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PSYCHOLOGICZNA ODPORNOŚĆ STUDENTÓW NA MANIPULACYJNE SKUTKI REKLAMY

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Adnotacja. Artykuł poświęcono badaniu psychologicznej odporności studentów na manipulacyjny wpływ treści reklamowych. Przeprowadzono analizę literatury psychologicznej na ten temat, określono reklamę jako koncepcję, rodzaje reklamy, jej prawdziwy cel i wpływ na ludzką świadomość, a także najczęstsze sposoby manipulowania świadomością. Za pomocą badań empirycznych zidentyfikowano poziom indywidualnej podatności na hipnozę studentów oraz ich stosunek do reklamy i jej środków.

Autorzy wykorzystali własny kwestionariusz do określenia postawy studentów wobec reklamy i jej środków, a także skalę kwestionariusza opracowaną przez Instytut neurologii i psychiatrii im. P. Protopopowa.

Wyniki badania sugerują, że respondenci uważają się za niezależnych od wpływu reklamy, ale nadal częściowo podlegają jej wpływowi. Dowodzi to, że bez względu na to, jak intensywny jest opór wobec sił zewnętrznych, krytyczne myślenie konsumenta reklamy jest stopniowo niwelowane.

Słowa kluczowe: reklama, wpływ, manipulacja, reklamowany produkt, podatność na hipnozę, hipnoza, student.

STUDENTS' PSYCHOLOGICAL RESISTANCE TO MANIPULATIVE INFLUENCE OF ADVERTISING

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Abstract. The article is devoted to studying the psychological stability of students to the manipulative influence of advertising content. Advertising as a concept, types of advertising, its real purpose and influence on human consciousness, and the most common ways of manipulating consciousness are revealed. The level of students' self-awareness has been studied and their attitude to advertising and its means.

The authors used own questionnaire to determine the students' attitudes towards advertising and its means, and a questionnaire scale created by the Institute of Neurology and Psychiatry named after P. Protopopov to measure a student level of hypnotizability.

The obtained research results state that the respondents consider themselves independent of advertising influence, but they still partially fall under its influence. It proves that no matter how intense the resistance to external forces is, the advertising consumer's critical thinking is gradually levelled.

Key words: advertising, influence, manipulation, advertised product, hypnotisability, hypnosis, student.

ПСИХОЛОГІЧНА СТІЙКІСТЬ СТУДЕНТІВ ДО МАНІПУЛЯТИВНОГО ВПЛИВУ РЕКЛАМИ

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Анотація. Стаття присвячена дослідженню психологічної стійкості студентів до маніпулятивного впливу рекламного контенту. Здійснено аналіз психологічної літератури з означеного питання, розглядається реклама як поняття, види реклами, її справжнє призначення і вплив на свідомість людини, а також найпоширеніші способи маніпулювання свідомістю. За допомогою емпіричного дослідження виявлено рівень індивідуальної гіпнабельності студентів, а також їх ставлення до реклами та її засобів.

Автори використовували власну анкету для визначення ставлення студентів до реклами та її засобів, а також шкалу опитувальника, розроблену Інститутом неврології та психіатрії ім. П. Протопопова.

Отримані результати дослідження свідчать про те, що респонденти вважають себе незалежними від впливу реклами, але все ж частково підпадають під її вплив. Це доводить, що яким би інтенсивним не був опір зовнішнім силам, критичне мислення споживача реклами поступово нівелюється.

Ключові слова: реклама, вплив, маніпулювання, рекламований продукт, гіпнабельність, гіпноз, студент.

Introduction. The research topic's relevance is connected with an increasing tendency to worsen the psychological, environmental friendliness of advertising content. The main reason for this phenomenon is the rapid development of commerce, which leads to a more violent struggle of commercial companies for the consumer (Biały, 2017).

Advertising is used to keep the demand for the companies' products and survive in tough competition. Advertising can dramatically influence the consumer's choice, exercising a conscious and unconscious influence on the psyche, affecting various areas, managing unconscious drives, exerting pressure on needs and preferences, challenging "everyone buys, and you don't?!"

