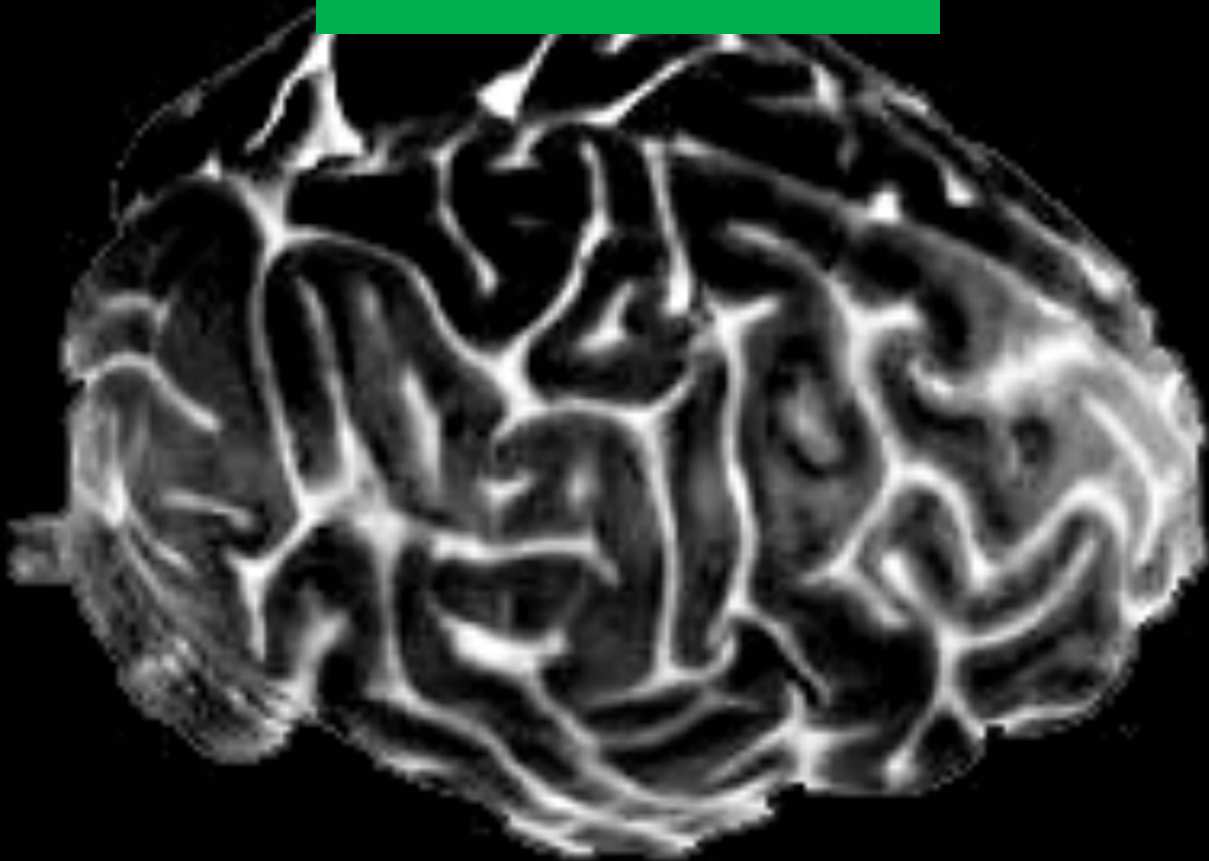


**Management of
advertising in the
field of mass**



MANAGEMENT OF ADVERTISING IN THE FIELD OF MASS GESTIÓN DE LA PUBLICIDAD EN EL ÁMBITO DE LAS MASAS

ABSTRACT

In the modern information society advertising activity has become an important element of the system of social and economic policy. Undoubtedly, if production of domestic products, works and services is advertised, we understand that the means from the sale of such goods are purposed to pay for compatriots, to increase the budgets of this state, and not to increase the incomes of foreigners. In the first approximation, the advertisement of domestic competitive goods in their country and abroad is a progressive matter. If foreign goods are advertised in our country on the condition that domestic goods production is provided with not less but slightly greater benefits than foreign goods, then fair and decent advertising of foreign goods can and should be considered fair under conditions. In this paper, the authors emphasize the need to conduct research on the content of advertising activities and its role in socio-economic policy.

