

An aerial photograph of a city, likely in Central Asia, featuring a prominent mosque with a large blue dome and minarets, and a large, multi-story building with a tall spire. The image is overlaid with a dark blue gradient and a central black box with a pink border containing the title text.

**Management of  
advertising activity in  
the field of journalism.**

## MANAGEMENT OF ADVERTISING ACTIVITY IN THE FIELD OF JOURNALISM

### GESTIÓN DE LA ACTIVIDAD PUBLICITARIA EN EL ÁMBITO DEL PERIODISMO

#### ABSTRACT

Advertising activity has become an important element of the socio-economic policy system in the modern information society. It is obvious that advertising of domestic goods, works and services contributes to the growth of the budget of our country, and not the income of foreigners. Since the proceeds from sales goes to the wages of compatriots. At first glance, advertising of domestic competitive goods not only in their country, but also abroad is a progressive matter. Consider cases of advertising when domestic production of goods is granted a little more benefits than foreign. Then the advertising of foreign goods can and should be considered fair in the conditions: 1- such advertising allows citizens to satisfy their needs in a more attractive foreign product. And this should really compensate for the loss of jobs in the country; 2- such advertising encourages domestic commodity producer to improve the quality of their goods in order to equitably compete in "their" and "foreign" territory, etc.

If the goods are not competitive in its market, such advertising on the prepared soil is harmful. For example, when the country specifically created the conditions for increasing the cost of domestic products. No high-quality domestic goods will be able to compete with foreign ones because of the extremely high cost due to a specially created and unfair tax burden for domestic production. The harmfulness of advertising in such conditions is hidden in a special way for an inefficient taxation system, etc. Therefore, in this article, the authors emphasize the importance of researching the content of advertising activities and its role in social and economic policy.

**KEYWORDS:** advertising activity, management, information, information management, state regulation.

Copyright © Revista San Gregorio 2017. eISSN: 2528-7907 ©

#### RESUMEN

La actividad publicitaria se ha convertido en un elemento importante del sistema de política socioeconómica en la sociedad de la información moderna. Es obvio que la publicidad de bienes, obras y servicios nacionales contribuye al crecimiento del presupuesto de nuestro país, y no a los ingresos de los extranjeros. Dado que los ingresos de las ventas van a los salarios de los compatriotas. A primera vista, la publicidad de productos nacionales competitivos no solo en su país, sino también en el extranjero es una cuestión progresiva. Considere los casos de publicidad cuando la producción nacional de bienes recibe un poco más de beneficios que los extranjeros. Entonces, la publicidad de productos extranjeros puede y debe considerarse justa en las siguientes condiciones: 1- dicha publicidad permite a los ciudadanos satisfacer sus necesidades en un producto extranjero más atractivo. Y esto realmente debería compensar la pérdida de empleos en el país; 2- dicha publicidad alienta al productor nacional de productos básicos a mejorar la calidad de sus productos para competir equitativamente en "su" territorio y "extranjero", etc.

Si los productos no son competitivos en su mercado, tal publicidad en el suelo preparado es perjudicial. Por ejemplo, cuando el país creó específicamente las condiciones para aumentar el costo de los productos nacionales. Ningún bien nacional de alta calidad podrá competir con los extranjeros debido al costo extremadamente elevado debido a una carga impositiva especialmente creada e injusta para la producción nacional. La nocividad de la publicidad en tales condiciones se oculta de manera especial para un sistema impositivo ineficiente, etc. Por lo tanto, en este artículo, los autores enfatizan la importancia de investigar el contenido de las actividades publicitarias y su papel en la política social y económica.

**PALABRAS CLAVE:** actividad publicitaria, gestión, información, gestión de la información, regulación estatal.

Copyright © Revista San Gregorio 2017. eISSN: 2528-7907 ©



AIGUL AGALAROVNA GUSEINOVA



Kazan Federal University, Russian Federation



[russia@prescopus.com](mailto:russia@prescopus.com)



REZEDA LOKMANOVNA ZAYNI



Kazan Federal University, Russian Federation



ALBINA NAZIPOVNA AFANASYEVA



Kazan State University of Architecture and Engineering, Russian Federation



ALBINA RIMOVNA SHAKUROVA



Kazan Federal University, Russian Federation

ARTÍCULO RECIBIDO: 18 DE DICIEMBRE DE 2017

ARTÍCULO ACEPTADO PARA PUBLICACIÓN: 25 DE DICIEMBRE DE 2017

ARTÍCULO PUBLICADO: 31 DE DICIEMBRE DE 2017

## INTRODUCTION

Advertising activity is a part of the management system of companies that make media products or services in the form of interrelated elements complex that affect the success of the whole company. The analysis of the advertising activities' main terms is conducted for the presentation of the material. This allows to develop a single logical toolkit.