The main contingent that is influenced by advertising companies is young people (including students) (Crain & Nadler, 2019). The psyche of a young person is in the process of formation. Suggestive and manipulative influences give a large increase in the implementation of the advertised product, but less attention is paid to advertising content's moral and psychological safety.

The problem of using psychological knowledge in advertising is particularly relevant today. The study of the influence of advertising on consumer's behaviour in childhood was described in Matthew A. Lapierre's work. These results provide new insights into how children's advertising literacy and cognitive development potentially affect their consumer behaviour (Lapierre, 2019).

Research in the field of advertising psychology was carried out by scientists who left a very noticeable mark in psychological science. They are the following: W. D. Scott, W. Moede, K. W. Schuite, K. Marbe, E. Stern, W. Blumenfeld, J. B. Watson, N. Munsterberg, S. V. Hartungen, and others. It is necessary to mention the works of such scientists as V. I. Borodina and Ye. V. Sydorenko, where much attention is paid to manipulative methods of working with consumers. The researchers had also studied the psychological mechanisms of advertising influence and the conditions for increasing advertising effectiveness. In the book "Theory and Practice of Advertising", authored by Scott M. Katlip, they concluded the need of research attention in the development of advertising slogans. Separately, we can highlight the monograph of A. I. Lebedev-Liubimov "Psychology of Advertising", which describes the main aspects of the psychology of advertising and the problems that arise when conducting applied research (Lebedev-Liubimov, 2006).

Participants.

Sixty students of Pavlo Tychyna Uman State Pedagogical University (Uman, Cherkasy region, Ukraine) participated in the research. We did not consider gender. The age of the participants was 17–18 years.

Procedure.

Participants were informed about the study's purpose, the voluntary nature of participation, and gave informed consent. We submitted the author's questionnaire in Ukrainian. The average time to complete the questionnaire was 15 minutes. The scale was a questionnaire of the definition of the level of individual hypnosis ability of the Institute of Neurology and Psychiatry named after V. P. Protopopov. It was also presented in the Ukrainian language. The average time spent working with the questionnaire was 20 minutes. The total duration of the interview procedure was 30–35 minutes.

Aim.

Based on the above, we can formulate the article's aim, which is to study the psychological stability of students to the manipulative influence of advertising content.

Methodology.

To reach the aim, we used the following methods: the author's questionnaire to determine students' attitude to advertising and its means, the scale-questionnaire to assess the level of individual hypnotizability of Research Institute of Neurology and Psychiatry named after P. Protopopov, as well as methods of mathematical and statistical data processing: finding percentage values.

Results and Discussion.

Advertising is specific information about individuals or products that are distributed in any form and in any way to make a direct or indirect profit (Law of Ukraine, 2018). Famous scientist V. P. Shejnov believes that advertising is the art of shackling the buyer's mind for a sufficient time to extort money from him (Shejnov, 2001).

These definitions indicate that advertising's primary purpose is revenue, which requires effective presentation of information about the advertised products. In our time, this is achieved by a hidden advertising context, affecting various psychological spheres.

Depending on the purpose, the following types of advertising are distinguished:

- informative – used to inform consumers about the appearance of new products, services, and ideas on the market. The goal is to bring the product to the market and search for potential consumers;
- training – formation of selective demand. It is used when a product that has any advantages over other products is offered in a competitive environment;
- comparative – the main characteristics of the advertised product are compared with similar features of competitors' products;
- reminder – promotes a product that has already won markets, but requires reminding the buyer about itself (Butenko, 2006).

One of the tasks of advertising is to convince people that the producers must purchase the advertised product. To do this, it is necessary, first of all, to draw the audience's attention to the advertising message. Because of the hundreds of messages that a person receives every day, only a third are realized, and only a tenth has a chance to influence human behaviour (Jefkins & Yadin, 2000).

That is why when creating an add, it is taken into account that the synthesis of the plot, a bright picture, and background music cause serious mental excitement and leave a persistent associative "trail", which in turn is imprinted for a long time in the viewer's subconscious. It is due to the simultaneous perception of identical information by several analyzers.

