SH - N**	**Y - N**	**T – V**

The third part was based on the "open questions" – free answers production:

4. *Which advertisement is the most effective?*

- mark the number from the table and explain <u>why</u>

Why?:

Note 1: Question number third was further orally explained to respondents by the supplemental question before the questionnaire filling: "By virtue of what communicative strategy (text or visual aspect) did you choose the option in the first question?"

Note 2: The term ´effective´ means the advertisement which is the most persuasive.

The results are shown in the following graphs.

Hypothesis No. 1: We suppose that the power of advertisements lies either on the textual or visual communicative strategies.

The results which we have obtained are shown in graphs No. 1 – 9.

Graph No. 1
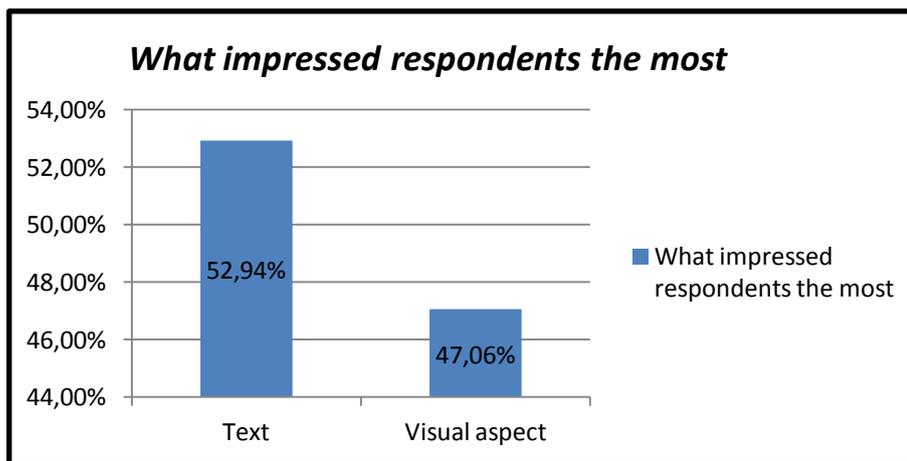
The research (Graph No. 1) shows that 52,94% of all advertisements is effective because of the text and the 47,06% is effective because of the visual aspect according to the respondents. The graph shows that after evaluating only the third question (*What impressed you the most?*) the "winner" is the text.

Table No. 1

Advert.	S/T (%)	S/V (%)	J/T (%)	J/V (%)	SH/T (%)	SH/V (%)	N/T(%)	N/V (%)
1.	**25,45**	3,64	12,73	23,64	9,09	14,55	7,27	3,64
2.	3,64	10,91	12,73	**50,91**	5,45	3,64	5,45	7,27
3.	21,82	16,36	3,64	3,64	**34,55**	9,09	5,45	7,27
4.	18,18	20,00	7,27	**36,36**	7,27	7,27	0	3,64
5.	7,27	21,82	3,64	9,09	7,27	**32,73**	3,64	14,55
6.	3,64	1,82	5,45	**81,82**	1,82	1,82	1,82	1,82
7.	21,82	3,64	18,18	3,64	**36,36**	3,64	7,27	5,45
8.	18,18	1,82	**30,91**	9,09	10,91	3,64	21,82	3,64
9.	23,64	1,82	**25,45**	1,82	**25,45**	3,64	16,36	1,82
10.	**23,64**	14,55	10,91	1,82	**23,64**	9,09	14,55	1,82
11.	14,55	14,55	14,55	7,27	**30,91**	7,27	9,09	1,82
12.	7,27	**21,82**	12,73	18,18	7,27	10,91	5,45	16,36
13.	12,73	16,36	3,64	14,55	14,55	16,36	3,64	**18,18**
14.	16,36	5,45	16,36	0	**36,36**	14,55	7,27	3,64

15.	12,73	**25,45**	7,27	7,27	18,18	12,73	3,64	12,73
16.	3,64	9,09	25,45	**36,36**	7,27	7,27	3,64	7,27
17.	20,00	**21,82**	12,73	10,91	9,09	10,91	7,27	7,27
18.	**18,18**	9,09	7,27	5,45	14,55	16,36	10,91	**18,18**
19.	10,91	12,73	5,45	9,09	14,55	**21,82**	12,73	12,73
20.	9,09	20,00	10,91	**23,64**	3,64	**23,64**	1,82	7,27
21.	7,27	7,27	12,73	1,82	**43,64**	12,73	12,73	1,82
22.	3,64	16,36	3,64	1,82	16,36	**40,00**	3,64	14,55
23.	18,18	14,55	7,27	**25,45**	23,64	5,45	3,64	1,82
24.	18,18	10,91	9,09	3,64	**30,91**	10,91	12,73	3,64
25.	14,55	14,55	3,64	5,45	**25,45**	10,91	12,73	12,73
26.	14,55	9,09	9,09	3,64	**30,91**	18,18	7,27	7,27
27.	**27,27**	18,18	9,09	9,09	12,73	10,91	10,91	1,82
28.	14,55	3,64	7,27	0	**50,91**	14,55	5,45	3,64
29.	38,18	14,55	14,55	7,27	9,09	10,91	0	5,45
30.	9,09	18,18	1,82	1,82	21,82	**30,91**	5,45	10,91

The research shows (Table No. 1) that the advertisement number 1 is considered mostly as sentimental because of the text (25,45%); the advertisement number 2 is mostly joyful because of the visual side (50,91%); the third advertisement is considered as shocked because of the text (34,55%); the fourth one is regarded largely as joyful because of the visual side (36,36%); the fifth one is considered mostly as shocked based on visual side (32,73%); the advertisement no. six is considered predominantly as joyful because of the visual aspect (81,82%); the seventh is regarded as shocked because of the text (36,36%); the eighth one is regarded as joyful because of the text (30,91%); the ninth advertisement is mostly joyful based on the text(25,45%) as well as shocked because of the text too (25,45%); the tenth one is regarded both as sentimental because of the text (23,64%) and shocked because of the text (23,64%); the advertising number eleven is regarded as shocked because of the text (30,91%); the twelfth one is perceived mostly as sentimental because of the visual side (21,82%); the advertisement no. thirteen is regarded as neutral because of the visual aspect (18,18%); the advertising no. 14 is perceived as shocked based on the text (36,36%); the fifteenth one is considered as sentimental because of the visual side (25,45%); the sixteenth one is perceived as joyful because of the visual communication (36,36%); the advertisement number seventeenth is regarded as sentimental because of the visual aspect (21,82%); the eighteenth one is considered both as sentimental because of the text (18,18%) and neutral because of the visual aspect (18,18%); the nineteenth advertisement is perceived mostly as shocked because of the visual side (21,82%); the twentieth one is regarded as joyful because of the visual side (23,64%) as well as shocked based on the visual side too (23,64%); the twenty-first one is

regarded the most as shocked because of the text (43,64%); the twenty-second one is perceived as shocked because of the visual aspect (40,00%); the advertisement number twenty-three is perceived as joyful based on the visual aspect (25,45%); the twenty-fourth one is regarded as shocked because of the text (30,91%); the twenty-fifth one is considered as shocked because of the text (25,45%); the twenty-sixth is perceived as shocked because of the text (30,91%); the twenty-seventh is regarded as sentimental due to the text (27,27%); the twenty-eighth one is regarded as shocked because of the text (50,91%); the last but one advertisement is perceived as sentimental due to the text (38,18%); and the last one is considered as shocked because of the visual side (30,91%).

Graph No. 2
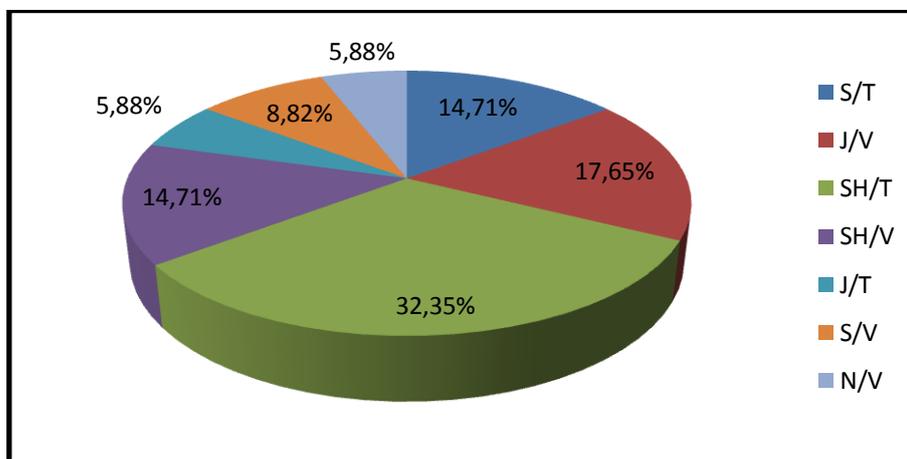
Based on the previous results (Table No. 1) we can sum up the following conclusion (Graph No. 2): respondents selected mostly the option "*shocked* because of the *text*" (32,35%). Generally, we can say that the anti-smoking advertisements are regarded as shocked where the text plays an important role. Results seen on the Graph No. 3 complete the Graph No. 1 results that the text is more effective than the visual side.

The following Graphs No. 3 - 11 are not based on the respondents´ answers. They are founded on the subjective observation of the author of this work. The purpose is to find out the textual and visual communicative strategies by the selection and evaluation of the advertisements where the need of the questionnaire is somehow rewardless.

   a) *textual communication*

Graph No. 3

Presence of numbers or statistical claims in advertisements

%

23,33

76,67

■ With
■ Without
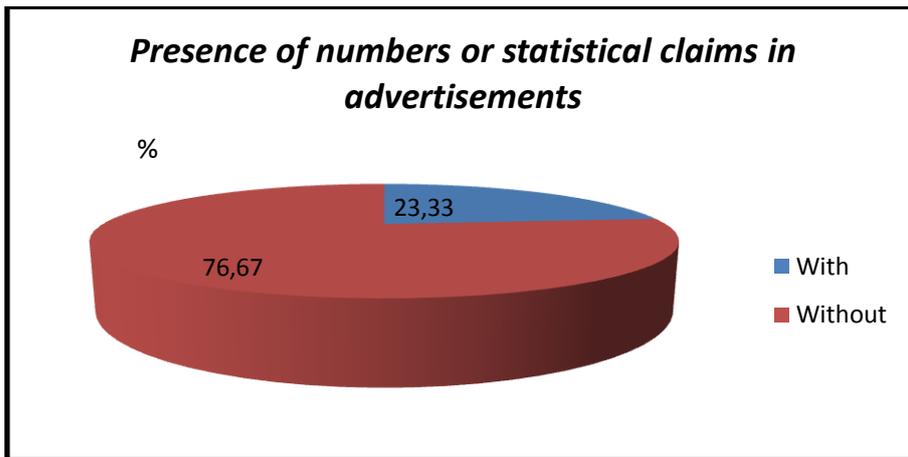
Table No. 2

Advert. no.	Is the advertisement persuasive enough to persuade smoker to stop smoking?	What impressed respondents the most?
1	No	Visual aspect
3	Yes	Text
7	No	Text
14	Yes	Text
21	Yes	Text
24	Yes	Text
28	Yes	Text

The research presented in the Graph No. 3 shows that 23,33% of all advertisements focus of using numbers to persuade smokers to stop smoking. Only 7 advertisements out of 30 applied numbers or statistical claims. The results presented in Table No. 2 shows that in 6 out of seven advertisements it is actually the text that impressed respondents the most; and in 5 out of 7 advertisings are able to persuade smokers to stop smoking. Thus, the presence of the numbers or statistical claims plays an important role and has great influence on viewers.

