

Social advertising as a factor in the formation of tolerance towards people with disabilities

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Abstract. *The formation of tolerance among young people is the most important aspect of the upbringing and socialization of this social group. There are many ways to build a tolerant attitude, including social advertising, which can be an effective tool for building tolerance towards people with disabilities.*

Keywords: *youth, tolerance, people with disabilities, social advertising*

Mankind at all times treated with pity those who had mental and physical disabilities in health. The World Health Organization has released data according to which the number of people with disabilities (PWD) is steadily growing every year. In many countries, such people are not considered equal healthy, full-fledged members of society. Hence the following problem arises - people with disabilities are alienated from society, withdrawn into themselves. Today the mass media are actively drawing public attention to this problem, showing the life of people with disabilities, their difficulties and achievements. But the attitude towards disabled people in our society still remains ambiguous. In this regard, there have been many studies related to the analysis of tolerance for people with PWD. Tolerance towards people with disabilities, first of all, implies respect for them as individuals with the same rights as healthy people, as well as in providing them with the necessary assistance.

The problem of the formation of tolerance comes to the fore due to the fact that every year the number of people with disabilities is steadily growing, and not only in Russia, but also in the world. People with disabilities are not perceived as equal in society, this social group is discriminated against on the basis of physical, mental or mental development and health.

G.G. Zack and D.Ya. Zach considers several factors that contribute to the formation of tolerance among young people with disabilities. The authors believe that "education for tolerance should be aimed at counteracting influences that cause feelings of fear and alienation in relation to others. It should contribute to the formation of young people's skills of independent thinking, critical thinking and the development of judgments based on moral values" [1].

One of the factors that influences the formation of a tolerant attitude towards people with disabilities is the adoption of programs and projects at the state level. So, in August 2001. By a decree of the Government of the Russian Federation, the federal target program "Formation of attitudes of tolerant consciousness and prevention of extremism in Russian society (2001-2005)" was approved [1]. In addition, various programs are being adopted at the global level, for example, the Convention on the Rights of Persons with Disabilities at the UN General Assembly.

These documents create a legal basis for the education of tolerance in society. Today in our country there is a state target program "Accessible Environment".

Another way of building tolerance for people with PWD is the practice of inclusive education, i.e. joint education of disabled children and healthy children. This practice should form the skills of the second to communicate with people with disabilities, their acceptance, responsibility towards them. It is also possible to allocate optional hours in educational institutions within certain disciplines, for example, psychology, sociology, pedagogy.

One of the most effective methods for the formation of tolerance is the method of psychodrama. "Psychodrama is viewed as a socio-psychological theater, which trains the ability to feel the situation in a team, evaluate and change the state of a person, the ability to get in touch with a person who is different from oneself. It is effective for adolescents, since in the game they reproduce the image of the other, return to their role, strengthen and concretize some of the characteristics of the other, try to show individual differences and "play" conflict situations. Students can subsequently be included in educational activities to work with various groups of people in the framework of educational and industrial practices"[1].

Another factor that can contribute to the formation of tolerance towards people with disabilities is the activities of the media. As noted by K.A. Popova: "The mass media have a significant impact on the formation of public opinion about people with disabilities. People with disabilities are almost always presented as either unprotected, socially vulnerable and dependent, or they are overly heroized, which, paradoxically, makes people with disabilities perceived as unconditionally defective"[2].

Separately, it should be noted social advertising as a special type of mass communication. "In modern Russian society, social advertising has become an independent form of communication, it is gaining more and more value and demand. At the same time, its main task is not only to draw public attention to social problems, but also to call for their solution and offer possible actions for this"[3].

As G. Nikolayshvili writes in the book "Social advertising: theory and practice", "social advertising is a type of communication focused on drawing attention to the most pressing problems of society and its moral values, focused on actualizing the problems of society. Its purpose is to humanize society and form its moral values. The mission of social advertising is to change the behavioral model of society"[4].