The main idea of effective advertising is not to sell a product (service), but to satisfy some human needs (material or psychological). Direct call – buy it! – pushes the fact that imposes the decision. Freedom, including one to make a decision, is one of the leading human values. So, the task of advertising is to give a person the impression that the decision was made by himself and voluntarily (Shejnov, 2001).

Researcher V. G. Zazykin identifies the following four components of the psychological effect of advertising:

- cognitive (obtaining new information through its processing processes: sensation, perception, attention, associative thinking, memory);
- affective (formation of an emotional attitude, incentive desire, experience);
- regulatory (prompting specific actions);
- communicative (integration into the processes of information communication, activity, exchange of opinions, etc.) (Zazykin, 2000).

The cognitive component is related to how a person perceives advertising information. The mental element study involves the analysis of several information-processing processes, such as sensation and perception, memory, representation and imagination, thinking and language, etc. (Mokshancev, 2006).

The affective (emotional) component of advertising influence determines the emotional attitude of the subject (consumer) to the object of advertising information: with sympathy; with antipathy; neutral; with contradiction (Shuvanov, 2003).

For example, consumer antipathy is caused by intrusive Internet advertising that interferes with active online activity. For the comfort of users, programmers created apps that block advertisements.

Effective advertising should be directed at both the unconscious and the conscious, thoughts, feelings, attitudes, and behaviour. This approach changes attitudes, altering consumer behaviour. It affects the buyer from all sides – convinces, forces, attracts, wraps, and orders to fulfil the seller's wishes.

Consumer behaviour depends significantly on the goals of the consumer's activity. Advertising will determine the choice of products to the extent that its content coincides with the plans of consumers' actions. Ultimately, advertising on consumer behaviour means its influence on consumers' decision to buy (Mokshancev, 2006).

The impact of advertising on consumers is carried out gradually by the following four stages:

- the first – attracting the audience's attention;
- the second – awakening the interest;
- the third – providing the audience with arguments in favour of the product that is advertised, forming a psychological attitude that proves that the proposed values meet the needs of the audience, overcoming the barrier of audience distrust;
- the fourth – creating a psychological mood for memorizing the message (Bondarovska, 2007).

Scientist S. G. Kara-Murza notes the “lulling effect” of television advertising, which provides passivity of perception. From his perspective, the combination of text, images, music and home environment promotes relaxation, reduces mental activity and critical perception of information (Kara-Murza, 2006).

This step-by-step procedure is similar to the experiment of studying the frog’s response to a temperature stimulus. If the frog is thrown into boiling water, it will jump out, but if it is put in a container with cool water and gradually heated, it will be cooked. Thus, consumers with aggressive advertising pressure (advertising in Play Market apps) are caused by negativity and dissatisfaction, and with the “lulling effect” (advertising cookies “Oreo”), there is almost no negative and there is a desire to buy the advertised product.

Advertising affects buyers and contributes to their actions to purchase advertised goods and services. In this case, many different methods and techniques involve various mental structures of a person, both on the conscious and unconscious level. There are the following methods of the psychological impact of advertising on the consumer:

- method of persuasion;
- method of infusion;
- method of hypnosis;
- psychoanalytic method;
- method of neuro-linguistic programming;
- method of linguistic manipulation.

Persuasion as a method of advertising influence proves the advantages of this product and the need to purchase it with the help of argument. The process of persuading the consumer involves a critical understanding of the received advertising information and its correlation with previous life experience.

The infusion method is considered an artificial inoculation by word or other means of various mental phenomena, including mood, external impression, idea or a specific action to another person in the absence of critical thinking. Suppose the role of logic and rational evaluation of the advertised object is high in persuasion. In that case, emotion, the influence of authority, trust in the group and public opinion come to the fore in the infusion.

Infusion in advertising skillfully operates the entire spectrum of emotional impact, using the person’s desire to be healthy, well-being, vanity, the desire to maintain or improve a person’s social status.