Advertising activity is a one-way activity (without any exchange) on the dissemination of "information" about goods, the image of commodity producers and the "mission of organization" [1]. Advertising is the most important tool of the marketing strategy of media holdings, which provides a solution to its operational and tactical tasks, and depends on the quality of strategic decisions at higher levels and planning other elements of marketing. The analysis of the scientific literature allowed us to identify the problem of ambiguity and incorrectness of the use of such terms as "advertising", "advertising activity" and "advertising effectiveness". Therefore, the need for a more detailed study of the term and content of advertising activities from the position of state regulation was justified.

## METHODS

The methodological basis of the study was legislative and other normative acts, studies of domestic and foreign scientists of promotional activities management, as well as works in the field of advertising and marketing.

Proceedings of various authors are devoted to research of advertising management problems [2,3]. The scientific understanding of advertising activity reflects the exceptional complexity of this concept. For example, the first keywords describing advertising activities in the reference literature are: "familiarization", "(free) notification", informing, "dissemination of information". It is fundamentally wrong. The definitions presented in

the educational literature are more tendentious. The more they deviate from the legislative definitions, the more they are "free". The more they deviate from some other normative regulations, including public ones, the more they are "free".

Analyzing the definition of "advertising activity", given in a number of textbooks, the closest to reality is given in the American training manual with reference to the American Marketing Association [4]. This definition is affected by the influence of professional politicians and managers. All other definitions are very far from the essence of advertising. Therefore, our criticisms will become more understandable after the transition to consideration of advertising activities essence.

In the course of the research work, various methods were used: logical analysis, system approach, expert evaluation method, retrospective analysis, and others.

## RESULTS

Management of advertising activities is the process of organizing, planning and coordinating the use of human and material resources in the advertising process throughout the project cycle, aimed at achieving the communication and media objectives of the project through the application of methods, techniques and technologies of management and advertising marketing [5]. In this connection, it is possible and necessary to say that all the variety of enterprises that are subjects of the advertising process belong to the most diverse spheres of economic activity and have various sources of profit. Motivational management is the central link in the complex of the advertising process. That it is the subject of our study.

Details on the structure and content of advertising activities are presented later in this paper.

Thus, under advertising activities, the authors mean a special kind of motivational management of potential consumers of goods produced by this legal entity which is aimed at inducing management objects to purchase advertised goods.

Advertising can be a useful and progressive tool of market relations, if the state authorities and society are able to effectively protect

the rights of the people, commodity producers (primarily domestic) and the state.

The main participants in advertising activities according to the Russian law "On Advertising" are: advertiser, advertising producer, advertising distributor, consumers of advertising.

Consider how the Civil Code of the Russian Federation interprets the idea of advertising. It follows from this that "advertising" can be considered as "a proposal to make an offer". However, the advertised product does not belong to consumers, but to the advertiser. Therefore, advertising in principle can not be considered as a proposal "to make an offer." Advertising is a public, unaddressed proposal, and not a "proposal to make an offer." Therefore, it is impossible to consider advertising as a "proposal to make an offer", if you do not turn inside out the essence of advertising.

If you clearly place the goals of all participants in the places and understand the essence of the advertising effect as a kind of motivated management, then the essence of advertising the goods can be defined as follows: "advertising is a specific public offer, that is an offer to all objects of the advertising to make a purchase of the advertised goods."

The advertising type of offer does not contain all the essential features of the contract, but only two groups of characteristics: the identification of a product that makes it possible to distinguish an advertised product from a competitor's product, and "incentives" that induce the objects of an advertising effect to buy an advertised product.

Advertising method of "product offers" active managers specifically try to "separate" from "the concept of offer" and specifically disseminate the "opinion" that advertising is not an "offer" but "just informing".

This "legal quirk" aims to remove from advertisers any responsibility for deceiving potential consumers. If advertising recognized as an offer, then any advertiser, including the media, will be responsible for cheating consumers and advertising low-quality goods [6]. If advertising is not recognized as an offer, then all participants in the advertising process will not be held liable for violating the

rights of consumers, for causing damage to the people and their state.