Graph No. 4

Presence of questions in the text

- With question: 10%
- Without question: 90%
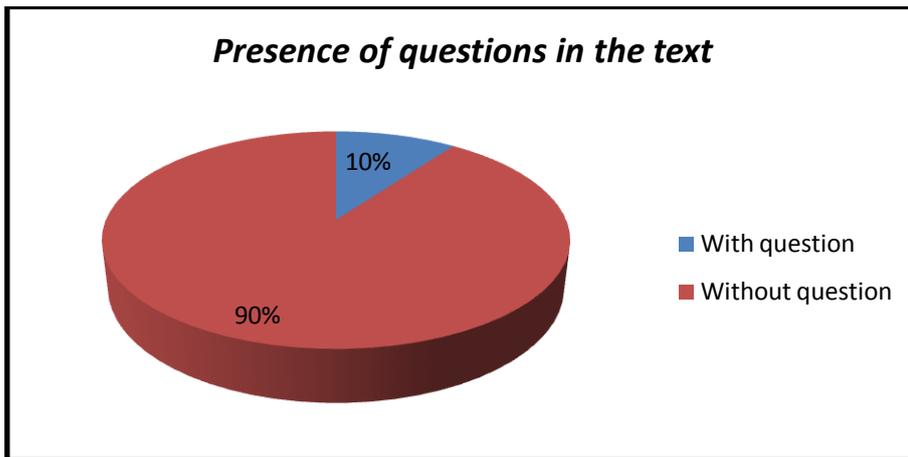
Table No. 3

Advert. no.	Is the advertisement persuasive enough to persuade smoker to stop smoking?	What impressed respondents the most?
2	No	Visual aspect
13	No	Visual aspect
18	No	Visual aspect

The results presented in the Graph No. 4 show that only 10% of all advertisements use questions to persuade smokers to stop smoking. Great number of advertisements does not employ questions within the text at all. As one can see from the results in Table No. 3, none of all three advertisements impressed respondents because of the text as well as none of all is considered as persuasive.

Graph No. 5

Expressive means and stylistic devices

- elision: 5,56%
- irony: 16,67%
- cleft constructions: 5,56%
- onomatopoeia: 5,56%
- repetition: 22,22%
- allegory: 5,56%
- alliteration: 33,33%
- endophora: 5,56%
- exclamation: 5,56%
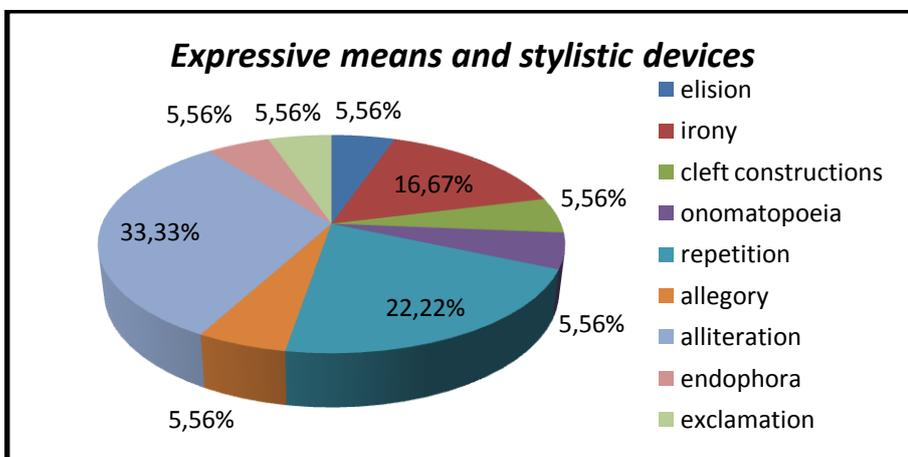
The research shows (Graph No. 5) that the most frequent language means of the advertisements are alliteration (33,33%) as well as repetition (22,22%). The result should not be considered as surprising because one has to heed to the fact that there is often only few seconds viewers have to catch an advertisement e.g. on the billboards, TV or shops. Creators of advertisements investigate such language means that are aesthetic and memorisable at the same time. Thus, the presence of alliteration and repetition has competent representation. The other means are as follows:

irony (16,67%), elision (5,56%), cleft constructions (5,56%), onomatopoeia (5,56%), allegory (5,56%), endophora (5,56%) and exclamation (5,56%).

b) *visual communication*

Graph No. 6
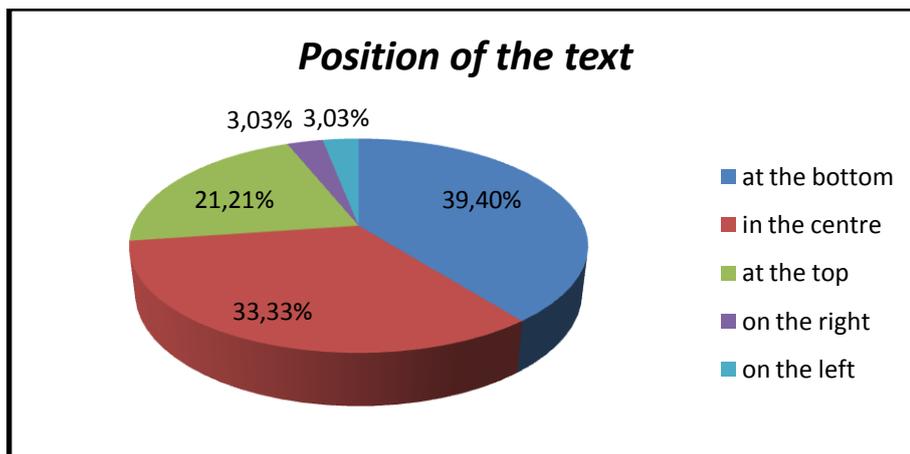
The research shows (Graph No. 6) that the text is mostly centred at the bottom of the picture (39,40%). Text in the centre is not keeping behind (33,33%). 21,21% of all advertisements has the text at the top and the rest of the text is written either on the right or on the left. We can say that authors of the particular advertising leave pictures to be seen as the first one.

Graph No. 7

Colour of the text

13,33%   33,33%

53,33%

■ Black colour
■ White colour
■ Colored
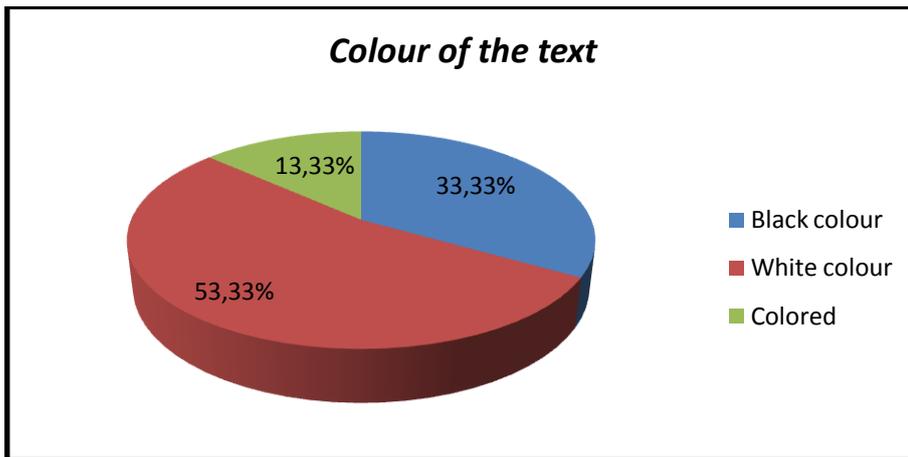
The research shows (Graph No. 7) that the white colour of the text is of minor use in advertisements (53,33%), 33,33% goes to black and the rest 13,33% uses a combination of colours. Generally, the white colour is the colour connected with purity, piece as well as with death and coldness.

Graph No. 8

Presence of cigarettes in advertisements

40%

60%

■ With cigarette
■ Without cigarette
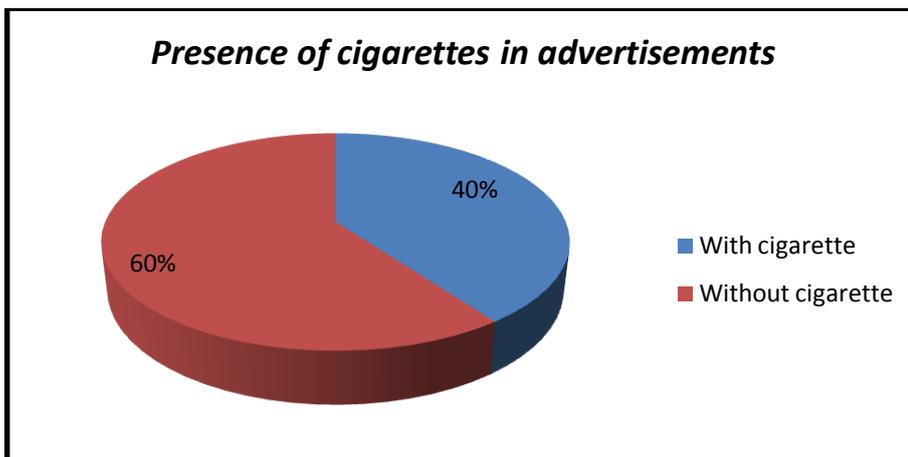
The research shows (Graph No. 8) that 40% of all advertisements use the picture of a cigarette in the visual communication. We tried to find out how advertisements make use of the main cause of smoking – the cigarette. One expects that the number of advertisement using the image of cigarette is higher. However, there are almost half of all which make use of them as they are the best indicators of the main message of the anti-smoking advertisements. People, even without words, can observe what is going on.