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




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RESUMEN

En la sociedad de la información moderna, la actividad publicitaria se ha convertido en un elemento importante del sistema de política social y económica. Sin lugar a dudas, si la producción de productos, obras y servicios nacionales se publicita, entendemos que los medios de la venta de dichos bienes están destinados a pagar a los compatriotas, a aumentar los presupuestos de este estado y no a aumentar los ingresos de los extranjeros. En la primera aproximación, el anuncio de bienes nacionales competitivos en su país y en el extranjero es un asunto progresivo. Si los productos extranjeros se anuncian en nuestro país con la condición de que la producción de productos nacionales reciba beneficios no menores pero ligeramente mayores que los productos extranjeros, entonces la publicidad justa y decente de productos extranjeros puede y debe considerarse justa bajo condiciones. En este artículo, los autores enfatizan la necesidad de realizar investigaciones sobre el contenido de las actividades publicitarias y su papel en la política socioeconómica.

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

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INTRODUCTION

Advertising activities as a part of the management system of companies producing media products or services is a set of interrelated elements that affect the efficiency of the whole company. For the presentation of the material, an analysis was made of the main terms of advertising activities, allowing us 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 the firm” (Jeffkins, 2008). Advertising is the most important tool of marketing strategy of media holdings, which provides a solution to its operational and tactical tasks and depends on the quality of strategic decision making and planning of higher levels of other elements of marketing. This allowed us to identify problems in advertising activities relating to ambiguity and incorrectness in the use of terms such as “advertising”, “advertising activities,” 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 is justified.

METHODS

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

The works of various authors are devoted to investigations of the problems of managing advertising activity (Jones, 2005; Eliferov and Repin, 2009) The scientific understanding of advertising activity reflects the exceptional complexity of this concept. For example, the first keywords that characterize advertising activity in the reference literature are: “acquaintance”, “(open) notification”, “informa-

tion”, and “information dissemination”. This is fundamentally wrong. More tendentious are the definitions that are distributed (advertised) in different teaching aids. The more they deviate from the legislative definitions, the more they are “loose”. The more they deviate from some other normative institutions, including public ones, the more they are “loose”.

Analyzing the definition of “advertising activities” given in a number of textbooks, the “definition” closest to reality is given in the American training manual with reference to the American Marketing Association. In this definition, the influence of professional managerial politicians appears. All other definitions are very far from the essence of advertising. Therefore, our criticisms will become more understandable after the transition to the consideration of the essence of advertising.

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

RESULTS

Management of advertising activities is the process of applying human and material resources in advertising activities throughout the development and implementation of the project, aimed at achieving the communication and media objectives of the project through the use of technologies and management methods (Gusseynova et al, 2016). In this connection it is possible and necessary to say that all the variety of enterprises involved in the advertising complex, which are the subjects of the advertising process, belong to the most diverse spheres of economic activity and have various sources of business (various sources of profit). The central link in the advertising process is motivational management (advertising). It is the subject of our study.

When using the concept of “advertising activity” we mean a special kind of motivational command control by consumers of specific goods, aimed at inducing controllable 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.

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

Let's 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, an advertised product does not belong to consumers, but to the advertiser. Therefore, advertising in principle cannot be considered as a proposal "to make an offer". Advertising is a public offer; it has no any addressee (impersonal), and not an "offer 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 and understand the essence of the advertising impact as a variety of command and motivated management, then the essence of advertising of goods can be defined as follows: "advertising is a specific public offer, that is, an offer to all objects of the action of advertising to make a purchase of the advertised goods."

Specificity of an offer of advertising type consists in the fact that such an offer to buy a product does not contain all the essential features of a contract, but only two groups of features: the identification of a product that makes it possible to distinguish the advertised product from the competitors' product and the "incentives" that induce the objects of the advertising effect to buy the advertised product.

Active managers specifically try to "separate" the advertising method of "supply of goods" from "the concept of offer" and specifically impose an "opinion" on the public that advertising is not an "offer" but is "just" "information".

This "legal sweep" aims to remove from advertisers any responsibility for deceiving potential consumers. If advertising is an offer, then any advertiser, including the media, will be responsible for cheating consumers

and advertising low-quality goods (Shuvaev, 2015). If advertising is not recognized as an offer, all participants in the advertising process will not be held liable for violating consumer rights, for causing damage to the people and their state.

From this point of view, the rules and norms of the Law "On Advertising" must establish requirements for its conditions and 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) 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 advertised products 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, preventing "unfairness" of advertising, irresponsibility of participants of advertising activities to consumers, the people and the state, but allowing damage to Russia's national security.

