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DIGITAL ADVERTISEMENT: THE ORIGINAL AND ETHICAL POSITIONS

Abstract. The purpose of the research is to study modern approaches to the functioning of digital advertising. **The research methodology** were: sociological survey, bibliographic and descriptive methods.

The scientific novelty. The article deals with the problem of researching of modern Ukrainian society needs, new forms of implementation of advertising communication. There is rapid development of new genres and platform in social communications in the XXI century. One of these genres, which gave an impetus to the development of new platforms and ways of introducing product used digital advertising. The description of digital advertising as a modern Internet genre is made in this artice.. Also payd an attention to the ethical positions to the way of using Ukrainian digital advertisement.

The Conclusions: among the current existing approaches to the study of the mechanisms of digital advertising in the media space of Ukraine include: ethical postulates, modern figurative elements, updating existing traditional layouts, cooperation with target audiences, audience targeting

The paper presents the main results of the survey on the audience's knowledge of ethical concepts of advertising. It is proved that the Ukrainian audience is now well aware of the main mechanisms of digital advertising, its operating parameters and basic

provisions.

Key words: *digital-advertising, digital advertising, digital genres, hybridization of genres.*

ДИГИТАЛЬНА РЕКЛАМА: ОРИГІНАЛЬНІ ТА ЕТИЧНІ ПОЗИЦІЇ

Анотація. Метою дослідження є вивчення сучасних підходів до функціонування цифрової реклами. Методологією дослідження були: соціологічне опитування, бібліографічний та описовий методи

Наукова новизна. У статті розглядається проблема дослідження потреб сучасного українського суспільства, нових форм реалізації рекламної комунікації. У XXI столітті в соціальних комунікаціях відбувається стрімкий розвиток нових жанрів і платформ. Одним з таких жанрів, що дав поштовх до розробки нових платформ і способів впровадження продукту, використовується digital-реклама.

У цій статті подано опис цифрової реклами як сучасного Інтернет-жанру. Також приділено увагу етичним позиціям щодо способу використання української цифрової реклами.

Висновки: серед існуючих на сьогодні підходів до вивчення механізмів цифрової реклами в медіапросторі України можна виділити: етичні постулати, сучасні образні елементи, оновлення існуючих традиційних макетів, співпраця з цільовими аудиторіями, націлювання на аудиторію.

У статті представлені основні результати опитування щодо обізнаності аудиторії про етичні концепції реклами

Доведено, що українська аудиторія сьогодні добре знає основні механізми цифрової реклами, її параметри роботи та основні положення.

Ключові слова: digital-реклама, цифрова реклама, цифрові жанри, гібридизація жанрів.

The Problem Statement. Modern trends in the development of the information society require a constant trend in the study of social communication processes. The hybridization of network genre is rather difficult question. All communication platforms without exception have subjects to change and update. One of these positions is online advertising, which is now called digital advertising. Advertising with powerful capabilities, also known as digital advertising. It has a prominent place among research topics in social communications now. Nowadays there are some researchers believe that this concept − of Digital-advertising very multi-faceted and has no analogue in translation. This concept is absolutely unique.

There are a lot of scientific works which lighted the question of advertisement. The research of this topic (directly or indirectly) was found in works written by R. Brenton, V. Bakhtin, A. Dosenko, O. Goroshko, K. Maior and many others.

The historical aspect of development in the Ukrainian network media market shows the using online advertisement in the beginning of the 21st century. **The Purpose of Publication** is to study modern approaches to the functioning of digital advertising**. A problematic issue** is the study of existing postulates of digital advertising. There are among them we can select ethical postulates, modern figurative elements, updating existing traditional layouts, cooperation with target audiences, audience targeting.

Also, the following parameters are should be taken into account: advertising could be viewed in the external information space (TV, big board, etc.) and now the network gave fundamentally different possibilities. Nowadays each of us able to decide whether he needs to preview the downloaded video, read an advertisement and etc.

The main methods *of research were: sociological survey, bibliographic and descriptive methods*

The Main Material Statement. Many of modern advertising experts believe that today each user is an integral part of the advertising process. Since Internet is not only a communication platform, but also an implementation of the function of transition from an observer to an accomplice to advertise a product there.