Graph No. 9

Presence of person in advertisements

- With person 40%
- Without person 60%
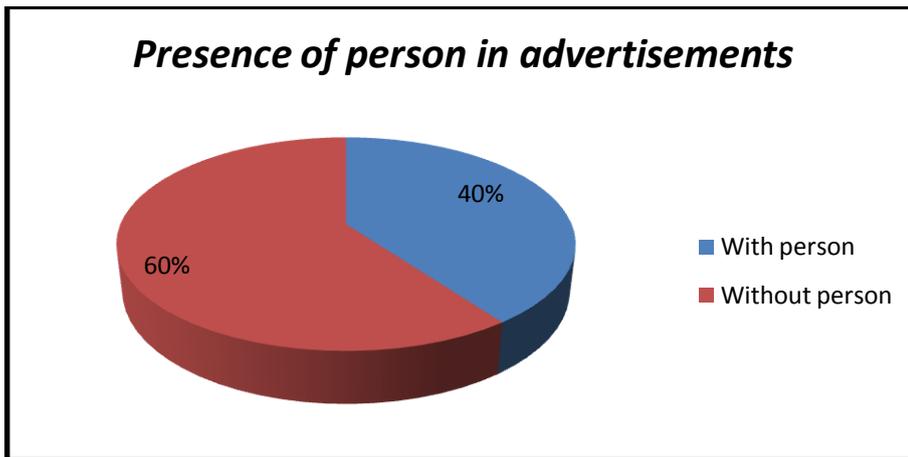
The research shows (Graph No. 9) that 40% of all advertisements apply an image of person (body or face) within the picture. 25% of the given ones are of children´s. The presence of a person evokes the dynamic atmosphere as well as the fact that the main idea is connected with us, with people.

c) *psychological perception of advertisements*

Hypothesis No. 2: We suppose different perception of advertisements by the respondents. The results are shown in the Graphs No. 10 – 19.

Graph No. 10

What emotions does the advertisements evoke?

Legend: N, Sh, F, S (x-axis: Adv. 1–30)
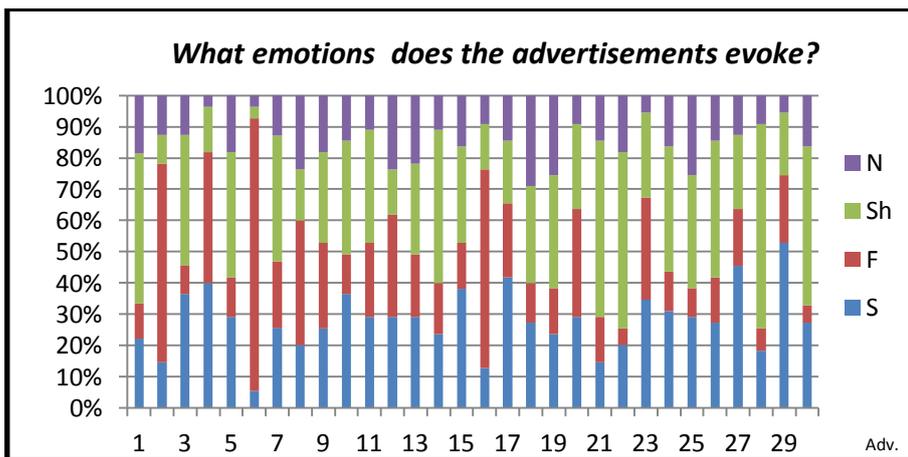
The research shows (Graph No. 10) the following results (Table No. 4):

Table No. 4

| Advert.	Sentimental	Joyful	Shocked	Neutral
1	21,82%	10,91%	**47,27%**	18,18%
2	14,55%	**63,64%**	9,09%	12,73%
3	36,64%	9,09%	**41,82%**	12,73%
4	40,00%	**41,82%**	14,55%	3,64%
5	29,09%	12,73%	**40,00%**	18,18%
6	5,45%	**87,27%**	3,64%	3,64%
7	25,45%	21,18%	**40,00%**	12,73%
8	20,00%	**40,00%**	16,36%	23,64%
9	25,45%	27,27%	**29,09%**	18,18%
10	**36,36%**	12,73%	**36,36%**	14,55%
11	29,09%	23,64%	**36,36%**	10,91%
12	29,09%	**32,73%**	14,55%	23,64%
13	**29,09%**	20,00%	**29,09%**	21,82%
14	23,64%	16,36%	**49,09%**	10,91%
15	**38,18%**	14,55%	30,91%	16,36%
16	12,73%	**63,64%**	14,55%	9,09%
17	**41,82%**	23,64%	20,00%	14,55%
18	27,27%	12,73%	**30,91%**	29,09%
19	23,64%	14,55%	**36,36%**	25,45%
20	29,09%	**34,55%**	27,27%	9,09%
21	14,55%	14,55%	**56,36%**	14,55%
22	20,00%	5,45%	**56,36%**	18,18%
23	**34,55%**	32,73%	27,27%	5,45%
24	30,91%	12,73%	**40,00%**	16,36%
25	29,09%	9,09%	**36,36%**	25,45%
26	27,27%	14,55%	**43,63%**	14,55%
27	**45,45%**	18,18%	23,64%	12,73%
28	18,18%	7,27%	**65,45%**	9,09%
29	**52,73%**	21,81%	20,00%	5,45%
30	27,27%	5,45%	**50,90%**	16,36%

Graph No. 11

Is the advertisement strong enough to persuade smokers to stop smoking?
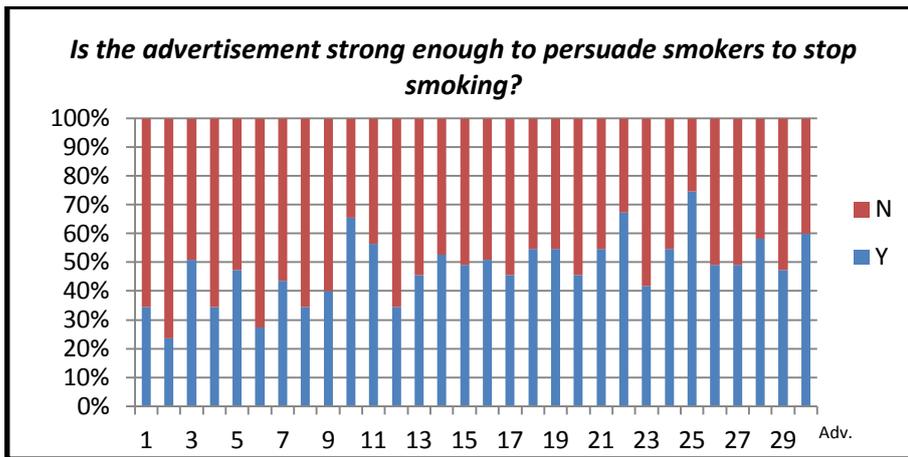
The research shows (Graph No. 11) the following results (Table No. 5):

Table No. 5

Advert.	Y	N
1	34,55%	65,45%
2	23,64%	76,36%
3	50,91%	49,09%
4	34,55%	65,55%
5	47,27%	52,73%
6	27,27%	72,73%
7	43,64%	56,36%
8	34,55%	65,55%
9	40,00%	60,00%
10	65,45%	34,55%
11	56,36%	43,64%
12	34,55%	65,45%
13	45,45%	54,55%
14	52,73%	47,27%
15	49,09%	50,91%
16	50,91%	49,09%
17	45,45%	54,55%
18	54,55%	45,45%
19	54,55%	45,45%
20	45,45%	54,55%
21	54,55%	45,45%
22	67,27%	32,73%
23	41,82%	58,18%
24	54,55%	45,45%
25	74,55%	25,45%
26	49,09%	50,91%
27	49,09%	50,91%
28	58,18%	41,82%
29	47,27%	52,73%
30	60,00%	40,00%

The results shows (Graphs No. 10 and 11; Tables No. 4 and 5) that advertisements produce indeed diversified emotions where one can see that respondents perceive the advertisements in different way.

The first advertisement is considered mostly as shocked (42,27%) and not strong enough to persuade smokers to stop smoking (65,45%); the second advertising is joyful (63,64%) according to respondents which is not strong enough to persuade (76,36%); the third advertisement shows that it is shocked one (421,82%) able to persuade a half of all respondents (50,91%); the fourth advertisement is considered as joyful (41,82%) and not able to persuade (65,55%); the fifth one evokes shocked emotions (40,00%) that is not strong enough to persuade smokers to stop smoking (52,73%); the sixth advertisement is considered by the bulk as joyful (87,27%) that is weak to persuade smokers (72,73%); the seventh advertisement evokes shocked emotions (40,00%) not able to persuade (56,36%); the eighth advertising is joyful according to respondents (40,00%) that is again not strong enough (65,55%); the ninth advertisement shows quite alike results, however it is considered as shocked by the bulk (29,09%) that is not strong to persuade (60,00%); the tenth one shows that it is regarded as both sentimental (36,36%) and shocked (36,36%) that can persuade smokers to stop smoking (65,45%); the eleventh one is shocked (36,36%) and able to persuade (53,36%); the twelfth advertisement is joyful (32,73%) not able to persuade (65,45%); the thirteenth one is regarded as both sentimental (29,29%) and shocked (29,29%) considered as not strong enough to persuade (54,55%); the fourteenth one shows that it is joyful (49,09%) and able to persuade smokers (53,73%); the fifteenth advertising is regarded as sentimental (38,18%) that does not tempt to stop smoking (50,91%); the sixteenth one is joyful (63,64%) according to respondents that can induce smokers to stop smoking (50,91%); the seventeenth advertisement is sentimental (41,82%) regarded as weak to tempt (54,55%); the eighteenth one evokes shocked feelings (30,91%) able to persuade smokers (54,55%); the nineteenth advertising shows similar results as it is considered as shocked (36,36%) regarded as advertisement strong enough to convince smokers (54,55%); the twentieth advertisement is regarded as joyful (34,55%) not able to persuade smokers (54,55%); the twenty-first one touts for shocked emotions (56,36%) and the power to persuade smokers (54,55%); the twenty-second one introduces similar result: shocked (56,36%) and able to persuade (67,27%); the twenty-third advertisement is regarded as sentimental (34,55%) and not strong enough (58,18%); the twenty-fourth one is shocked (40,00%) and not strong enough to persuade (58,18%) according to smokers; the twenty-fifth advertising evokes shocked emotions (36,36%) and strong enough to

persuade smokers (74,55%); the twenty-sixth one is mostly regarded as shocked (43,63%) and not able to persuade (50,91%); the twenty-seventh advertisement is regarded as sentimental (45,45%) that is again not strong enough (50,91%); the twenty-eighth one is regarded as shocked (65,45%) and persuasive (58,18%); the twenty-ninth one evokes sentimental feelings (52,73%) and not persuasive enough (52,73%); last advertisement is regarded as shocked (50,90%) and persuasive (60,00%).