DISCUSSION

Advertising activity is a special kind of motivational command control by consumers of specific goods that are produced by legal entities and aimed at inducing controllable objects to purchase advertised goods (Dzyaloshinsky, 2014; Kirilova, 2004).

As in general, motivational problems in the field 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 "dissemination of information." The main means of advertising are the mass media (MM). The second place in terms of breadth of use and importance is occupied by "outdoor advertising", etc (Feldman, 2004; ICT and e-Business for an Innovative and

Sustainable 7th Synthesis Report of the Sectoral e-Business Watch, 2010).

Since the mass media play a very important role in the system of power in any country and is very diverse and powerful in the “motivational management” of masses of people, we will proceed from the use of the mass media when considering the essence of advertising activities.

In public literature there is practically no information that one of the types of managerial activity is advertising (Kolossova, 2016). Undoubtedly, the objects of the advertising management, i.e those persons who “consume this information” can be damaged and harmed due to that information.

The impact on the consciousness of consumers is a technical methodic, which can be attributed to the high frequency of advertising messages - commands brought to consumers. As a result, an induced memory arises with constant exposure to the same advertisement. Advertising messages are of the nature of an attack to consumers on the new market territory, which can reach several hundred times within a month. This repetition leads to the memorization of the advertising command, and subsequently to the automatic (unconscious) actions of consumers under this influence.

Therefore, we should pay special attention to the fact that relations on production, placement and dissemination of advertising are not regulated by the Law “On Advertising”, but are considered within the framework of civil legislation of the Russian Federation. Basically they are governed by rules of contract agreements and lease contracts.

Let us consider what, in principle, should be regulated by a state law.

Let us recall that laws are adopted by the highest representative state power which in principle is obliged to serve the people (“citizens of the country”), their interests and to ensure socio-economic policy (SEP). Therefore, any law, including the law “On Advertising” should regulate the relationship:

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

themselves, employees, the 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 BOT.

The main participants of advertising in Russia are:

1) Public authorities that set the “rules of the game in advertising activities” and monitor their implementation;

2) Foreign and domestic producers of goods (products, works, services) that are “advertisers”;

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

4) Objects of action 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 object of the law “On Advertising” is, 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 the relations that arise in the process of production, placement and distribution of advertising...”, then this is “a stupidity inscribed in law”. The law should not regulate what has already emerged somehow during the process established by somebody, 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 consequences 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 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, avoiding the unfairness of advertising, the irresponsibility of the participants in advertising activities to consumers, the people and the state, without prejudice to the SES and national security of Russia.

If the means of Russians spent for the purchase of goods leak abroad, this means that at the expense of such money wages are paid for the well-being of foreign employers, foreign workers, and the filling of foreign budgets increase. Moreover, in the framework of any commercial advertising, the Cold War is often and skillfully carried out, the fundamentals of Russia's national security are undermined, and so on.

The Russian money spent on 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 systems of "advertising distributors" within the framework of aggressive management can turn into political enmity towards the country that became the target of such an attack, etc.

Whatever the opinion of different legislators, the essence of state regulation of ad-

vertising activities is reduced to regulating of 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 text of the law under consideration so far correspond to the interests of citizens and Russia. Various scientific comments only "confuse" the disclosure of the essence of advertising activities and do not contribute to the improvement of Russian legislation in the interests of the EPA of Russia.

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

SUMMARY


So, the literature does not disclose the content of advertising activities that presuppose management activity. In this case, this circumstance can lead to damage and harm to persons who are objects of advertising management. Therefore, having studied this definition in detail, the authors came to the conclusion that advertising activity as a special kind of motivational command management of potential consumers of goods produced by this legal entity is aimed at inducing management objects to purchase advertised goods. The effectiveness of motivational management is always determined by the ratio of benefits from management, which is expressed in value terms, and is defined as the ratio of the motivation cost motivation (incentivizing), as well as the analysis of the harmfulness or usefulness of advertising activities cannot be separated from the general principles of public administration of legal relationships between physical and legal persons in a given country.

CONCLUSIONS

Thus, an advertising activity within the system of the modern information public space plays a very significant economic and political role. In other words, in determining the usefulness or harmfulness of advertising, we must first determine the persons with

respect to which utility or harmfulness should be considered. Then we need to establish the most general objective criterion - socio-economic policy, with respect to which utility or harmfulness should be assessed. It is believed that everything that corresponds to socio-economic policy leading to an increase in the material and spiritual wealth of each individual citizen is useful. If advertising activity is directed in the long run into the opposite direction, then it should be considered harmful. Accordingly, advertising activities can play both a positive and negative role in society.

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