It is worth to consider that digital advertising as one of the genres of the network is study much. It should be described that digital genres is unique notion now and many scientists try to understand them.

For example, Bakhtin M. understands the genre as "... a stable type of text, united by a single communicative function, as well as similar compositional and stylistic features" (Bakhtin).

T. Erickson describes the phenomenon of the genre in the following way: "... the genre is a communicative pattern created under the direct influence of the individual, social and technological factors that are implicitly present in the reproduced communicative situation. The genre structure the communicative process, creating "collective" expectations about the form and content of communication, and facilitating the production and reproduction of communication" (Erickson, 1997).

There is a question about promotes the development of blogs as a new genre. It should be noted that the "traditional" genres certainly somewhat evolved with the advent of Internet advertisement as a science. Extension of the traditional printed text led to the appearance of hypertext, which expanded the capabilities of the already existing. Another unconditioned factor was the feature of interactive blogging. The third feature of the network's ability, spread the very structure of the information field Goroshko Helena wrote "... the genre can be directly related to the factor of reading the text" (Goroshko, Linguistic consciousness, Xarkiv, 2003.,

473, pp 105). Indeed, getting acquainted with the text linearly, the user of the network may not even feel the difference between reading the article in the newspaper and the Internet publication.Such a feature characterizes as "the variegated text" by O. Goroshko (Goroshko). The collection of all existing genres should be noted as a typical characteristic for electronic diaries.

This characteristic is need for the reading is line. It carries a certain identity between blogs and the genres of traditional print media, but since we consider the text of a hypertext blog, we cannot but emphasize on the hyper textual factor that is characteristic of the web sphere. The use of multimedia (namely avatars in blogs) characterizes them as a digital genre (such a treatment of web genres is provided by E. Goroshko).

The first definitions of electronic diaries as a genre is the possibility of continuous updating of information networks. "The speed of updating information leads to various types of blogs, can create an affect the degree of hybrid and this genre, leading to its increase" (Goroshko).

K. Berkencotter and T. Khukin paid attention to the framework of the sociological and cognitive study of the genres, described five fundamental characteristics. Among them are the following:

− The dynamics. It is expressed in dynamically flexible character of genres. It is ability to adapt. – Situational. It is interpreted as the ability to adapt the text from the author's participation in a given situation or participation in the cultural and ideological aspect of the surrounding.

− Form and content. This parameter reflects the author's understanding of what is put into the meaning of the material according to its proper adaptation under certain external factors, purpose, circumstances.

− The duality. It is defined as rules of using the genre from the standpoint of professionalism and the achievement of the dual system such as "generation - reproduction" of social structures.

− The social dependence. The expressed in the way of deformation in one hand of the modern language, in another hand reflected in the way of creation digital genres (Berke).

For digital genres the leading characteristic is the possibility to be addressed by many people at the same time. According to our opinion, the appropriately is a selection of a separate genre, characteristic for the author's blogs, namely the genre of personal record (page).

This genre attracts our attention by alongside the weighty features that gives a characteristic of individual records. For example, the figure of a blogger, like virtual portrait, person's features, age and mental characteristics of an individual.

The next one is the communicative goal (the desire to express itself, the

assessment of the situation, the establishment of new contacts). The third is the social position (attitude to others, the adequacy of perception and comprehension of the affected topic, etc.). Our work was based on the opinions of the researchers M. Shepherd and S. Watters, refer blogs to the genre of personal electronic pages. Scientists have identified six varieties of genres for the Internet as an environment of hypertext existence "electronic page, brochure, resource, catalog, game, search engine" (Goroshko). According to modern scholars (Goroshko H, Dosenko A. etc.), digital genres can be arranged for three basic characteristics that define them as an independent group of genres. It could include the medium of the material (ordinary media or electronic analogues), the structure (text format and the presence of multimedia in it), linguistic units (literary vocabulary, abortion, jargon, etc.).