Graph No. 12
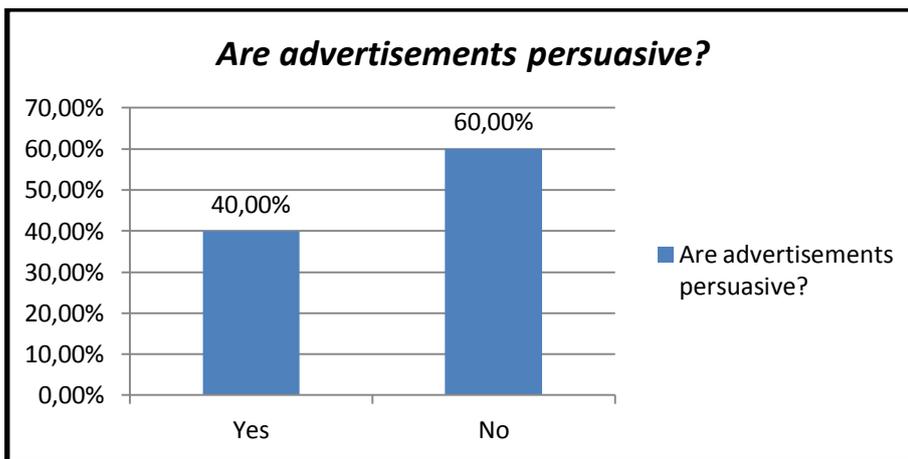
The research shows (Graph No. 12) that according to respondents the advertisements are not strong enough to persuade smokers to stop smoking (60,00%). The result shows that there are still things that can be improved in the anti-smoking advertisements to make them more persuasive both in textual and visual side.

Graph No. 13
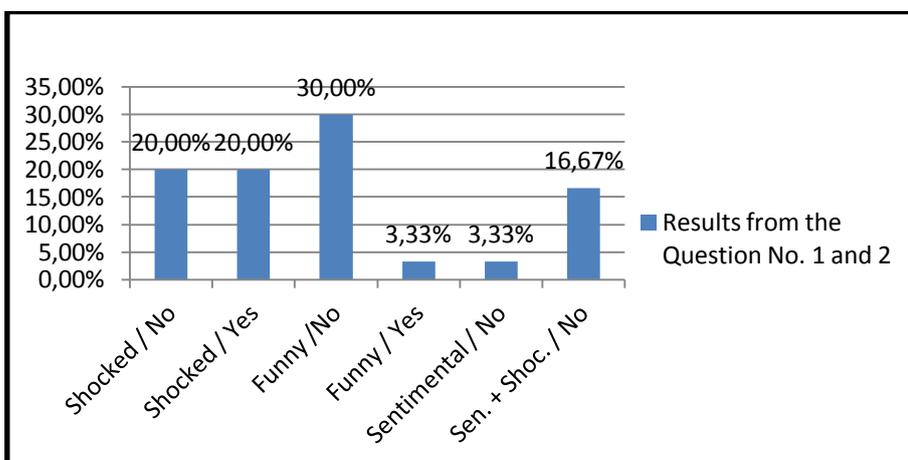
The results shows (Graph No. 13) that the most often result respondents chose was that advertisements are joyful and not persuasive enough to persuade smokers to stop smoking

(30,00%). Other results show that advertisings are shocked and not persuasive enough (20,00%), shocked and persuasive (20,00%), sentimental and shocked at the same time and not persuasive (16,67%), joyful and persuasive (3,33%), and sentimental and not persuasive (3,33%). The result shows that according to the bulk the given advertisements are joyful and not persuasive enough what denotes how respondents take lightly the message of the given advertisements.

Graph No. 14
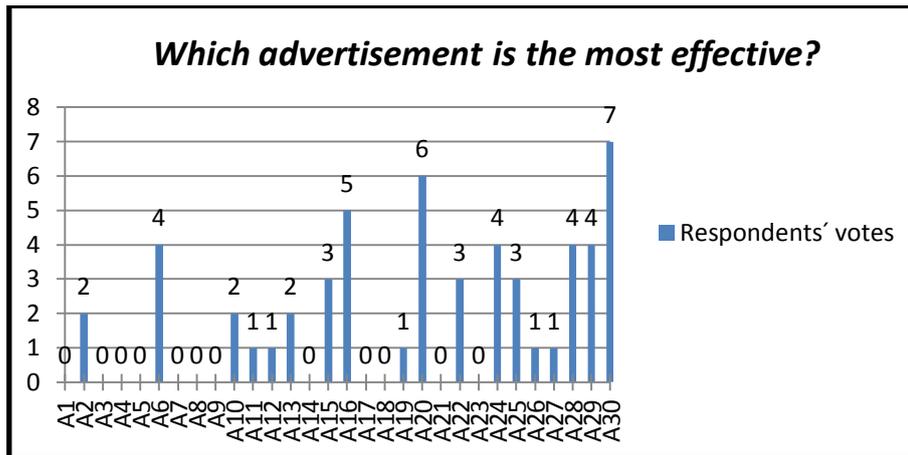
The research shows that the most effective advertisement is the advertisement number 30.

Graph No. 15
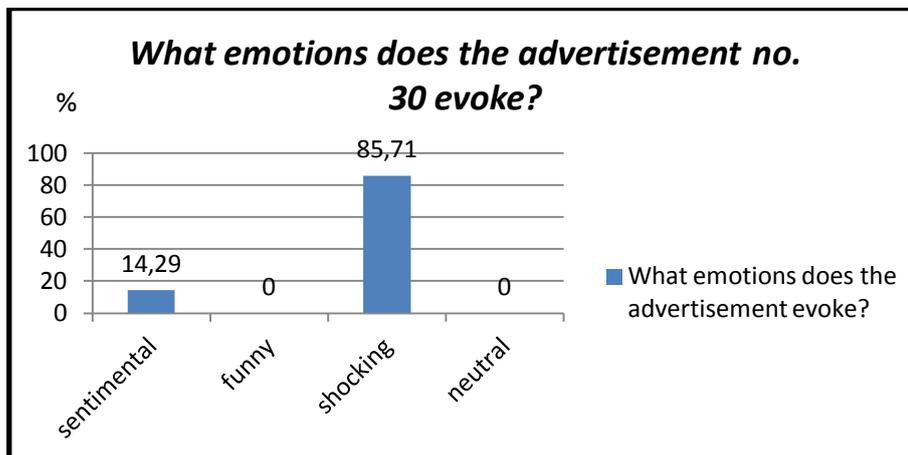
The research shows (Graph No. 15) that among those respondents who chose advertisement number 30 as the most effective one, 85,71% considered it as shocked. Graph No. 14 develops this knowledge by the fact that it so mostly because of the visual side. It is not hard to detect what is the reason of such result. The authors of this advertisement reached for an image of a diseased and moribund woman. This image invokes emotions respondents considered as shocked.

Graph No. 16

Advertisement No. 30

Is this advertisement persuasive?

	Yes	No
	60%	40%
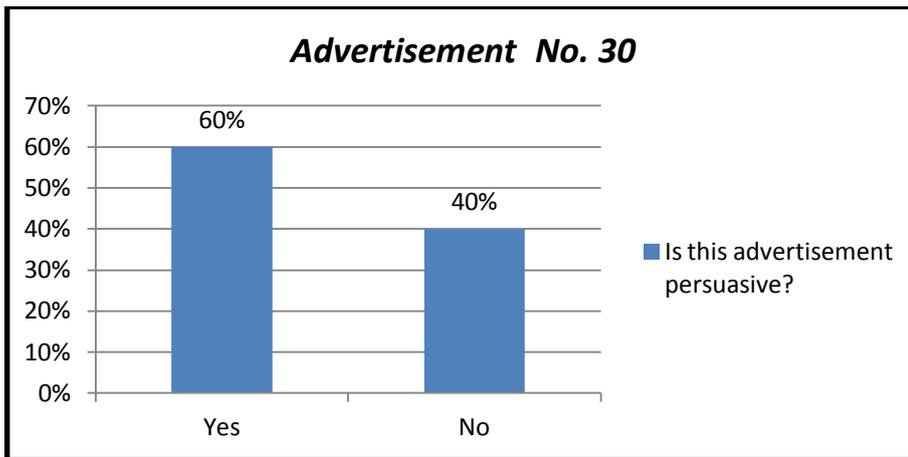
The results presented in the Graph No. 16 show that 60% of all respondents think that the advertisement number 30 is strong enough to persuade smokers to stop smoking. The rest (40%) think that it is not strong enough. Once again, the result can be connected with the result from the next graph. The picture of a moribund woman is the reason of the great power of this advertisement to persuade smokers.

Graph No. 17

Advertisement No. 30

What impressed respondents the most?

	Text	Visual aspect
	38,82%	61,18%
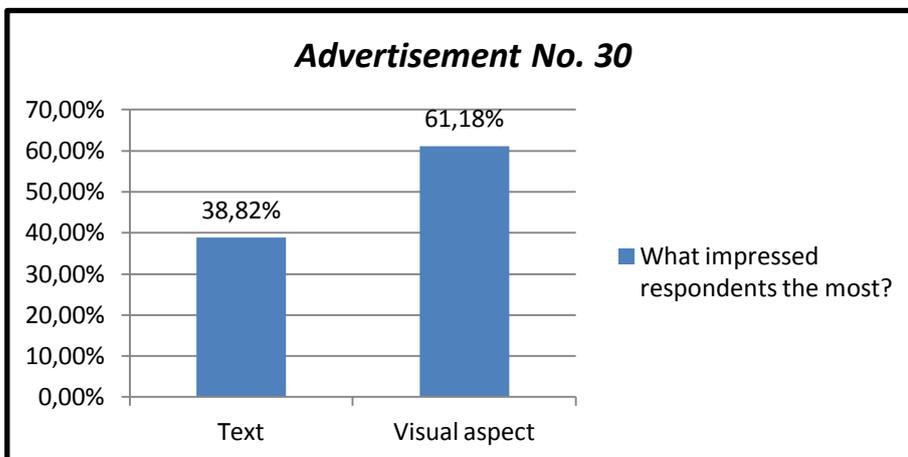
The research shows (Graph No. 17) that more than a half of all respondents (61,18%) think that this advertisement is effective because of the visual communication rather than textual (38,82%). Stated above, it is not hard to detect what is the reason of such result. The advertisement staked on the image of desolate-looking woman dying because of smoking. The picture evokes depressed emotions what is ultimately its intention.

