

Original Paper

Comparative Study on Advertising as a Means of Communications; its Issues and Characteristics

Mounir A. S.^{1*}

¹ Educational Establishment “Vitebsk State University named after P. M. Masherov”, Faculty of Humanities and Language Communications, St., 4 Lugovaya, 37, Vitebsk 210033

* Mounir A. S., Educational Establishment “Vitebsk State University named after P. M. Masherov”, Faculty of Humanities and Language Communications, St., 4 Lugovaya, 37, Vitebsk 210033

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Abstract

This article is meant to provide some initial notions, materials, and concept for the study of advertising communication. It draws on advertising communication definitions. I analyzed vary definitions of advertising communications for English, Russian, and Arabic authors. I committed to bridging the gap between the huge body of research on advertising communications definitions. I am hoping that this lays a solid enough foundation for researchers to dig deeper into some of the issues brought up. The characteristics of advertising communication are particularly explained in the second half of the article. We need to understand how advertising communications work in order to arm ourselves with knowledge about practical forms of social communication. Advertising communications have an impact on our lives, our perspectives, and feelings. In addition to introducing researchers to the most crucial definitions of advertising communications, this article aims to teach them how to study, research, and investigate this field of communication as well as how it influences and shapes our social lives.

Keywords

advertising communications, non-verbal, consumer, perception, sender, recipient, advertiser

1. Introduction

Advertising is special form of communication. The communication process carries out the most typical tasks, including establishing contacts between people, managing the communication process, and informing about events and facts of public life. Additionally, advertising accomplishes its specific goals: it conjures up predetermined images, persuades the consumer to buy a particular product, and does so subtly and successfully by convincing him/her of the necessity and benefit of doing so. Society

develops advertising activities, and advertising technologies, in turn, provide the necessary incentives for the socio-economic development of society. This interaction between society and advertising appears to be a two-pronged process. Advertising indirectly affects how people's behaviors and public consciousness are perceived. Both interpersonal communication, which replicates advertising ideas in a more private form of personal experience exchange, and mass representations (norms, traditions, stereotypes) accepted in society are examples of how advertising's influence manifests itself as being indirect.

Meeting audience interests, developing social requirements for various segments of the population, systematizing and interpreting the population's social experience are all tasks carried out by advertising communication. Thus, advertising does the most important function of socio-cultural integration. Advertising communication is a special means of creating sociocultural preferences, stereotypes, which determine the social behavior of people, influencing their social existence, including their creative preferences. However, some scholars admit that traditional advertising communications are in crisis. The effects of advertising on society today go beyond just controlling how people behave as consumers and the dynamics of demand for goods and services. It carries a particular culture as well as a specific body of knowledge. It is both a unit of communication and a cultural object recorded on media. Representing a certain social reality, advertising is a set of the most commonly used patterns of behavior, activity, communication, interaction. Thus, using advertising to spread ideas, notions, and information to the public is a long-standing practice. Advertising is a type of audio-visual marketing in which an open, non-personal message is used to promote a product or service. Advertisers are typically businesses looking to promote their products. Advertisements are the actual presentation of a specific message distributed through a variety of mass media outlets, print including newspapers, journals, magazines, books, press, television, radio, the internet, direct marketing, billboards, mailers, competitions, sponsorships, posters, clothes, events, colors, sounds, visuals, and even people.

Communication: This term refers in its entirety to all aspects of advertising. Although each of them differs in terms of purpose and methods of preparation, they all agree that they are communication processes with the masses or with specific sectors that use mediating means between Source and recipient, as in advertising. It may combine direct communication and indirect means of communication. The exchange of information between two or more people is referred to as "the communication process". The Latin word *communicare*, which means to share or make common, is the origin of the English word "communication" (Weekley, 1967). The process of comprehending and exchanging meaning is referred to as communication (Pearson & Nelson, 2000). Thus, communication between different parties results in one type of sharing of knowledge and ideas. The word communication in the Arabic language carries the same meaning, as it refers to the establishment of the cognitive link between the parties to the communication process. Among the foreign definitions that defined the concept of communication are the following: Communication is: the art of transferring

information, ideas and attitudes from one person to another). In specific social contexts, communication refers to the process by which the message's sender and recipient interact. Communication is the exchange of information, ideas, and directions from one party to another through an ongoing, dynamic process that has no beginning or end. In this interaction, ideas, information, and stimuli are transferred between individuals on a particular issue, an abstract meaning, or a specific reality (Abdul Latif Hamza, 1965).

