

Секция «Реклама в США и Великобритании: современное состояние и перспективы развития»

Frame theory methods in advertising (with outdoor advertising in UK and USA taken as an example)

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The study of human perception mechanics has become one of the most essential lines in scientific research, considering the broad variety of goods and services available to customers in our modern market economy. As a free competition reduces the possibility of monopolization in most trade fields, in a way it gave an impulse to the rapid development of advertising. It seems only natural that most companies should feel the need for advertising support for their business. A good understanding of our mind's information handling processes allows PR specialists and advertisers to come up with the most «selling» promotion and press- materials.

When we are talking about human perception, processing and assimilation of information, modern advertising techniques are based on a number of acclaimed theories. The frames theory, which combines some aspects of neurolinguistics with the decision making theory, today proves to be one of the most promising research directions in marketing, economics, sociology and politics. Born from the reconsideration of theoretic studies in the fields of artificial intelligence and psychology, the frame theory has aspired to provide an explanation for our perception, data storage mechanics, thinking patterns and cultivation of new communication forms[1].

It was in the 1970s that it became obvious that conceptual frames both personal and social exert great influence on our way of understanding information.[5] The well-known series of experiments[6] conducted by D. Kaneman and A. Tversky in the late 70s has shown that man is not able to rationally choose between provided alternatives while talking about potentially risky situations, including those that concern personal monetary interests, which in return has partly refuted the customary rational choice theory. The latter has turned out to be of great interest for economists (behavioral economics) and marketing experts. Along with the cognitive psychology methods, the framing theory is one of most commonly used for creating advertising materials, from the angle and focus of the photo to the motto wording.

There are several well-known techniques of applying the framing effect, such as attributive framing when one attribute of a product is described in either a negative or a positive way[7]: «75% lean meat» sells better than «25% fat meat», even though they are exactly the same thing. Usage of metaphor[3] or tradition[4] for creation of a positive context around a product or a service can be found in most modern commercials. All these methods are being successfully applied by outdoor advertising authors. The Visual culture of the twenty first century provides ripe conditions for integrating different framing methods into a single, whole image which can be intuitively taken in by a «consumer» of advertising materials.

The main objective of this paper is to describe the methods of the framing theory, which are often used in practice, and illustrate them with real examples from UK and US outdoor advertising projects. Despite the fact that the outdoor sector has not grown in Russia since the beginning of the 2014[8], it remains the sector that can provide us with the best examples

and is perfect as an object of scientific study. Being one of the most ancient means of advertising, which is evident from the writings found on the walls of Athens and Rome, outdoor advertising implemented these techniques even before they were scientifically proved.

The understanding of various methods of constructing a message to get it across in the best possible way is the key for successful communication in advertising. Considering the above mentioned, the framing theory makes a generous contribution to communication theory and offers great opportunities of usage in the advertising industry.

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