From these positions, the rules and norms of the Law "On Advertising" should establish requirements for the conditions and nature of the following:

1) all contractual relations between domestic and foreign advertisers with domestic manufacturers and distributors of advertising, taking into account the interests of the people and the state;

2) establish the differences and correlations of the rules of such regulation for foreign persons in fair conformity with the rules and conditions of such regulation for domestic advertisers, providing certain ("protectionist") advantages for advertising and distribution on their territory of domestic products in comparison with foreign ones of the same purpose;

3) the implementation of the command-motivated impact of advertising distributors on Russian citizens, without allowing "unfairness" of advertising, irresponsibility of participants in advertising activities to consumers, the people and the state, without prejudice to Russia's national security.

## DISCUSSION

Advertising activity is a special kind of motivational management of potential consumers of goods produced by these legal entities, which, first of all, is aimed to inducing people to purchase advertised goods [7,8].

As in general, motivational problems in the sphere of management play a key role in modern journalism. Therefore, for a detailed study of advertising activities, it is necessary to consider in detail the concept and content of motivational management.

Advertising can be carried out through various means of "information dissemination". The main platform for advertising is the mass media. The second highest latitude of use and importance are the outdoor advertising, etc. [9,10].

Since the media play a crucial role in the system of power in any country and are very diverse and powerful in the motivational management of the masses, we will proceed

from the use of the media when considering the essence of advertising.

The fact that advertising is a managerial activity is hiding in every possible way in public literature [11]. It can be aimed at causing damage to persons who are objects of advertising management.

The main technical method of influencing the consciousness of consumers is the high frequency of advertising messages (incentive commands) brought to citizens (consumers). Induced memory arises if one and the same advertisement is influence many times per person. When attacking the new territory of the market, advertising messages can reach several hundred consumers within a month. This leads to a relatively long memorization of the advertising team (advertising message) and to the automatic (unconscious) actions of consumers under the influence of such exposure.

Therefore, special attention should be paid to the fact that the Law "On Advertising" does not regulate relations on the production, placement and distribution of advertising. These relations are governed by the civil legislation of the Russian Federation (mainly through the norms of contract and lease contracts). The law under review regulates the relations arising in the process of production, placement and distribution of advertising, that is, relations arising from the conclusion of civil law contracts between the relevant subjects of advertising activities or between them and other legal entities and individuals on the production, placement and dissemination of advertising or after the conclusion of such advertising treaties.

Consider that, in principle, supposed to regulate the state law.

Lets recall that the law is adopted by the highest representative state power, which in principle is obliged to serve citizens of the country, their interests and ensure socio-economic policy (SEP). Therefore, any law, including the Law "On Advertising", should regulate the following relationships:

1) between domestic entities in such a way that domestic producers can receive a legitimate income and distribute it fairly among themselves, employees, society and the state,

without prejudice to the constitutional rights and freedoms of citizens of the country;

2) between domestic entities and foreign entities operating in our state territory in such a way that under no circumstances foreigners suppress domestic production, would not lead to a reduction in the employment of Russians, a reduction in their incomes, an unfair export of capital, especially due to the import of low-quality products and to other consequences directed against SEP;

The main actors in advertising activity in Russia are:

1) public authorities that set the "rules of the advertising activities game" and monitor their implementation;

2) foreign and domestic producers of goods (products, works, services) that are "advertisers";

3) Russian producers and distributors of advertising, including the media;

4) objects of advertising, including objects of final impact - citizens who become consumers of the advertised goods;

5) intermediaries through which citizens acquire the advertised goods on their territory, including retail enterprises, "dealers", etc.

The objects of the law "On Advertising" are, on the one hand, all persons who participate in advertising activities, all persons affected by advertising and all persons whose condition depends on advertising activities.

Along with such objects of advertising activity and its state regulation, objects of state regulation are all "contractual relations" and the results of contractual relations.

If the law says that "the law regulates relations arising in the process of production, placement and distribution of advertising ...", then this is "legalized stupidity". The law should not regulate what has already arisen somehow during the process established by someone, but the conditions for the emergence of such a process, its nature, the conditions and procedure for implementing this process, as well as the "regulation" and "planning" of



all the consequences the actions of such a process.

From this point of view, the rules and norms of the law must establish the requirements for the conditions and the nature:

1. All contractual relations between domestic and foreign advertisers with domestic manufacturers and distributors of advertising taking into account the interests of the people and the state.

2. To establish the differences and correlations of the rules of such regulation for foreign persons in fair conformity with the rules and conditions of such regulation for domestic advertisers, providing certain ("protectionist") advantages for advertising and distribution of domestic products on their territory in comparison with same foreign.

3. Implementation of the command-motivated impact of advertising distributors on Russian citizens, avoiding unfair advertising, irresponsibility of participants in advertising activities to consumers, the people and the state, without prejudice to the SEP and national security of Russia.