Graph No. 18
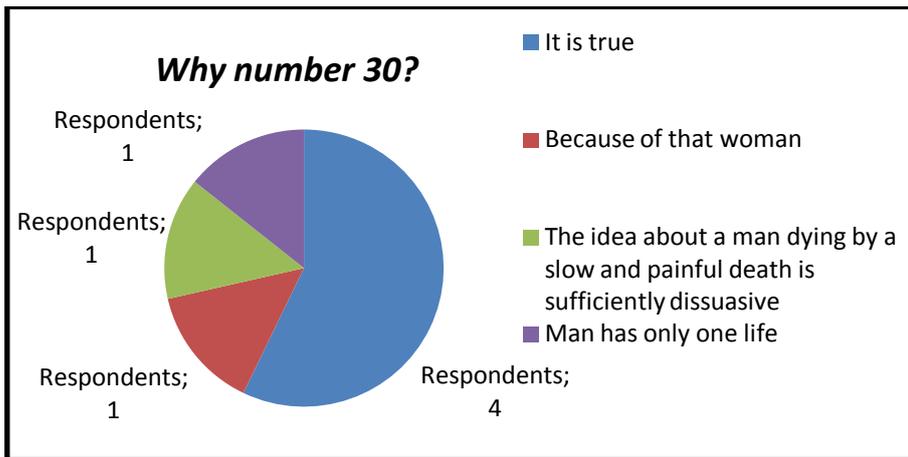
The research shows (Graph No. 18) that respondents think that advertisement number 30 is the most powerful because it is considered as truthful (57,14%). Other regarded it as the best one because of that dying woman (14,29%); because the idea about a man dying by a slow and painful death is sufficiently dissuasive (14,29%); and because man has only one life (14,29%). These answers were gained from the fourth part of the questionnaires.

Hypothesis No. 3: We suppose different perception of advertisements by smokers and non-smokers.

There were 20 smokers and 35 non-smokers. Following graphs (Graphs No. 19 - 23) present results we have obtained.

Graph No. 19
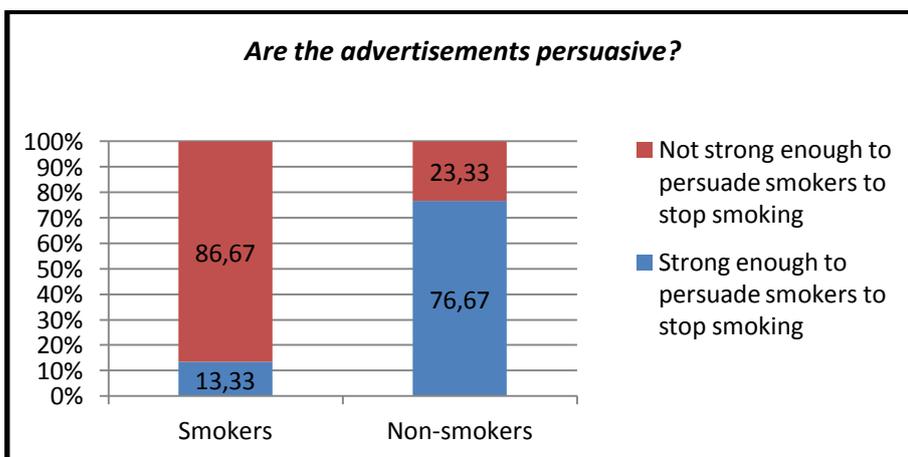
The research presented in Graph No. 19 shows that smokers think that 86,67% of all advertisements are not strong enough to persuade smokers to stop smoking. On the contrary, non-smokers think that almost 80% (76,67%) of all advertisements have the

power to persuade smokers to stop smoking. The results show the great diversity within the answers. Here we can see the fact that smokers and non-smokers perceive the importance of the anti-smoking advertisements in different way. One can also observe that smokers are more "armour-clad" towards anti-smoking advertisements.

Graph No. 20

What impressed respondents the most?

	Visual aspect	Text
Smokers	46,67	53,33
Non-smokers	43,33	56,67
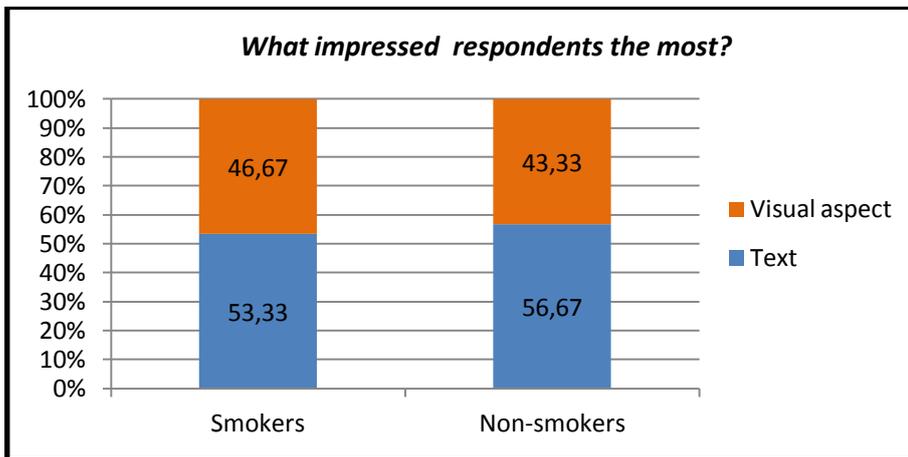
The research shows (Graph No. 20) that smokers both with non-smokers perceive the role of text and visual communication in almost identical way. Smokers think that 53,33% of all advertisements are interesting because of the text and almost the same number 46,67% of all advertisements are interesting because of the visual side. Non-smokers think that 57,67% of all advertisements are interesting because of text and 43,33% because of the visual communication. Thus, we can observe that the fact whether one is a smoker or not does not play a role in what impressed one the most.

Graph No. 21

What emotions does the advertisement evoke?

	neutral	shocked	funny	sentimental
Smokers	6,67	30	26,67	36,67
Non-smokers	0	66,67	20	13,33
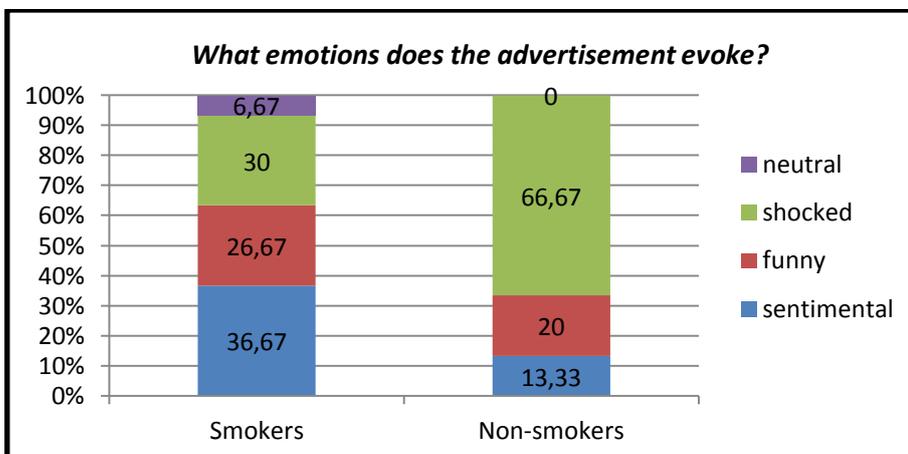
The results gained from the Graph No. 21 show that respondents who smoke think that the major part (36,37%) of all advertisements are sentimental. According to them only 6,67%

are neutral and thus evoke no feelings. Non-smoking respondents have different perception about what is sentimental, joyful, shocked and neutral. According to them more than half (66,67%) of all advertisements are shocked and only low percentage of all advertisements are sentimental and joyful. Moreover, according to non-smokers none of all advertisements evoke neutral feelings.

Smokers´ answers bear witness to their sensitivity towards the anti-smoking advertisements. On the other hand, non-smokers are mostly horrified by the anti-smoking advertisements. Interesting is an observation that all advertisements evoke always certain feeling (sentimental, joyful or shocked) in non-smoking respondents. One can regard non-smokers as responsive to message the given advertisements are presenting.

Graph No. 22
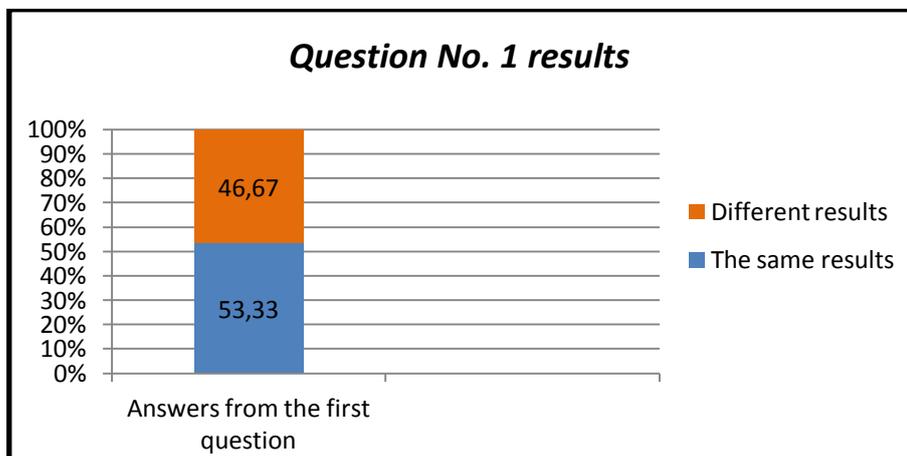
The research shows (Graph No. 22) that in the first question about what respondents consider as sentimental, joyful, shocked and neutral, smokers and non-smokers show the same results in 16 advertisements (53,33%). The result shows that smokers and non-smokers do not share the same attitudes about all advertisements.