Social advertising appeared in the United States in 1906, and only 88 years later in Russia. Conventionally, the history of Russian social advertising can be divided into two periods: Soviet and modern. Soviet-style advertising glorified communist ideals, and the main problems in it were issues of war, promoting the ideas of communism, a healthy lifestyle, helping the

hungry and the sick, and combating dissent. "Sometimes PSAs have been used in songs or movies. The famous song "May there always be sunshine!" can be classified as a type of social advertising. Soviet films "Height", "Girls" advertised new professions, the way of life of an ordinary Soviet person, his character and basic values"[5]. Soviet-era advertising was monotonous and highly politicized. As for social advertising of the modern period, it has both creative and technical diversity. Today, topical issues raised in social advertising are the issues of a healthy lifestyle, the fight against HIV and AIDS, environmental problems, ethnic tolerance, road safety, etc.

A feature of social advertising that distinguishes it from commercial advertising is that social advertising is aimed at everyone and everyone, regardless of which social group the person belongs to. The main ways of exposure to social advertising are:

1. Appeal to certain emotions. The idea, laid down by the authors of advertising, can only reach people when it evokes any emotions. Emotions are the motivations for action. Therefore, it is very important to emotionally load the advertising message, accompanying it with bright and expressive pictures. You can appeal to both positive and negative emotions of a person. Positive emotions include friendship, love, pride, patriotism; to negative ones - fear, suffering, horror, anxiety.
2. The destruction of some behavioral stereotypes and the creation of others. For example, the destruction of the stereotype that a high speed of a car gives a feeling of flight and freedom, with the advertising slogan "Exceeding the speed, you do not gain freedom, but lose it" [6].
3. Presentation of an alternative. The essence of the method is to show not the dark side of vices (for example, alcoholism, drug addiction), but its alternative, i.e. happy life.
4. Specifying the problem. Social advertising reveals the whole essence of the problem, or its separate part, and the more specific the problem, the more effective the advertising will be. An example is road safety public service advertisements that focus specifically on speeding.
5. Appeal to authority. For example, billboards in the city of Volgograd, calling for the birth of a third child, who will certainly be talented: They were born third... Anton Pavlovich Chekhov/(1860-1904)/great Russian writer; Charles de Gaulle/(1890-1970)/the first president of France (phrases are located to the right of the portraits of famous people).
6. Appeal to patriotic feelings. "I was born in the Trans-Urals, I was baptized in the Trans-Urals! It came in handy in the Trans-Urals! (billboard, text to the left of the image of the baby's baptism)". Awakening patriotic feelings, such a social advertisement calls not to leave, to stay in the native land, which allows solving one of the main problems of the

region - the outflow of the population"[6].

7. Use of statistics data. This method emphasizes the urgency of the social problem.
8. Using a gradation of facts. The essence of the method is to present a sequence of facts more fully and vividly conveying the idea of social advertising.
9. Create a complete picture with one detail. For example, a poster with a picture of a ball rolling onto the road creates a sense of danger at the level of intuition and predictability of further events: now a child will run after him and find himself on the road in a dangerous situation [6].
10. Using a hidden impetus for action. The peculiarity of this method is that some fact from reality is given, which requires an unambiguous understanding and decision-making.
11. The use of certain linguistic means, such as the use of constructions with "no" and negations (for example, say NO to drugs!), The use of metaphors, the use of an impersonal "we" (for example, we will make the world cleaner), playing with word-formation features ("Precinct from the word "Participation" (pavement sign). "The word precinct is formed from the word "site" and cannot be motivated by the word "participation", however, in the context of social advertising, the words are presented as one root in order to increase the confidence of residents in the precinct policemen" [6]) proverbs, sayings, aphorisms.

Among other things, we will name a number of factors that contributed to the formation of social advertising as a new view of society's problems:

1. The increased need of the state for effective social management. Social advertising is a kind of "litmus test" that shows acute social problems of society, thereby drawing attention to them. In addition, the main mission of social advertising is to change behavior towards socially approved and to establish traditional values in society.
2. Development of democratic institutions and the formation of non-governmental and non-profit organizations.
3. Business social responsibility. Business structures, being subjects of social advertising, are forced to minimize the harm they inflict on society with their commercial activities in order to long-term existence.