There are levels of communication at the level of daily life for all people and at the level of profession and specialization. The elements of the advertising communication process are the same as the elements of the mass communication process. The 21st century with all its communication developments and the multi-media superlatives, it carried, capabilities have made the ever-growing world a single village. This shows the importance of looking at the definitions first; to realize the vision of its owners among the pioneers and extract points of difference, development, modernization or change and innovation, if any, in the most recent studies.

Prof. Dr. S. Hussein defined the concept of advertising as creating the greatest possible level of knowledge, awareness, and comprehensive awareness among the categories of the audience of the recipients of the material, all aspects of communication activity are directed toward providing the public with all the facts, correct news, and sound information about issues, topics, problems, and the state of affairs in an objective manner and without distortion. Providing the public with accurate, objective information and facts about these problems and topics through the media helps to inform public opinion and help the public form the right opinions about the facts. Moreover, the issues and topics keep coming up. We see in this definition the focus on the element of accuracy and objectivity, which makes the media a communicative activity characterized by objectivity and honesty. To provide full knowledge of the public and enlighten them about what surrounds them, near or far.

For a successful communication, both parties must be able to exchange and comprehend information. The communication process fails if the flow of information is obstructed or hindered for any reason. A receiver's process of perceiving the source, the message, the communication channel, and the source themselves are all parts of advertising communication. By relaying the message to loved ones, a receiver may occasionally turn into the information source. Word-of-mouth communication, which involves social interactions between two or more people, is the name given to this type of communication.

Law insider website combined advertising with communication "Advertising Communication with an Advertiser refers to any discussions, meetings, or other interactions regarding a particular request for proposals, particular proposal, or particular purchase that includes advertising". Thus, advertising helps in the transfer of discussions, meetings, and concepts from producers to consumers, as well as the development and maintenance of relationships with clients, potential clients, and other significant company stakeholders. Since it unites everyone, communication is essential in advertising.

“Advertising is a means of communication with the users of a product or service. Advertisements are messages paid for by those who send them and are intended to inform or influence people who receive them, as defined by the Advertising Association of the UK”. Therefore, according to the AAUK we can conclude that any content that is published using a medium that is used by the advertiser or on their behalf and over which they have some degree of minimal control constitutes advertising communication. Anything that draws the public’s attention in an effort to either directly or indirectly promotes a good or a service.

Al-Salami asserted the idea that advertising is a means of communication “Anon-personal communication process through a public means of communication by advertisers who pay a price to deliver specific information to categories of consumers where the advertiser discloses his identity in the advertisement”. Here we see a limit of similarity that reaches the extent of congruence between AAUK’s definition and A. Al-Salami, Where they emphasized the relationship between communication and advertising.

E. V. Medvedeva, in her study “Advertising communication”, defined advertising as a form of mass communication directed at groups of people in order to persuade them to support the advertiser’s decision and action. “Advertising is a kind of mass communication in which informative-figurative, expressive-suggestive texts of a unidirectional and non-personal nature are created and distributed, paid by the advertiser and addressed to groups of people in order to encourage them to the advertiser’s choice and action”.