According to H. Goroshko the educational network helps to manage the communicative processes. Genres can be arranged into clusters. For example, such a communicative event as a conference begins with a notification of a call. These types of genre form a cluster. Clusters create a genre system. The researcher also suggested using genres as the basis for the study of communicative business practices (Goroshko).

To our opinion, the cluster is a group of logically merged servers. It has an ability to satisfy various cognitive queries and used as a single resource and information directory. For example, the blogosphere is a cluster.

It is advisable to say that blogs have common features with the genres of traditional print media, but at the same time, exist some variables that make it possible to argue about genre evolution as such. This fact is indisputable, as journalism itself evolves. Blogs are included the category of virtual genres, namely the genre of a personal page, has a number of basic functions. Among them the communicative and informative, as a form of reflection of reality. For electronic diaries, as for the genre of a new generation of nature, almost instantaneous feedback that is "direct" does not have place in the genre structure of traditional media.

According to H. Goroshko, the most significant factors influencing the digital genre in the Internet became hypertext and interactivity of the environment. Affect the genre and technical capabilities of the Internet in the transfer and updating of information and the ability to create the texts with audiovisual elements, which are "inherent" only to this environment.

It is very important for blogosphere to have a big amount of readers. It creates some aspects for basic characteristics as digital genre. For example, the communicative orientation (in our case, poly addressed) the form of conduct (monologue, but with the possibilities of dialogue) the size and structure of the

diary record; obscurity blogger; versatility of forms (citation possibility, poetics of a message, etc.); encoding message; the subject of the diary, correlates with the admissible language norms of any communicative sphere.

There are a number of features typical for blogs as a kind of world of the genre of the electronic sphere:
− informative,
− an entertainment,
− the correlation of actions of a certain percentage of readers,
− an observation of the environment,
− the self-examination of the author,
− a substitute for contacts.

There are problems of definition and differentiation of a new form of genres called digital at the modern stage of the development of Internet advertisement.

The electronic genres feature traces of the traditional genres in internet, which provided the basis for the development of genres of the new e-generation. It's worth of determining the definition of Digital Advertising. We describe it as a network advertising ad enables cooperation and implementation of the communication process with consumer audience, accelerating the process of selling the product itself. For example, it can be banners on sites that allow just one click of the mouse to purchase the product. Or a promotional video placed on social networks and thus promotes the product. It is worth emphasizing the fact that for digital advertising as a communication process inherent distribution channels.

K. Maior the well-known modern bloger and advertiser wrote about digital advertising: " …this is a diverse, highly effective and high-speed digital advertising on various media like home screen screens; computers at work; gadgets; video tunes; scoreboard; large and small screens installed in public places, office centers, banks, shops, large shopping malls and shopping and entertainment centers; corporate TV, various digital displays at stations and airports " (Titov).

As a kind of communication platform, this kind of advertising makes its own way. They should be considered separately. The first of all it is a creation of the site, implementation and promotion, since the sites themselves are the most effective way to introduce digital advertising. The next way is to create and place banners, flash games, video blogs and amateur media that allow you to go to the advertiser's site.

The next way to implement digital advertising is social networking. This is always available advertising channel. This is a great platform for implementing viral communication (for example, an advertising message, photo, etc., where users have the ability to distribute what they want and also when the user considers this

information relevant.

The fourth channel is mobile phones and tablets. It is the way that consumers get acquainted with advertising and "take it home" and get acquainted, read and therefore advise this product/service to friends and acquaintances.

Now we can talk about the availability of digital information agencies who was spread the internet advertisement.

Unlike traditional news agencies that serve as an advertising platform, digital agencies offer a range of services that can draw conclusions about the specifics of work in the field of digital.

It is worth to provide digital agencies (by Richard Brenton's):

− standard services (creation and design of sites, media promotion, etc.);

− development of a comprehensive strategy for the implementation of the advertising campaign digital in the network environment.

− working with communities (social networking groups, blogs, forums, specialized sites, etc.);

− event organization, competitions in online / offline promotion combinations (Goroshko, 2003, pp. 109).