Social advertising serves a number of functions, such as:

1. Communication function, consisting in the fact that a connection is formed between the advertiser and the audience, due to which there is a more complete understanding of the problem and, accordingly, the most effective work on it. Through social advertising, you can keep in touch with citizens, which benefits the state.
2. The information function is that social advertising draws attention to the problems of

society, creates excitement around them and offers solutions.

3. The motivational - incentive function is that competent social advertising should induce a person to certain actions, socially approved behavior.

An important characteristic of social advertising is its effectiveness. It includes a number of criteria:

1. Concentration on one idea - there should be only one socially oriented message in the advertisement.
2. The integrity of the target audience - social advertising does not differentiate society by groups and classes, but addresses everyone at once.
3. The ability to attract and hold attention for the time it takes to memorize.
4. Accessibility for perception by the target audience - social advertising should be understandable to everyone and contain images that have a high social impact.
5. Memorability - advertising should be quickly and easily remembered, be bright and have an unusual plot.
6. Persuasiveness - it is necessary for the target audience to have confidence in the source of information and in the advertising message.
7. Motivating ability is the ability to change a person's behavior.

Today, social advertising is not only one of the mass media, but also a cultural phenomenon, the popularity and significance of which is only growing. This is evidenced by many social advertising festivals both in Russia and abroad. An important feature of social advertising is that it carries a value, spiritual component. Advertising of this type contributes to the development of such qualities in people as compassion, understanding, helping those who need it, etc. And all this leads to an increase in the spirituality of society.

Russian legislation contains laws that control social advertising activities. First of all, this is the Federal Law of 13.03.2006 № 38-FZ (as amended on 01.05.2019) "On Advertising", namely Article 10 "Social Advertising". In the Republic of Bashkortostan until 2000, the law of the Republic of Bashkortostan dated February 26, 1997 № 81-z "On Advertising" (Bulletin of the State Assembly, the President and the Cabinet of Ministers of the Republic of Bashkortostan, 1997, № 9 (63), Art. 544)"was in force, but this law was declared invalid, and at present the main law controlling this activity in the republic is the Federal Law "On Advertising".

In our republic there are organizations and persons carrying out this activity. The most widespread social advertisement of the city of Ufa is "City without drugs". Also, "the use of social motives in advertising, and sometimes social advertising with the indication of trade marks and brands, is currently practiced in Ufa by the companies PC "Vsya Ufa" and the retail chain "Pyaterochka", CJSC insurance group "Uralsib", IA "Bashinform", etc." [7].

Thus, social advertising is one of the effective tools for shaping not only public opinion, but also the value and moral attitudes of people, being not only a means of mass communication, but also a cultural phenomenon. Social advertising today is a tool for socially responsible business. Social advertising maintains a link between the state and society, i.e. the society gets the impression that the state is taking part in solving acute socially significant problems, which are affected by this type of advertising.

In conclusion, it should be noted that the problem of disabled people in our society exists. People with disabilities are isolated from society, not only because of intolerant attitudes, but also because in our state there are no conditions for full-fledged life of disabled people. People with disabilities encounter obstacles everywhere, for example, there are no conditions for the movement of wheelchair users, there are no special signs for the visually impaired, there are almost no sign language interpreters for the deaf and dumb, etc. All this leads to the fact that people with disabilities withdraw into themselves and lead an isolated lifestyle. For those who are able and willing to work, there are also a number of obstacles: not all employers want to hire a disabled person, since this is fraught with a number of difficulties. It is also believed that disabled people are difficult people with whom not everyone can find a common language, but in reality this is not entirely true. People with PWD are in many ways more capable, stronger than healthy people. In many ways, examples of strength of mind, will and desire to live show us exactly those who have deviations in physical or mental health. A striking example of this is Nick Vuychich - a man who was born without arms and legs, but who became famous all over the world thanks to his oratorical talent and desire for life. Vuychich fully showed the world that disability is not the end of life, that a disabled person is the same person and citizen, that people with PWD can live a full life.

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