Definition of Advertising is one of the media activities. It provides definition services in the commercial field. It provides definition services. Advertising is communication patterns, and advertising is also of the communicative, persuasive, sending advertising messages. Advertising is constantly present, despite the fact that some people might not be aware of it. To spread its message, advertising in today’s world makes use of all available media. Advertising industry consists of companies that run advertisements, agencies that create the advertisements, media that airs the advertisements, and a wide range of people who take the advertisements all the way to the consumer or recipient, such as copy editors, visualizers, brand managers, researchers, creative minds, and designers. A business employs an advertising agency to market both the company and/or its products. The company gives the agency a briefing on the brand, its imagery, the ideas and ideals that guide it, the target audiences etc. Concepts and notions are transformed by the agencies into images, text, layouts, and themes in order to communicate with users. The advertisements air after receiving client approval and in accordance with the reservations made by the agency’s media buying unit.

Lumen emphasized the notion of advertising as a means of communication “Advertising is any paid form of communication from an identified sponsor or source that draws attention to ideas, goods, services or the sponsor itself- essentially commercials and ads (whether digital or print). Most advertising is directed toward groups rather than individuals, and advertising is usually delivered

through media. Ads are often measured in impressions (the number of times a consumer is exposed to an advertisement).

A. A. Romanov in his book “Advertising: between society and marketing”. Focused not only on the desired effect of communication, but on the success of advertising as a mean of communication as well, “the area of communication as such, in which the advertiser establishes channels of communication with his audience: distributors and potential consumers of goods and services. The success of the advertiser’s work is determined, first of all, by the extent to which he managed to achieve the effect of communication, in other words, to build an effective advertising communicative space”.

According to Gillian Dyer, “Advertising as Communication” is not only indicated the notion of advertising being a means of communication, moreover she emphasized the role of advertising communication as power which attracts the peoples’ attention “if you want...to advertise in the more familiar sense of the word, by public announcement. If you put up a notice in a local newsagent’s shop (preferably near a bus stop), design a poster or buy some space in a local newspaper, you are likely to attract the attention of more people to the information you wish to communicate than if you simply pass the word around friends and neighbours” (1982-2). She also mentioned the characteristics that should be in advertising, as well as the role and values of advertising, and she focused on manipulation in advertisements. “Advertising is one of the means used by manufacturing and service industries to ensure the distribution of commodities to people in society at large and is designed to create demands for such goods and services. It helps the manufacturer or business to secure a section of the market by organizing and controlling people’s tastes and behaviour in the interests of company profit and capital growth. Advertising works not only on behalf of specific goods and services, it also assumes certain characteristics which are less directly connected to selling. It tries to manipulate people into buying a way of life as well as goods (1982-4).

In addition to emphasizing some of the characteristics of advertising, such as advertising persuasion, advertising aspects, and advertising design, Esther Thorson provided a definition of the term advertising as a communication activity. Advertising is defined as paid communication from an identified sponsor using mass media to persuade an audience. There are many ways to promote ideas, brands, politicians, or issues, but advertising involves mostly professionally designed commercials (this word implies video) or advertisements (this word implies print or online display advertising). Mass media, such as television, radio, newspapers, and magazines, are paid to carry those messages to their audiences. Advertisements can also occur via the Internet, and this medium can be more “individualized” than the mass media (for example, email advertising is designed and delivered very specifically).

Advertising is a group of activities aimed at communication and oral or visual address to a selected group of individuals for the purpose of informing and influencing them. They have to buy a commodity, deal, request a service, or change their attitudes towards certain ideas, brands, or institutions, in return

for a fee paid to a specific advertising agency. We see in this definition the focus on the element of accuracy and objectivity, which makes the media a communicative activity characterized by objectivity and honesty. To provide full knowledge of the public and enlighten them about what surrounds them, near or far.

M. Assaf in his study, defined ads as a visual and audio communications, Advertising is the various aspects of activity that lead to publishing or broadcasting visual and audio messages to the public for the purpose of urging them to deal with the establishment, or in order to contextualize them to accept the good ideas, people, or establishments advertised. Here the definition came comprehensive and inclusive of all aspects of activities, and as we can see that it emphasized the nature of advertising as a means of communication between the advertiser and the public and urging him to interact with the advertised products In her article “the Importance of Communication in Advertising”, Cathy Habas focused on the persuasion tactics used by businesses to sell goods and services to consumers.