The essence of the method of hypnosis is that a person practically does not give direct orders, comment on something, ask about something, and consult with a communication partner. However, the applied speech strategies allow you to get the result – the absence of conscious resistance to the order (the order is executed) (Moser, 2002).

The main hypnosis techniques are as follows:

- truism (hypnotic command substitution);
- the illusion of choice;
- assumption;
- the command is hidden in the question;
- the use of opposites;
- full selection;
- the psychoanalytic method is based on two essential points;
- the product must be attractive subconsciously;
- the basis of product attractiveness is sexuality in a broad sense (Popova, 2002).

Neuro-linguistic programming is an approach of influencing a person to affect his psyche, and therefore his behaviour. “Neuro” here stands in the light of the fact that as a result of advertising influence, the behaviour is a consequence of neuro-psychological processes, and “linguistic” – in the fact that the word controls these processes. “Programming” assumes a precise organization of management actions on the object of influence. This clarity also applies to “reading” information from an item through its speech behaviour, gestures, voice manifestations, eye movements, and breathing.

The NLP model includes three behavioural stages of influence from the advertising subject of communication:

- 1) establishing psychological contact with the object;
- 2) establishing and maintaining a communication process with him;
- 3) inducing an item to perform the desired behaviour (Moser, 2002).

Language manipulation uses language features and rules of its use for hidden (unconscious by the addressee) influence on the addressee in the right direction. Advertisers often use language manipulation techniques, sometimes intuitively, sometimes quite consciously. The manipulative capabilities of the language are prosperous. Language metaphor, false analogy, multilingualism, indirect speech acts, etc., are at the advertiser’s service (Bilohorodskyi, 2005).

The effect of the “25th frame” is that if you insert a 25 frame at a speed of 24 frames per second, it will not be perceived visually, but it is subconsciously fixed. This way was used for the first time by advertisers in the United States. After the demonstration of movies, where the 25th frame was “Coca-Cola”, the sale of this drink jumped by 58 % at once.

In the pursuit of profit, “black advertisers” take actions that border on crime. First of all, this applies to the market of medicines, food products and hygiene products. Using all the power of hidden influence tools, the creators of advertising introduce the idea of the miracle effect of the advertised tool into the mind of an inexperienced listener in medicine. These suggestions’ harmfulness is that all medicines and hygiene products have certain restrictions in use and even contraindications (Shejnov, 2001).

The study's above-mentioned theoretical underpinnings served as a basis for experimental research of the students' psychological stability. The research took place at Pavlo Tychyna Uman State Pedagogical University. The data were obtained from 60 students. The age of the participants was 17–18 years. We did not take the gender aspect into account.

We researched the experimental and practical aspects of the study with the help of the author's questionnaire to determine the students' attitudes towards advertising and its means [media], and a questionnaire scale created by the Institute of Neurology and Psychiatry named after P. Protopopov to measure the individual level of hypnotizability.

We analyzed the statistical significance of the obtained results using mathematical and statistical data processing methods.

The author's questionnaire provided the following results:

- number of students viewing ads: often – 22.3 %, occasionally – 18.5 %, rarely – 22.3 %, hardly ever – 37 % (Fig. 1);

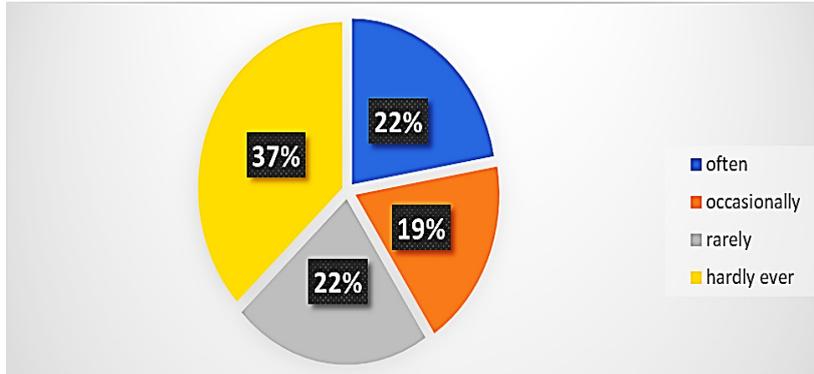


Figure 1. Frequency of viewing ads by students

- 14.8 % of students are interested in viewing ads, while the opposite group constitutes 85.2 % (Fig. 2);