Graph No. 23
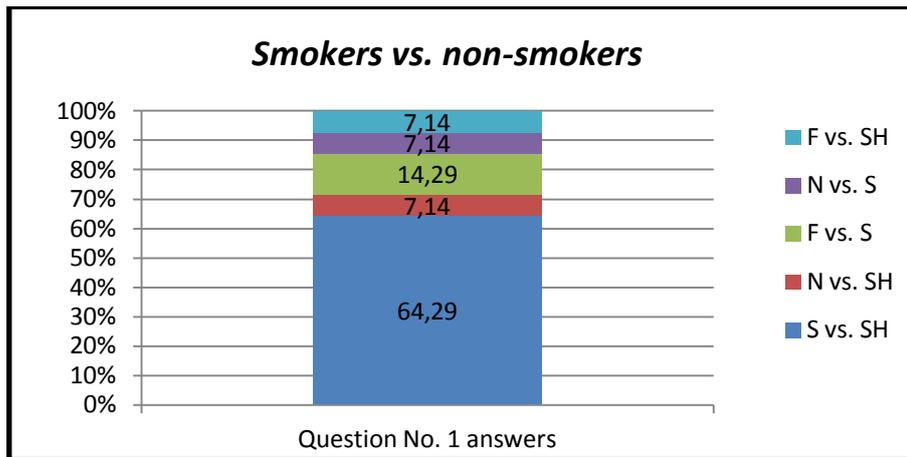
The research shows (Graph No. 23) that there were 14 different results in what respondents consider as sentimental, joyful, shocked and neutral in each advertisement. 64,29% of those different attitudes represents following conclusion: what smokers consider as sentimental in the given advertisement non-smokers consider as shocked. Once again, the result supports our hypothesis no. 3. Smokers and non-smokers perceive the advertisements differently. This graph supports the conclusion from the Graph No. 22 that smokers´ answers bear witness to their sensitivity towards anti-smoking advertisements; and non-smokers are horrified by anti-smoking advertisements.

4.5   Conclusion of the research

In our research dealing with the textual and visual communicative strategies; different perception of advertisements by viewers; and different perception of advertisements by smokers and non-smokers; and obtained results we can state the following:

Anti-smoking advertisements are effective mostly because of the text. (Graph No. 1)

- Respondents perceive the importance of the text as more dominant than the visual side. It is an interesting observation as one would say that e.g. pictures of dying people or lungs affected by the cancer have greater impact on viewers. Though it is the text that has the power to impel viewers to act.

The advertisements which were considered as *shocked* are shocked mostly because of the text; advertisements considered as *joyful* are joyful because of the visual side; advertisements considered as *sentimental* are sentimental because of the text according to respondents; and advertisements regarded as neutral are neutral due to the visual aspect. (Table No. 1)

- The research shows that mainly words make the advertisements shocked. It seems that exact numbers, statistical claims, language means, questions or other textual communication evoke shocked feelings. On the other hand, funny pictures applied in the visual communication bring to mind joyful emotions what, after all, cannot be considered as shock assignment.

The anti-smoking advertisements are regarded as shocked where the text plays the most important role. (Graph No. 2)

- There were mainly advertisements regarded as shocked where respondents were mostly impressed by the text. Results observed here complete the results from the Graph No. 1 that the text is more effective than the visual side.

Low percentage applies numbers or statistical claims to persuade smokers to stop smoking. (Graph No. 3 and Table No. 2)

- When looking on *the textual communication* more closely, we can observe that numbers or statistical claims are not often used in advertisements. However, the presence of the numbers or statistical claims plays an important role and has great influence on viewers according to respondents as they consider them as persuasive. Thus, there should be more advertising as such to reach the intention and encourage or urge people to stop smoking.

Low proportion of all advertisements makes use of questions to persuade smokers to stop smoking. (Graph No. 4 and Table No. 3)

- Great number of advertisements does not employ questions within the text at all. As one can see from the results in Table No. 3, none of all three advertisements impressed respondents because of the text as well as none of all is considered as persuasive. Based on these results we can say that the presence of questions do not play sufficient function within the anti-smoking advertisements.

The most frequent language means of the advertisements is the alliteration. (Graph No. 5)

- The research shows that the most effective language means is the alliteration. It is a stylistic device based on phonetic – it is a repetition of similar sounds. This repetition often lies in successive consonants often at the beginning of such words. In advertisements it has great aesthetic function as well as it helps viewers to remember the given combination of sounds of words or phrases. Moreover, advertisements use mostly the repetition with the similar intention as in the alliteration – to help remember particular words or phrases or even sentences.

Advertisements imply also the irony as a device that introduces a positive statement that regrettably has a negative or pejorative meaning. Moreover, it evokes comic statements but in broader sense it means gentle laugh. Such discrepancy is called the irony as it is dealing with what is hidden behind words. The presence of elision, cleft constructions, onomatopoeia, allegory, endophora, and exclamation plays a well-marked role where the creator of advertising "creates stylistic qualities so that the text he creates fulfils the desired functions" (Miššíková, 2003, p29) - in our case, to catch readers´ attention and impel them to act – to stop smoking.

The text is frequently situated at the bottom within the anti-smoking advertisements.
(Graph No. 6)

- Generally, creators of the advertisements are free to place the text within the advertisements. One can expect the text at the top like a headline; other can expect it in the centre because he/she supposes this place as the most eye-catching. At any rate, the texts are mostly situated at the bottom. It can be considered as astonished because it follows that the authors of particular advertising leave pictures to be seen firstly. The reason should be that one reads the text from the top to bottom, from the left to the right. We can suppose the same fact when watching advertisements. Moreover, the text used in the centre is also often applied. We can suppose the reason that is stated few sentences before – we can suppose this place as the most startling.

White colour of the text is dominant in advertisements. (Graph No. 7)

- The major part of all texts makes use of the white colour. Stated previously, white colour evokes purity, piece as well as death and coldness ("Biela farba", ´online document´). This is the one side. On the other side, the fact that the text is written in white presuppose that the background will be the dark what then presuppose the melancholic atmosphere of the anti-smoking advertisings. It is for this to make the text visible on such dark background.

40% of all advertisements use the picture of a cigarette in the visual communication.
(Graph No. 8)

- Generally, the advertisements should not imply components which unleash viewer´s attention. The picture of cigarette, by contrast, is the item which fulfils the role as the ´attention catcher´ that can - to a large extent - help people evoke fast the anti-smoking atmosphere. The research shows that almost half of all advertisements

make use of the picture of cigarette by connecting advertisement´s intention with the visual communication.

40% of all advertisements apply an image of person (body or face) within the picture. 25% of the given ones are of children´s. (Graph No. 9)

- Normally, one captures those advertisements which are somehow connected with his/her hobbies, lifestyle, work, health, etc. Similarly, one captures those where people are presented, simply, because ´human being is in the play´. Anti-smoking advertisements which apply e.g. people without fingers or dying in bed one is wondering ´why´. Viewer´s attention is multiplied after the use of children. That can interested even more parents. Thus, the result is not surprising; however, we suppose higher number just for the previous words.

Advertisements produce indeed diversified emotions where one can see that respondents perceive the advertisements in different way. (Graphs No. 10, 11 and Tables No. 4, 5)

- The results show that there is none of all advertisement that evokes only one and the same emotion in respondents. Thus, the research shows that the hypothesis no. 2 has been supported as respondents perceive the anti-smoking advertisements not identically.

More than half of all respondents consider the anti-smoking advertisements as not persuasive to persuade smokers to stop smoking. (Graph No. 12)

- The difference in the numbers is not so high; however the most of the respondents think that the anti-smoking advertisements are not persuasive. This means that there are still things to be proved in the anti-smoking advertisements either in textual or visual side to make them more and more persuasive. The effectiveness of the anti-smoking advertisements was not supported. Based on the results, the advertisements did not affect viewers equally.

Advertisements are joyful and not persuasive enough to persuade smokers to stop smoking according to the most respondents. (Graph No. 13)

- The conclusion from this result is that either people take lightly the message of the advertisements to the given advertising or the authors of the given advertisements make intentionally the use of funny advertisements to catch readers´ attention. By any means, the result can be considered as surprising and leads one to the conclusion that such technique of applying joyful communication does not lead to the ability of persuasion. Result denotes how respondents take lightly the message

of the given advertisements. We can state that joyful advertisements are not appropriate in connection with such sensitive themes like smoking. Mostly, joyful advertisements are easy memorisable but it happens that after time people remember only funny pictures, words, etc. It means that those funny staff can overbear the intention of the anti-smoking advertisements. As a result, the role of pleasantry should be just the accompaniment and not the key point in the anti-smoking advertisements.

The most effective advertisement is the advertisement number 30. (Graphs No. 14-18)

- Most of respondents who chose this advertisement think that it is shocked. Thus, we can state that what is considered as shocked can persuade and impel smokers to stop smoking. This argument is also agreed by the result (Graph No. 16) which shows that more than the half of all respondents thinks that this advertisement has the power to persuade smokers to stop smoking. They proclaim that it is because of the visual side as it is actually a woman dying because of the lung cancer what makes this advertising the most effective among all others. They argue mostly their claim by the sentence that *"it is true"*.

Smokers think that 86,67% of all advertisements are not strong enough to persuade smokers to stop smoking. On the contrary, non-smokers think that almost 80% (76,67%) of all advertisements have the power to persuade smokers to stop smoking. (Graph No. 19)

- We can say that smokers and non-smokers perceive anti-smoking advertisements differently. The smokers do not consider the advertisements persuasive enough - if they perceived they would stop as they continue in smoking because they think that nothing can happen to them. On the other hand, non-smokers consider the given advertisements strong enough to persuade, probably because they know what risk and danger the smoking hides. We can regard the result as not shocked.

Smokers think that 53,33% of all advertisements are interesting because of the text and almost the same number 46,67% of all advertisements are interesting because of the visual side. Non-smokers think that 57,67% of all advertisements are interesting because of text and 43,33% because of the visual communication. (Graph No. 20)

- The conclusion of this result says that both smokers and non-smokers perceive the importance of the text and visual communication in almost identical way. It follows that the fact whether the viewer is a smoker or non-smoker is not constitutive; how

one perceives anti-smoking advertisements does not depend on the ´smoking´ as this bad habit does not form our perception of the text or visual side.

According to smokers the major part (36,37%) of all advertisements are sentimental. According to non-smokers the major part (66,67%) are shocked; and none of all advertisings evoke neutral feelings according to them. (Graph No. 21)

- One can regard non-smokers as well as smokers as responsive to the message the given advertisements are presenting. However, an interesting finding about how different perception can be between the smokers and non-smokers is hidden within this graph. Non-smoking respondents have different perception about what is sentimental, joyful, shocked. Moreover, according to them none of all advertisements evoke neutral feelings what can signal their impressibility towards the anti-smoking message. As it was stated previously, non-smokers are mostly horrified by the anti-smoking advertisements – one of the reason should be the information some of the advertisements offer about how the second-hand smoke can harm non-smokers. Smokers showed their sensitive side. However, as the graph number 19 says, even such sensitive feelings do not persuade them to stop smoking.