Advertising is persuading communication that businesses send to consumers in an effort to sell goods or services. However, advertisers are starting out with a disadvantage. According to Inc., 96% of consumers don't trust advertisements, and the daily increase in the number of ads consumers see threatens to turn them off completely. One should comprehend the message of one's brand and develop an advertising strategy that strikes a balance between direct and indirect communication channels. The essential message of all advertisements is to buy commodity. The message changes to; buy commodity because it will give you a good feeling because the majority of customers need a little persuasion before they decide to buy the product. Direct statements like these can be found in some advertisements, but others take a more psychological tack by evoking favorable emotions in the audience that may encourage brand loyalty. When this is executed skillfully, viewers are inspired each time they see the advertisement. When it is done poorly, viewers are left perplexed and unsure of how to relate your brand to what they just saw. Direct communication is not constantly effective.

The “direct communication” strategy performed a little effective than it currently does in the past, when consumers weren't absolutely inundated with ads each day (a phenomenon known as “advertising clutter”. Advertisers had little reason to doubt themselves when they stated explicitly, “Buy our product because it will make you feel good”. For instance, Business Insider gathered old tobacco advertisements that weren't afraid to assert that smoking their cigarettes could change your life. In one Lucky Strike cigarette commercial, the tagline “Be Happy, Go Lucky!” was featured. Other cigarette brands used a more subdued strategy to imply that smoking their product would increase your attractiveness or vigor. Maybe the contemporary mistrust something most people have for advertisements stems from their ability to persuade consumers to buy a horribly unhealthy product. In order to evoke specific emotions in audiences while presenting details about their brand, marketing companies now heavily rely on implicit or indirect communication techniques.

According to Susan Ward's article "What Is Advertising?" Advertising is a marketing tool that lets you communicate with potential customers about your products or services through paid channels. The goal of advertising for a small business may be to build brand awareness, improve your image, boost engagement, generate leads, or convert potential leads into sales. She was attentive to the advertising's goals and mentioned three of them. 1) To inform: advertising makes your business's name, products, or services more well-known to consumers. 2) To persuade: Persuasive advertising's objective is to persuade the audience that a company's products are the best ones for their needs. Its goal is to persuade clients or businesses to change brands, use a new service, or remain loyal to their current one. 3) To remind: Reminder advertisements assist consumers in recalling the reasons behind the need for a particular product or service or the advantages of making immediate purchases.

In an advertisement, equal attention should be addressed to both verbal and nonverbal communication components. Depending on the product category, non-verbal communication contributes to a greater or a lesser extent, but always in positive way in evaluating characteristics of the person that uses the advertised product

Verbal communication refers to the production of spoken language to send an intentional message to a listener. Verbal and nonverbal communication abilities are considered to represent a core deficit in the diagnosis of autism. Indeed, the presence of fluent spoken language (in the form of regular and nonimitative use of multiword utterances) during the preschool years is a robust predictor of positive long-term outcomes for children with autism. In the research literature, the acquisition of fluent spoken language is sometimes referred to as functional speech. The domain of verbal communication can be divided into several component areas: semantics (vocabulary), syntax (grammar), and pragmatics (the social uses of language). Often, pragmatics is the area of spoken language that is most challenging for individuals with autism. Basic techniques used in advertising and remain the most frequently employed like the use of repetitions, claims relating to a product, association and connection with the customer, convincing customers to join the bandwagon, and promotions and rewards. Ellis, R. and Ann McClintock, "You Take My Meaning Theory into Practice in Human Communication", added more factors that affect how we interpret and comprehend them. We will be influenced by the speaker's voice quality, accent, any accompanying gestures, and any accompanying facial expressions. The way we understand and react will also be influenced by outward appearances like clothing, skin tone, and other physical traits. Verbal communication would be defined as the actual words spoken. All of the additional characteristics would fall under the umbrella of non-verbal communication.