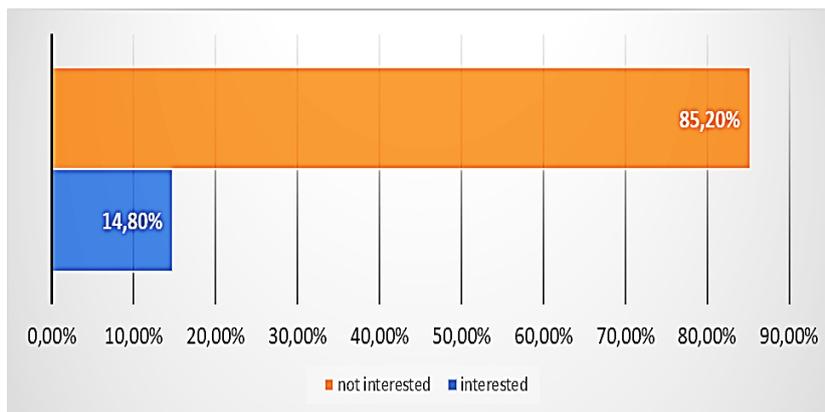


Figure 2. Interest in viewing ads

- students considered the following aspects of being attractive in advertisements: goods that are advertised (11.1 %); the plot of the ad (18.5 %); background music (63 %); everything that is attractive (3.7 %); nothing is attractive (3.7 %) (Fig. 3);

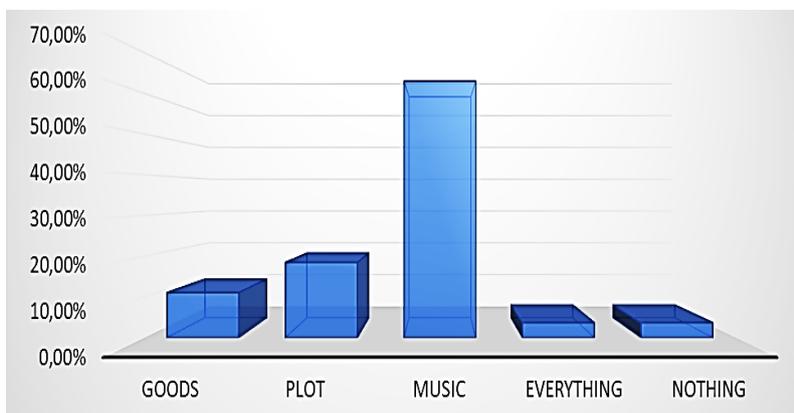


Figure 3. Attractiveness in ads

- after viewing ads 25.9 % of students occasionally buy, 74 % rarely buy, 0 % always buy, 0 % often buy the advertised goods (Fig. 4);