Smokers and non-smokers do not share the same attitudes about all advertisements. What smokers consider as sentimental non-smokers consider as shocked. (Graphs No. 22 and 23)

- These graphs support actually the results from the previous two graphs that smokers´ answers bear witness to their sensitivity towards anti-smoking advertisements; and non-smokers are horrified by anti-smoking advertisements; and that the results support the hypothesis no. 3 that smokers and non-smokers perceive the anti-smoking advertisements differently.

The results of our research reach the following conclusions:

➢ The text is considered as the most effective when persuading smokers to stop smoking than visual side

➢ Mainly words make the advertisements shocked

➢ The visual communication brings to mind joyful emotions

➢ Advertisements are regarded mostly as shocked

- Numbers or statistical claims are not often used in the anti-smoking advertisements. The results show that in those cases when they were applied, respondents regarded them as persuasive.
- The presence of questions do not play sufficient function within the anti-smoking advertisements
- The most effective language means is the alliteration
- The text is frequently situated at the bottom
- White colour of the text is dominant in the anti-smoking advertisements
- The presence of the image of cigarette is quite often used
- The presence of the image of person is quite often used
- Respondents perceive the anti-smoking advertisements not identically
- The anti-smoking advertisements are not persuasive according to the bulk
- The advertisement that gives a picture about the pain is considered as the most effective one
- Anti-smoking advertisements are joyful and not persuasive enough to persuade smokers
- Smokers and non-smokers perceive anti-smoking advertisements differently
- Smokers and non-smokers perceive the importance of the text and visual communication in almost identical way
- Non-smoking respondents have different perception about what is sentimental, joyful, shocked than smokers
- Smokers showed their sensitive side and non-smokers are mostly horrified by the anti-smoking advertisements

5   CONCLUSION

One of the major discussions issued in the social marketing promotion is the debate of how to enhance advertisements to persuade clients to change their lives and thus change for the better.

On the ground of the various explanations (the most famous ones come from Kotler, Zaltman, Weinreich or Hastings) we could state that social marketing is a branch of marketing dealing with public causes. Social marketing refers to marketing for social good. It is the sphere where management does not take care of the profit as such, in the form of money. Here, in social management the profit means any positive change in human or public behaviour. The social marketing is interconnected with prime role of the public health - a promotion of healthy life; and it is social marketing that provides solutions to problems within public health and thus promote healthy life.

The social marketing is based on the agenda or in other words campaign. The core of social marketing campaigns is hidden in the orientation towards clients as social campaign does not want to benefit itself but to benefit the client, target audience or the whole society. Moreover, social marketing applies concepts and techniques to achieve objectives that benefit society as Rob Donovan stated. One of the basic concepts is called 4P´s construction: product, price, place and promotion.

Product refers to the products that are tangible (vaccine), services (jogging) and practices (eating healthy food); and the intangible products (recycling). In social marketing, marketers have to know their customers´ needs even before given product is promoted.

Price is all about what the client must give or do to obtain the marketing product. The price does not necessarily mean the money in social marketing. In such case, an intangible price takes place in the form of time, effort, habits, abashment or failure as well. Moreover, the price must be low enough to persuade clients to change their behaviours.

Place is a way by which the client obtains the product or service like markets or places where clients gain information. Still, the distribution must be as accessible and clear as possible.

Promotion is regarded as the key element as it is something what impels to act. It refers to persuasion hidden in communicative strategies. It is a system of informing and attracting the target audience to buy the given product.

Except the basic 4P´s there are additional P´s: public, partnership, policy and purse string.

Weinreich elaborated five basic stages of the process of social marketing: prime idea, message and materials development, pretesting, implementation, evaluation and feedback.

One of the most famous means of social marketing campaign is the advertisement. Social marketing advertising is about the interpretation of a message. In other words, social advertisement means commercialization of the public problems. Such advertisements are trying to promote attributes to support a positive perception and attitudes and tempt recipients to act.

Advertising refers to a process of promotion in which advertisements are trying to acquire client´s attention and thus sell a product or service. There are two main stages of the product´s position within advertisements. Firstly, a new product is advertised; and secondly, innovations of the same product are presenting. We defined following basic settings of advertisements. They are press, outdoor, broadcast, online, showcase, and display advertising. Others advertisings based also on how to distribute a product are the celebrity advertising as well as the personal recommendation.

Further differentiation is based on the social versus commercial advertisements. The second advertisements seem to be more about momentary pleasure whereby the social advertisements offer the help in public problems like preventing smoking.

Once, the idea as well as the target audience is defined by a non-profit organization. Already here the message must be communicate to the target audience by the communicative strategies within an advertisement.

In the work, we tried to bring the picture about the current anti-smoking advertisements and specifically how this part of promotion applies the communicative strategies; and find out how the youth perceives them. By the means of questionnaires and analyses we gained the information needed. The answers from the questionnaires and the results reached from the authors´ subjective research helped us to map trends in the anti-smoking advertisements.

Based on the results, we have obtained that the text is considered as the most effective communicative strategy; the anti-smoking advertisements evoke diverse emotions in the youth as well as in the smokers and non-smokers. Thus, it is important to create as persuasive anti-smoking advertising as possible because the anti-smoking advertisements holding any social problem offer long-term results and even more. Social marketing offers solutions in questions about the public problems. Without a doubt it is more than just a momentary joy.

Social marketing advertisement has been heralded as the response to the wants of current´s world full of social problems. That is the reason to identify, describe, and implement the communicative strategies correctly in such advertisements and thus help public to solve the problem.

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APENDICES

APPENDIX No. 1 – Questionnaire

DOTAZNÍK: KOMUNIKATÍVNE STRATÉGIE V SOCIÁLNOM MARKETINGU

Chcela by som Vás veľmi pekne poprosiť o pomoc pri vyplnení dotazníka pre potreby mojej diplomovej práce. Zaberie Vám to iba pár minút a mne tým pomôžete.
Ďakujem!

Vek:　　　　**Pohlavie (podčiarkni):**　　　muž　　　žena
Fajčiar (podčiarkni):　　　　　áno　　　　nie

Vysvetlivky k prvej otázke:　　*S = sentimentálna*　　*Z = zábavná*　　*Š = šokujúca*　　*N = neutrálna*

Reklama	1. Aké emócie v tebe reklama vyvoláva?	Iné	2. Je podľa teba reklama dostatočne presvedčivá	3. Čo na teba najviac zapôsobilo?
1.	S – Z – Š - N		áno - nie	text - vizuálna stránka
2.	S – Z – Š - N		áno - nie	text - vizuálna stránka
3.	S – Z – Š - N		áno - nie	text - vizuálna stránka
4.	S – Z – Š - N		áno - nie	text - vizuálna stránka
5.	S – Z – Š - N		áno - nie	text - vizuálna stránka
6.	S – Z – Š - N		áno - nie	text - vizuálna stránka
7.	S – Z – Š - N		áno - nie	text - vizuálna stránka
8.	S – Z – Š - N		áno - nie	text - vizuálna stránka
9.	S – Z – Š - N		áno - nie	text - vizuálna stránka
10.	S – Z – Š - N		áno - nie	text - vizuálna stránka
11.	S – Z – Š - N		áno - nie	text - vizuálna stránka
12.	S – Z – Š - N		áno - nie	text - vizuálna stránka
13.	S – Z – Š - N		áno - nie	text - vizuálna stránka
14.	S – Z – Š - N		áno - nie	text - vizuálna stránka
15.	S – Z – Š - N		áno - nie	text - vizuálna stránka
16.	S – Z – Š - N		áno - nie	text - vizuálna stránka
17.	S – Z – Š - N		áno - nie	text - vizuálna stránka
18.	S – Z – Š - N		áno - nie	text - vizuálna stránka
19.	S – Z – Š - N		áno - nie	text - vizuálna stránka
20.	S – Z – Š - N		áno - nie	text - vizuálna stránka
21.	S – Z – Š - N		áno - nie	text - vizuálna stránka
22.	S – Z – Š - N		áno - nie	text - vizuálna stránka
23.	S – Z – Š - N		áno - nie	text - vizuálna stránka
24.	S – Z – Š - N		áno - nie	text - vizuálna stránka
25.	S – Z – Š - N		áno - nie	text - vizuálna stránka
26.	S – Z – Š - N		áno - nie	text - vizuálna stránka
27.	S – Z – Š - N		áno - nie	text - vizuálna stránka
28.	S – Z – Š - N		áno - nie	text - vizuálna stránka
29.	S – Z – Š - N		áno - nie	text - vizuálna stránka
30.	S – Z – Š - N		áno - nie	text - vizuálna stránka

4. Ktorá reklama je podľa teba najefektívnejšia?
(ktorá najviac spĺňa účel presvedčiť fajčiarov aby prestali fajčiť). ZAKRÚŽKUJ ČÍSLO Z TABUĽKY

PREČO:

Résumé – Summary in Slovak

Jednou z najviac diskutovaných tém o podpore predaja v sociálnom marketingu je téma o tom, ako zlepšiť reklamy natoľko, aby zmenili životy klientov.

Práca sa zaoberá sociálnym marketingom, avšak svoju pozornosť upriamuje najmä na rolu reklamy. Sú to práve reklamy, ktoré v mnohých prípadoch preukazujú skutočné dizajnérske dielo a ovplyvňujú zákazníka alebo klienta. Má to za následok stále sa zdokonaľujúca technika vo vizuálnej komunikácií ale aj vhodný výber slova v reklamách či už v podobe sarkazmu alebo štatistickým údajov. Práca je rozdelená na dve časti. V prvej, teoretickej, sa zameriavame na: definíciu sociálneho marketingu, kroky a procesy, ktoré ho vytvárajú, ako aj na poslanie sociálneho marketingu pre verejnosť. V neposlednej rade, práca upriamuje pozornosť na štyri základné body marketingového mixu – produkt, cena, miesto a podpora predaja. Je to práve podpora predaja, ktorá v sebe ukrýva nástroj, ktorý tvorí základnú časť našej druhej, praktickej časti. Praktická časť sa zaoberá komunikatívnymi stratégiami, ktoré organizácie a ľudia využívajú na to, aby zmenili ľudské predstavy, správanie, postoje, či vzťahy. Táto druhá časť uvádza dôležitosť takýchto stratégií aplikovaných v protifajčiarskych reklamách. Je zameraná na overenie hypotéz založených na analýze reklám s protifajčiarskou tematikou a dotazníku.