Nonverbal communication like Paralinguistics, Body language and posture, Proxemics, Gaze, Haptics, Appearance, Facial expressions. (The look on an individual's face is often the first thing we see), Kinesics or gestures, are conscious body movements like waving, pointing, and giving a thumbs up or down. (sending and receiving wordless messages). Both types are widely used in advertising. Advertising is represented as a kind of communication. However, Strong visual design assets have a

way of sticking more than verbal communication, according to Ted Mininni, who wrote about this in his article “Visual versus Verbal Communication”. Packaging can therefore influence customers to buy at the retail shelf. Advertising doesn’t accomplish that nearly as well. Purchases are made at the shelf, but it brings customers into retail establishments and influences them to some extent. The ability of excellent package design to establish brands and sell products visually is unmatched. Think about this: Have you ever gone into a store intending to purchase a particular brand after seeing an advertisement? I think we all have. According to Cathy Habas, some implicit or indirect communication techniques used in advertising may go unnoticed by you, but they still communicate with your brain. For instance, when selecting their color palettes, brands give careful thought to the feelings or moods they want to evoke. Orange’s influence was discussed by Kendra Cherry, who is an author and educational consultant focused on helping students learn about psychology, in her article “The Color Psychology of Orange.” What emotions does the color orange evoke in you? One of the most powerful and energizing colors is orange. It can be very attention-grabbing, like yellow and red, which is possibly why it is frequently used in advertising. Color is a powerful medium through which man views the world. Unlike most animals, which see only shades of gray, humans are exposed to this marvelous additional dimension of vision. According to Color Matters, the color orange is connected to high energy, which aids businesses like FedEx in communicating a sense of quick service. Similar to how language works, music uses different tempos or melodies to express things like energy, happiness, modernity, and peace. You could also observe that the majority of commercials feature happy people who are typically grinning, having a laugh, partying, interacting with their family, or otherwise appear to be having the time of their lives. In some commercials, a down-and-out character undergoes a transformation after the product is introduced.

Pharmacological advertisements are a great example of this, but brands can also use “heartwarming” scenes (like the Budweiser puppy commercial) to evoke positive feelings in consumers about their products. The next time you’re in the beer section, you might inadvertently lean toward Budweiser because it makes you feel good. Sense of humour is often used in advertisements to convey the same subliminal messages. A funny commercial accomplishes the trifecta: it’s unforgettable, it helps consumers associate favorably with the product, and it encourages people to interact with the brand by sharing or discussing the advertisement with others. For instance, two financial institutions, Innovative and Liberty Symbiotic, use humor in their advertising to make themselves seem more personable. Use our facility, and you’ll feel better about health coverage, is their message.

Communication process stages:

Communication is a process by which people exchange information or express their thoughts and feelings. Moreover, it is the way people express themselves so that other people will understand. It is especially important for an advertiser so as to persuade and make someone buy some product. People use verbal and nonverbal communication for this purpose of putting across the message. An efficient

advertising communication process involves several crucial elements. The sender must understand his intended audience and the type of responses he seeks. "To understand is to perceive, to interpret, and to relate our perception and interpretation to what we already know". They need to be able to decode the messages and take into account how the audience typically decodes the messages. A message must be sent from the source or sender to the receiver or audience through a channel in order to be communicated in advertising.

1) Source:

The sender, also known as the communicator or the source, is where the advertising communication process starts. In a system of advertising communication, a source is an origin or the place where the message first appears. According to S. McLean The source and the receiver frequently send messages at the same time. Researchers began to view communication as a transactional process, with actions frequently occurring concurrently, rather than seeing the source sending a message and someone receiving it as two separate acts (McLean, 2003-5). The source is typically used to refer to the person who starts the communication process. Ideas are developed, encoded, and sent from the source or sender to the recipient.