If the funds of Russians spent on the purchase of goods go abroad, it means that at the expense of such means, wages are paid and the well-being of foreign entrepreneurs, foreign workers and the filling of foreign budgets are increased. Moreover, in the framework of any commercial advertising, the fundamentals of Russia's national security are often ably undermined.

The money Russians spent to the purchase of foreign or domestic goods, are sent to the "one" or the "other" side and lead to these or other "consequences". It should be noted that the system of "sellers-intermediaries" and the system of "advertising distributors" in aggressive management can turn into political enmity towards the country that became the target of such attack, etc.

In spite of everything, the essence of state regulation of advertising activity is reduced to regulating capital flows, human rights and freedoms, property rights in one way or another - in favor of Russians and Russia or in favor of foreigners, including in favor of competitors.

Neither the setting of the goal, nor the definition of concepts, nor the content of the law text under consideration so far correspond to the interests of citizens and Russia. Different science shaped comments only "confuse" the disclosure of advertising and do not contribute to the improvement of the Russian legislation in the interests of Russia SEP.

Thus, advertising can and should be carried out only from the standpoint of its utility to society and the state. Today in Russia, advertising activities are extremely "negative", harmful, essentially uncontrolled from the standpoint of society and the state interests.

### CONCLUSIONS

Thus the literature does not disclose the content of advertising activities that involve management activity. In this case, this circumstance can lead a harm to persons who are objects of advertising management. Therefore, having investigated this definition in detail, the authors came to the conclusion that advertising activity as a special kind of motivational management of potential goods consumers produced by this legal entity is aimed to inducing objects to purchase advertised goods.


The effectiveness of motivational management is always determined by the ratio of benefits from management, which are expressed in the value equivalent, and is defined as the cost of motivation (motivation and acceptance of the stimulus). Also, the analysis of the harmfulness or usefulness of advertising activities can not be separated from the general principles of public administration of legal relationships between individuals and legal entities in a given country.

### SUMMARY

Summing up, advertising in the modern information public space plays very important economic and political role. In other words, we must first identify individuals in relation to which one should consider the utility or harmfulness in determining the usefulness or harmfulness of advertising. Then it is necessary to establish the most general target criterion of socio-economic policy, concerning which utility or harmfulness should be assessed. It is assumed that everything that corresponds to socio-economic policy and leads to an increase in the material and spiritual wealth of each individual citizen is

useful. If advertising activity, in the long run, is directed in the opposite direction, then it should be considered harmful. Accordingly, advertising activities can play both a positive and negative role in society.

### ACKNOWLEDGMENTS

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University. 

### BIBLIOGRAPHY

- Jeffkins F. Advertising. - Unity, 2008. - 523 p.
2. The activities of advertising agencies, the creation of advertising, media planning, integrated communications / Ed. Jones DF; trans. with English. - M.: Williams, 2005. - 784 p.
3. Eliferov VG, Repin VV Business processes. Regulation and management. - Infra-M, 2009. - 320 pages. (Series "Textbooks for the MBA program.")
4. Advertising. Marketing. Media. Leaders of Russian advertising about themselves, careers and lives. - A-Sphere, 2008. - 144 p.
5. Guseinova A.A., Zayni R.L., Afanasyeva A.N. Information management in the field of journalism: the selection of technology and information, evaluation methods // Academy of Strategic Management Journal, 2016, Vol. 15, Special Issue 1, pp.15-20.
6. Shuvaev A.V. Information management system labour market // Проблемы современной экономики (Новосибирск). 2015. № 24. С. 149-152.
7. Jozef Dzyaloshinsky. Russian Mass Media: Prospects for Transformation // Elena L. Vartanova (ed.) World of Media. Yearbook of Russian Media and Journalism Studies. Moscow, 2014. 77-105 p.
8. Kirilova O.V. Periodicals for business in traditional and electronic form. Actual problems of Europe. Information support of business: the experience of Western Europe and the United States // Sb.nauch.tr. RAS INION. - M., 2004. P.61-74
9. Feldman, S (2004, March). The high cost of not finding information. KM world, No.3. Vol. 13, Pg. 8.
10. ICT and e-Business for the Innovative and Sustainable 7th Synthesis Report of the Sectoral e-Business Watch (2010), European Commission, 178p. [www.ebusiness-watch.org/](http://www.ebusiness-watch.org/)
11. Kolosova O.Y. / Collection of conferences SIC Sotsiosfera. 2016. No. 21. P. 72-74.