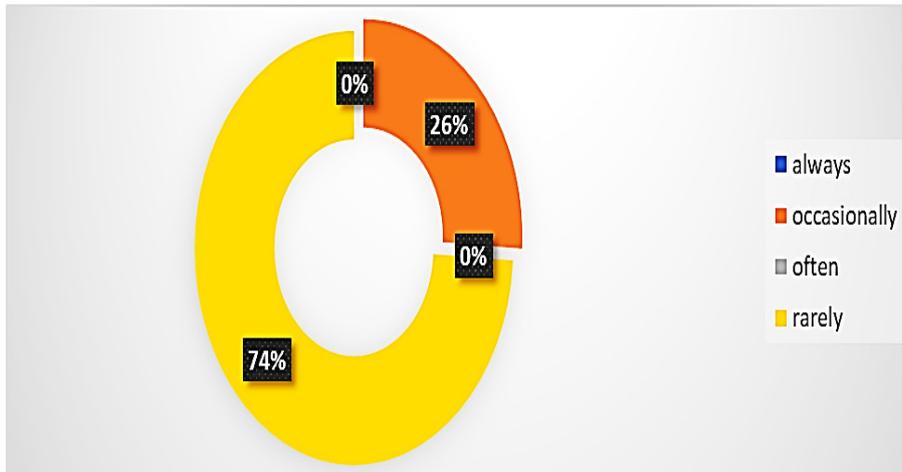


Figure 4. Frequency of purchase of the advertised goods

The percentage of students who haven't planned to buy goods, but do it as a result of viewing ads is: always – 4.5 %; often – 18.5 %; occasionally – 40 %; rarely – 37 % (Fig. 5).

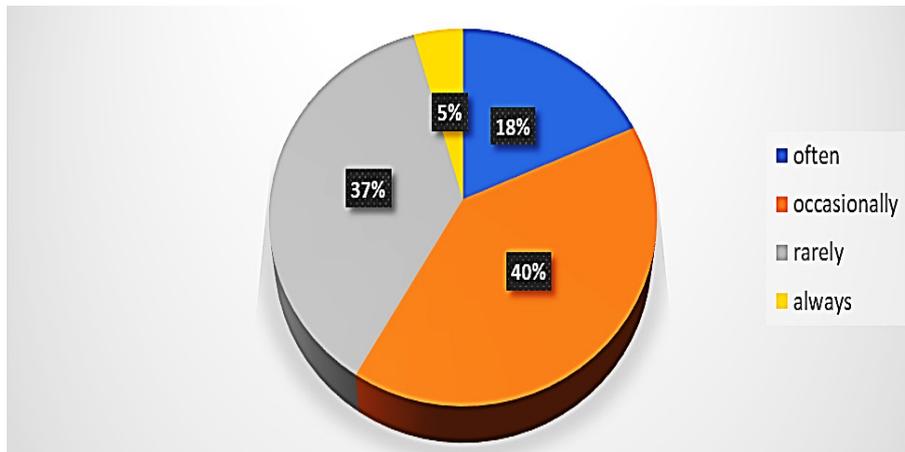


Figure 5. Frequency of unplanned purchases

- 100 % of respondents say that high-quality advertising does not necessarily mean the high quality of the goods;
- the percentage of respondents who are irritated by advertising is 66.7 %; occasionally irritated – 7.4 %; rarely irritated – 3.7 %; not irritated – 22.2 % (Fig. 6);