2) The message

The term "message" describes the information, concept, feeling, or viewpoint that the sender wishes to share with the recipient. The recipient is prompted to respond to the sender by pressing a key. The message must be clear and specific, and delivered by the source using effective channels that can reach the intended audience. The message must be encoded by the sender in an understandable format before being sent to the receiver. Additionally, senders must establish channels for feedback. Humor or fears are two examples of how the message can be delivered to the receiver.

3) Media

Your message may be communicated through a variety of channels or other media, depending on the context. Tom Stapleton focused on the critical role language plays in message sending. A message is transmitted to the recipient using a medium. The medium may consist of verbal channels like the phone, oral communication through word of mouth, or nonverbal communication through email or text messages. Each channel has advantages and disadvantages. When communicating with a small group of people, written communication may be used; however, when communicating with a large number of people, oral or verbal communication methods may be preferred.

4) Receiver

The core audience or the individual to whom the message is directed is referred to as the recipient or the communicator in an advertising communication system. In their book, "Business Communication", C. M. Lehman and D. D. DuFrene highlighted on the receiver's role to understand the message "the receiver's task is to interpret the sender's message, both verbal and nonverbal, with as little distortion as possible". The process of interpreting the message is known as decoding. Because words and

nonverbal signals have different meanings to different people. The receiver can be identified using audience segmentation criteria such as lifestyle, demographics, desired benefits, and so forth. The receiver's traits, including his demographics, psychological makeup, and social aspects, lay the groundwork for comprehension of the communication process. The recipient must be capable of receiving the data from the sender before being able to decode or interpret it.

5) Remarks

G. W. Selnow and W. D. Crano point out that in an interpersonal setting, feedback offers a real-time account of how a message was received. Direct questions or other obvious cues demonstrate how effectively a receiver is processing the information. Feedback received in front of large audiences is almost never immediate. Despite significant efforts in recent years to speed up the system, developing, administering, analyzing, and delivering data from a large audience survey takes time. Then they put some characteristics for the feedback is interpersonal communication offers rich, precise, and quick information and it includes a wealth of information on many different levels, interpersonal feedback information can be very rich. Normally in a conversation, as it enables the sender to gauge the effectiveness of the message, feedback is a crucial component of communication. It enables the sender to examine how precisely a decoder has interpreted the message. Once the message has been effectively transferred, received, and acknowledged, communication has accomplished its purpose. Feedback can be specific, like a written or verbal comment, or it can be in the pattern of an action.

6) Other elements

Communication is not always easy and straightforward. The aforementioned factors influence information's transmission, reception, and interpretation, but there may be some interruptions when communication is taking place due to noise. Any interference that interferes with the message being sent, received, or understood is referred to as noise. Noise prevents the message from being received by the receiver. Too many messages can create noise. When your statement is too similar to that of your rivals, noise can also be produced. The receiver will not purchase your product if they cannot distinguish it from the rival company, which is already on the market.

Encoding

A message is created through the encoding process. A system of hidden meanings exists there. The communicator or encoder shapes the message during the communication process. The message is correctly encoded in the encoder's mind before being transmitted to the receiver. The message is interpreted by the recipient based on his knowledge and experience. There is no idea of communication without an encoder or a source. The four main categories of encoding are semantic, elaborative, visual, and acoustic. Using techniques like mnemonics, chunking, and state-dependent learning, the brain can better encode memories.

Decoding

Decoding is not only the process of turning communication into thoughts but interprets a message that has been encoded by a source using his experiences and intellect as well. Continuous communication is required. Deciphering a message correctly requires skill. Decoding is the process of interpreting a message that has been encoded by a source based on that source's knowledge and background. The receiver will be able to easily decode the encoded details if the message is straightforward and understandable. In order to prevent message misunderstandings at any point in time, it is crucial that the encoded message be accurate, precise, simple, and meaningful. Even the environment or the receiver's emotional state can affect the decoding of the message. Knowledge of social or cultural contexts can hinder the receiver from picking up cues or responding appropriately as well.