Na základe mnohých definícií (najznámejšie pochádzajú od autorov ako Kolter, Zaltman, Weinraich či Hastings) môžeme konštatovať, že sociálny marketing je odvetvie marketingu zamerané na verejné problémy. Sociálny marketing znamená marketing pre verejné alebo sociálne dobro. Je to oblasť, kde sa manažment nezaujíma o výnos ako taký, teda vo forme peňazí. V sociálnom marketingu výnos znamená akákoľvek pozitívna zmena v individuálnom, alebo verejnom správaní.

Sociálny marketing je tiež prepojený s propagáciou zdravého spôsobu života. Je to práve sociálny marketing, ktorý poskytuje riešenia problémov verejnosti a tak podporuje tento zdravý životný štýl.

Sociálny marketing je bez pochýb založený na programe nazývanom kampaň. V sociálnom marketingu sa toto slovo orientuje na zákazníka. Jeho marketing nie je zameraný na výnos, ale na klienta, cieľovú skupinu, či celú spoločnosť. Podľa Roba Donovana, sociálny marketing využíva všetky dostupné koncepty, techniky a ciele na uspokojenie zákazníka. Jeden zo základných konceptov je aj 4P marketingový mix. Je to skratka pre anglický „product, place, promotion, price.“ V slovenskom jazyku to znamená výrobok, miesto, podpora predaj a cena.

Produkt znamená hmotný produkt (vakcína), služba (behanie) a praktizovanie (konzumácia zdravého jedla); a nehmotný produkt (recyklovanie). V sociálnom marketingu, ľudia, ktorí pracujú na reklamách musia dobre poznať svoju cieľovú skupinu a ich potreby predtým, ako predstavia svoj výrobok na trhu.

Cena je všetko to, čoho sa musí zákazník vzdať, aby získal marketingový výrobok. Avšak, v tomto prípade, cena nemusí znamenať automaticky peniaze. Napríklad pri nehmotnom produkte cena predstavuje čas, námahu, návyk, zahanbenie či neúspech. Každopádne, marketing by mal stanoviť čo najnižšiu cenu, ktorá by presvedčila zákazníka zmeniť svoje správanie.

Miesto hovorí o dostupnosti produktu, teda to, ako a kde zákazník získa výrobok alebo službu. Môže to dokonca znamenať miesto, kde klient získa informácie. Distribúcia musí byť zároveň čo možno najdostupnejšia a jasná.

Podpora predaja sa môže podľa mnohých považovať za kľúčový element, ako niečo čo prinúti klientov k činom. Propagácia znamená schopnosť presvedčiť. Táto schopnosť je ukrytá v komunikatívnych stratégiách. Okrem toho, je to aj celý rad systémov určených na informovanie a získanie cieľovej skupiny k tomu, aby si „kúpila" alebo inými slovami osvojila daný produkt, službu či správanie.

Okrem týchto základných komponentov, existujú: verejnosť, spolupráca, zásady a financie.

Jedným z najznámejších prostriedkov sociálneho marketingu v kampaniach je reklama. Takéto reklamy sú o interpretácii odkazu, alebo ak chcete o komercializáciu verejných problémov. Reklamy sa snažia propagovať atribúty, ktoré by viedli k pozitívnej reakcii a nabádali zákazníkov k reálnym činom.

Reklamy v sociálnom marketingu zabezpečujú svoje odkazy alebo posolstvo cez komunikatívne stratégie. Mnoho autorov prízvukuje, že manažéri musia venovať zvýšenú pozornosť kultúrnym rozdielom pri aplikovaní komunikatívnych stratégií. Dôvod je nasledovný: nie všetko, čo sa jednému zdá pozitívne, sa definitívne musí zdať aj druhému. Nie všetko chápeme všetci rovnako.

Publicita vo forme reklamy znamená proces propagácie, v ktorom sa reklama usiluje o získanie pozornosti cieľovej skupiny a následne predať výrobok alebo službu. Pri propagácii sa vyskytujú dve hlavné pozície výrobku či služby. Buď sa reklama snaží propagovať nový produkt, alebo inovácie už existujúceho produktu.

V tejto práci sme definovali päť základných typov reklamy. Sú to: tlačené podoby reklamy, exteriérové, vysielané, on-line, propagácia v médiách (filmy), alebo reklamy vysielané na obrazovkách napríklad na železničných staniciach.

V skratke, reklamy možno rozdeliť do troch skupín:

1. skupina - propagácia v podobe tlačených materiálov;
2. skupina - s aplikovaním hovoreného slova, alebo obrazu;
3. skupina - elektronické reklamy.

Rozdiel je taktiež medzi sociálnymi a komerčnými reklamami. Komerčné reklamy sú zamerané skôr na chvíľkové potešenie, zatiaľ čo v reklame sociálneho marketingu sa ponúka niečo viac a to pomoc pri verejných ale i súkromných problémoch.

Sociálny marketing a jeho podpora predaja je viac než len propagácia produktu, alebo služby. Je to o niečom hlbšom, pretože tieto reklamy o problémoch spoločnosti ako je napríklad fajčenie (sociálny marketing zohráva tiež nezastupiteľnú úlohu v boji proti fajčeniu), ponúkajú dlhotrvajúce výsledky. Tím ľudí pracujúcich na reklamách sociálneho marketingu kladie veľký dôraz na cieľovú skupinu a jej osobné problémy viac než na ich potreby ako také (napr. potreba kúpiť si oblek). Ako už bolo spomenuté, sociálny marketing ponúka odpovede a riešenia v otázkach spoločenských problémov, ktoré nie sú len záležitosťou momentálneho potešenia. Jediný problém je v tom, že ľudia nie sú často ochotní nasledovať tieto reklamy, pretože vedia, že by sa tak v budúcnosti museli vzdať niečoho, na čom sú závislí (fajčenie), alebo čo majú radi.

Keď je hlavné poslanie zadefinované napríklad neziskovou organizáciou a cieľová skupina je určená tiež, práve tu, komunikatívne stratégie dostanú svoj priestor. Tieto stratégie pomáhajú klientom osvojiť si poslanie reklamy. Práca sa zaoberá interpretáciou súčasných protifajčiarských reklám sociálneho marketingu práve prostredníctvom komunikatívnych stratégií.

Praktická časť je založená na výskume. Výsledky pozorovania určili závery už na začiatku stanovených hypotéz. Prvá hypotéza sa zamerala na pozorovanie vplyvu textu a vizuálnej stránky v protifajčiarských reklamách; druhá hypotéza skúmala psychologické vnímanie reklám a to, či sú protifajčiarské reklamy dostatočne presvedčivé, aby presvedčili fajčiara prestať fajčiť; tretia vplyv zamerala pozornosť na to, či fajčiari a nefajčiari vnímajú tieto reklamy rovnako. Materiál s ktorým sme pracovali boli reklamy s protifajčiarskou tematikou dostupné na Internete. Kritériá pre výber reklám boli: reklamy museli byť napísané v anglickom jazyku (v reklamách musel byť prinajmenšom krátky text) a ako už bolo spomenuté, museli byť s protifajčiarskou tematikou.

Výskum bol založený na dotazníku a pozorovaní reklám autorom práce.

- Dotazník bol napísaný v slovenskom jazyku a rozdelený na tri časti:

a) všeobecné informácie o respondentoch: vek, pohlavie, fajčiar/nefajčiar

b) tabuľka s otázkami: 1. Aké emócie v tebe reklama vyvoláva? (sentimentálne, veselé, šokujúce, neutrálne)

2. Je podľa teba reklama dostatočne presvedčivá? (áno, nie)

3. Čo na teba najviac zapôsobilo? (text, vizuálna stránka)

c) subjektívne ohodnotenie najefektívnejšej reklamy podľa respondenta

- Analýza reklám a detailnejšie skúmanie textu a vizuálnej stránky autorom práce

Respondenti boli žiaci strednej odbornej školy v Kežmarku od veku 15 do 20 rokov a s celkovým počtom 55 žiakov.

Na základe výsledkov získaných z grafov a tabuliek sme dospeli k nasledujúcim záverom:

➢ text v reklame je efektívnejší ako vizuálna stránka

➢ je to práve text, ktorý vyvoláva u respondentov šokujúcu náladu

➢ je to práve vizuálna stránka, ktorá u respondentov vyvoláva veselú náladu

➢ vo väčšine prípadov sú protifajčiarske reklamy považované za šokujúce

➢ čísla a štatistické tvrdenia sa v takýchto reklamách nevyskytujú často, no výskum ukázal, že reklamy s ich použitím sú pre respondentov dostatočne presvedčivé

➢ otázky v texte nezohrávajú veľkú úlohu v protifajčiarských reklamách

➢ najčastejšie využívaným jazykovým prostriedkom je aliterácia

➢ text je najčastejšie situovaný v dolnej časti reklamy

➢ text je v najčastejších prípadoch v bielej farbe

➢ znázornenie cigarety sa vyskytuje často v protifajčiarských reklamách

➢ osoby sa taktiež pomerne často vyskytujú v protifajčiarských reklamách

➢ respondenti vnímajú protifajčiarske reklamy rozdielne

➢ podľa väčšiny, protifajčiarske reklamy nie sú dostatočne presvedčivé

➢ reklama, v ktorej je znázornená bolesť sa považuje za najefektívnejšiu

➢ podľa väčšiny, protifajčiarske reklamy sú zábavné a nie dosť silné na to, aby presvedčili fajčiarov prestať fajčiť

➢ fajčiari a nefajčiari vnímajú tieto reklamy rozdielne

➢ akokoľvek, vnímanie textu a vizuálnej stránky u fajčiarov a nefajčiarov je takmer identické

➢ nefajčiari majú odlišné vnímanie toho, čo je pre nich v protifajčiarských reklamách sentimentálne, veselé, šokujúce, než majú fajčiari

➤ fajčiari ukázali najmä svoju sentimentálnu stránku, pričom nefajčiari boli vo väčšine prípadov zdesení protifajčiarskými reklamami

Výsledky ukázali, že je to text, ktorý je v protifajčiarských reklamách efektívnejší. Čo znamená, že slovo v týchto reklamách má väčšiu váhu pri presviedčaní fajčiarov aby prestali fajčiť. Výsledky tiež odhalili predpokladanú skutočnosť, že ľudia vnímajú reklamu rozdielne; ako aj to, že fajčiari a nefajčiari majú odlišné vnímanie týchto reklám, avšak čo sa týka textu a vizuálnej stránky, ich percepcia je takmer identická.

Reklamy sociálneho marketingu ponúkajú odpovede na potreby súčasného sveta plného sociálnych problémov. To je dôvod na správne určenie, vysvetlenie a zavádzanie komunikatívnych stratégií a o pomoci verejnosti vyriešiť problémy.