Also, the author gives the classification of the media channel, popular today. The most important are the Internet and devices access it (computers, tablets, smartphones and so on). The local networks have means of obtaining information, communication and self-realization of a person. Inner computer networks of companies (Extranet) or urban areas are self-sufficient information systems. Here users can chat, play, share the information they need. At the moment the integration of local networks with the Internet is gradually taking place (Goroshko, 2003, pp. 112).

Digital gadgets are devices that can collect information and transfer it to other media. For example, smart watches fitness bracelets and others. Digital art create or reproduce artistic work. It can be drawing, sound, animation, video, game, website, algorithm, performance or installation. Many traditional forms of art integrate digital technology, and as a result, become blurred border between traditional works of art and digital media (Goroshko, 2003, p. 12). Digital advertising should be implemented on communication platforms such as blogs, social networks, etc. Advertising in social networks and blog hosts has not opened anything new.

The next important platform for the implementation of digital advertising can be considered as social networks. The active development of this platform has led to the emergence of Internet marketing, namely advertising in social networks. The methods and techniques used to promote advertising in social networks are huge,

but we cannot but point out that every time the marketers must invent new ways to encourage the target audience and "aggravate" the number of views. The traditional promotion through the creation of their own groups, the systematic publication of pages, surveys, drawings, promotional links, etc. But the attention of the consumer in the network is scattered, because every minute, they are confronted with a variety of advertising appeals, finds new images, features that increases the risk of switching attention from one product to another.

All this can lead to confusion of the target audience. The positive part is the level of trust in the network is higher than in traditional communication platforms (in terms of advertising).

There are no rules for advertising from the standpoint of ethical existence in the Ukrainian media space. Common ethical norms and codes are usually use, but at the same time, advertisers often ignore ethical principles and place advertisements they need.

So to study this aspect, it was decided to interview network users and representatives of several major campaigns in Ukraine.

There were asked 1000 people through the Internet and get next results.

Table 1. The results of a target audience survey "Do campaign ethical principles for online advertising?"

№	Question	Target audience's answers	
		Yes %	No%
1.	Do you think that Ukrainian campaigns comply with the ethical rules for creating online advertising?	67%	33%
2.	Do you think there are large campaigns for the ethical implementation of social media advertising?	56%	44%
3.	Is it often an advertisement is displayed in violation of ethical principles?	72%	28%
4.	Do you think it should be paid more attention to adhering ethical principles to the implementation of ethical principles in advertising?	81%	19%
5.	Should the use of ethical norms reduce the conflict situation in the advertising market?	66%	34%

As we can see Ukrainians think that advertisement area should be paid more attention to ethical principles and positions.

We used the same questionnaire to ask professional advertisers. There were asked 260 persons and get next results.

Table 2. The results of professional advertisers
"Do campaign ethical principles for online advertising?"

№	Question	Target audience's answers	
		Yes %	No%
1.	Do you think that Ukrainian campaigns comply with the ethical rules for creating online advertising?	44%	66%
2.	Do you think there are large campaigns for the ethical implementation of social media advertising?	13%	87%
3.	Is it often an advertisement is displayed in violation of ethical principles?	22%	82%
4.	Do you think it should be paid more attention to adhering ethical principles to the implementation of ethical principles in advertising?	60%	40%
5.	Should the use of ethical norms reduce the conflict situation in the advertising market?	19%	81%

As we can see Ukrainian advertisers thinks that domestic media space does not have a large number of problems with the use of organic principles in advertising, but there are a number of problems that should be solved and investigated.

The Conclusions. So, one can highlight the following ways of implementing advertising content in the field of digital advertising. It is the publications in popular communities or on public pages, the promotion through the built-in advertising system of the social network.

Currently, digital advertising should be considered as a separate genre network, a great genre of social communications.

His rapid development leads to the emergence of new areas of operation and promotion of goods, for example, can be called digital marketing, which by right

can be a leader in the network. This kind of communication has led to the delineation of Internet mercerization and digital marketing. The leaders among the communication platforms for the introduction of digital advertising are blogs, touchscreens.

In general, everything we can treat as digital media. Particular attention for the study deserves digital media and the introduction of digital advertising. It is also worth paying attention to the fact that there is a distinction between the concepts of digital advertising, internet advertising and digital advertising.

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