7) Context

The setting or circumstance in which communication is taking place. Context can affect the efficient exchange of information, much like noise can. It might have a social, cultural, or psychological component. The communication model doesn't end with the receiver; it also considers the likelihood that the receiver will use word-of-mouth marketing. The destination then returns to being the receiver, and the receiver briefly serves as a temporary source. Word-of-mouth marketing that results from advertising can play a big role in the campaign. The communication that is spread through word of mouth is very credible. Even if advertising is unable to stimulate word-of-mouth, knowledge and understanding of its effectiveness can be very helpful. Social context refers to the stated rules or unstated norms that guide communication. Relational context includes the previous interpersonal history and type of relationship we have with a person. Cultural context includes various aspects of identities such as race, gender, nationality, ethnicity, sexual orientation, class, and ability.

A study conducted by Satyendra Singh titled "The Impact of Color in Marketing" states that 90% of customers' product decisions are based on color alone. Even Swiss psychiatrist Carl Jung believed colors help people process and store information more effectively than black and white: "Colors are the mother tongue of the subconscious".

The environment for advertising communication is also evolving. The balance of economic forces in the center and the regions, the outcomes of scientific and technological advancement, changes in people's consciousness, and attitudes toward the environment are all factors that have an impact on advertising activities. A scale of values that aligns the market with the actual needs of consumers is emerging in the collective consciousness. Consumer psychology is affected by political, economic, and social changes, so the advertising industry must constantly seek out the best solutions and reevaluate its concepts and methods of communicating with both advertisers and consumers.

E.D. Pavlova, in her book, "Thank you for writing a comprehensive information system on a social level such as a socio-philosopher's problems". Advertising can be used as a tool for positive and negative influence on people consciousness and behaviour. It is argued that with the subsequent

development of advertising communication, it can be used to positively transform society. Thanks to commercials, the society is attracted to participate in socially beneficial programs, as well as to join a healthy lifestyle. But there is also a danger of using it as a tool to influence public consciousness. for instilling false values and ideals.

Y. E. Levy in his book, “Verbal and non-verbal means of impact of the advertising text” as an informative message from the advertiser to the audience Advertising communication has enormous managerial possibilities. Advertising communication follows a similar pattern as and any other marketing communication. The main task of communication is to convey a message to the target audience by means of encoding information, expecting feedback from it in the future connections.

Advertising communication forms the spheres of social and corporate activities, actively manifesting itself in social and organizational management. This advertisement does not represent any goods or services, but influences the behavior of society and influences the cultural characteristics of their behavior. In foreign and domestic advertising practice, it is customary to distinguish four types of social advertising - non-commercial, public, state and actually social.

2. Materials and Methods

The study is based on publications by English, Arabic, and Russian/ Belarussian authors, of which focus on the definitions of advertising as a means of communications. General scientific, and special research methods were used in the course of the study.

3. Findings and Discussions

After studying the scientific works presented in the article, the author identified the issues that are raised in these scientific studies, such as the variety and deviation of defining advertising as in three languages and their various definitions and approaches.

4. Conclusion

To conclude, by reviewing the previous definitions of advertising as a means of communications, we can derive several basic elements whose availability in the advertisement is a criterion for the communication tools. Advertising is special form of communication in the sense that communication process carries out the most typical tasks, including establishing contacts between people. All tasks of advertising communication are Meeting audience interests, developing social requirements, systematizing and interpreting the population’s social experience. Advertising lets you communicate with potential customers about your products or services through paid channels. Advertising Communication is a process by which people exchange information or express their thoughts and feelings. Economic forces, the outcomes of scientific and technological advancement, changes in people’s consciousness, and attitudes toward the environment have an impact on advertising activities.

The advertising industry must constantly seek out the best solutions and reevaluate its concepts and methods of communicating with both advertisers and consumers.

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