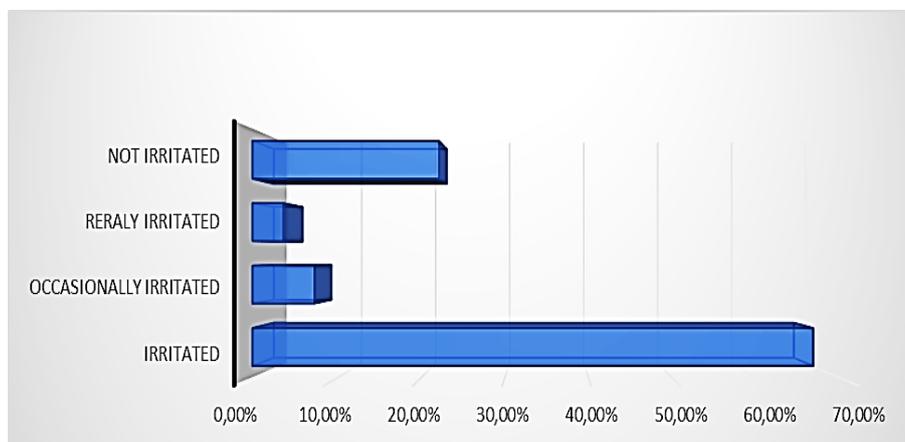


Figure 6. Students' perception of advertising

Using V. P. Protopopov's method for measuring the individual level of hypnotizability, we determined that the hypnotizability among 7.4 % of respondents is 2 points. Thus, it corresponds to the second degree of the first stage of hypnotic depth. There is a low probability of manipulative influence on this group of students. The hypnotizability among 26 % of respondents is 3 points, which corresponds to the third degree of the first stage of hypnotic depth. It indicates a relatively low probability of manipulative influence on these students. The hypnotizability among 37 % of respondents is 4 points, and it corresponds to the first degree of the second stage of hypnotic depth. This result indicates a sufficient risk to be a subject to suggestive influence. 22.2 % of the respondents demonstrated the hypnotizability of 5 points, which corresponds to the second degree of the second stage of hypnotic depth. The result is sufficient for students to be under the manipulative influence. The hypnotizability of 6 points was found in 7.4 % of respondents, and it corresponds to the third degree of the second stage of hypnotic depth. Students in this group can be easily manipulated (Fig. 7).

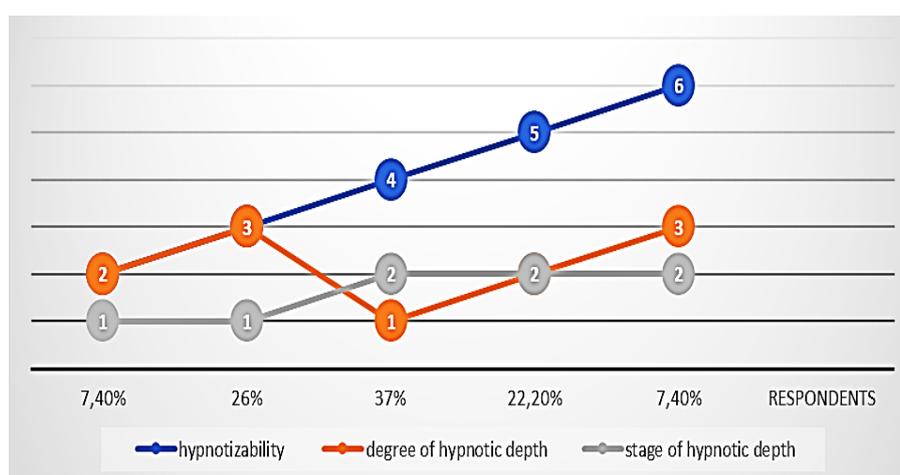


Figure 7. The rates of hypnotizability and hypnotic depth

Many students claim that it is not the quality, characteristics and properties of the advertised goods that attract the buyer, but the ways the goods are presented in advertising. Music and storyline are the most influential of the ad. It, in turn, indicates the presence of mechanisms of psychological influence in commercial advertising.

There is also the phenomenon of buying goods that haven't been planned for purchase. It is the result of well-thought-out hidden advertising. However, all the students surveyed claim that the vast majority of the advertising array causes them to be irritated and negative about the advertised goods.

The data allow us to summarize the research results in the following way: although respondents consider themselves independent of advertising influence, they still partially fall under its influence. It indicates that no matter how intense the resistance to external forces is, the advertising consumer's critical thinking is gradually levelled. The information obtained allows us to make recommendations for personal protection from the manipulative influence of advertising content.

Conclusions. The theoretical studies reveal the essence of the negative psychological impact of advertising on consumers and indicate a growing trend of deterioration of the advertising content environmental friendliness. After analyzing and summarizing the research on the negative advertising impact, we were able to empirically investigate students' psychological resistance to the manipulative influence of advertising content.

We have found out that there is a particular discrepancy between the opinion of the studied students regarding their psychological resistance to advertising content and the study of resistance to the manipulative influence of advertising. According to the survey results, they are entirely independent of the advertising impact. Still, at the same time, they cannot explain the unsoundness of many purchases of the advertised goods. It is defined by a relatively significant level of respondents' responsiveness. It can be considered a significant factor that confirms a hidden suggestive advertising effect of advertising content on the students' minds. Although respondents consider themselves independent of the advertising impact, they are still partially subject to it. It indicates that no matter how intense the resistance to external influences is, the advertising consumer's critical thinking is gradually levelled.

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