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### STORYTELLING AS AN ADVERTISING TOOL AMONG CONDITIONS OF INFORMATION EXCESS

**Savchuk A.**

Candidate of sciences (Ph.D.), Senior Lecturer

Journalism and Advertising Department

*Kyiv National University of Trade and Economics, Ukraine*

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In conditions of information amount significant growth, consumers receive different advertising messages from businesses every day, it is important to provide it in a form that interests and attracts their attention. Storytelling is a modern way of presenting information in the form of interesting stories. Storytelling has been actively used not only in the field of literature and entertainment but also in education, art, politics, marketing, advertising and service. The main areas of storytelling use in advertising companies are: the history of the enterprise, the brand-legend, employee history, the history of the product, the charity story, the history of the client.

Most people put a high priority on being logical about the decisions they make. However, unless you're actually a computer, the simple fact of the matter is: every human decision is influenced by emotion. This is why stories sell. Above all else, storytelling in marketing can include the «what» and the «who,» but it should always focus on the «why.» That's the whole point—don't just give people the facts, give people something to invest in [1].

There's plenty of popular demand for good stories, if binge-watching, binge-listening, and binge-reading statistics. One study found that a painting became 11% more valuable when the artist's story was featured below it. Small businesses with ethnically-made, locally-sourced products can actually increase the perceived value of the products (and thus the average order price) by featuring their story [2].

According to Google Trends, one of the fastest growing search terms in the business marketing area is content marketing. Content marketing is a creation of compelling contents by the brand itself with the expectation to generate positive brand perception from the consumers. By contents, it can be any form of a story that represents the brand spirit. Whether the brand goals are rooted in search engine optimization (getting found), lead generation (conversion) or leveraging social media tools, none of them will be effective without compelling storytelling. More and more, brands are starting to realize that all the technology tools available are worthless without a content marketing strategy at the center of marketing [3].

Nowadays, increasing number of brands are targeting their marketing strategy to fit into content niche market, which by number, 50% of the companies are working with sourced contents experts to gain .Consumer-based story influences people to consider purchasing products. In the consumer-based story, consumers see themselves in the story and feel highly engaged with the brand. Consumer's project their own story into the consumer-based story appeared in the advertisement and connected their story with the character inside of it. The consumer-based story gives familiarity, authenticity and a positive impression on people [4].

When developing advertising with the use of storytelling, the important components are: statement, argumentation, restatement. In statement it is important to engage the audience in action, to start a story from interesting fact, to attract attention. In argumentation usually uses stories from life and arguments about product advantages.

There are many ways and techniques in creating interesting story to promote business. Therefore, strolling is simply the best way to convey information to a person so that he feels it and remembers it. This is the only way in which everything is built – from films and books to advertising campaigns.

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### **MEDIA: GENDER EQUALITY**

**Shamrai-Sas O.**

*The University of Milan, Italy*

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Media play a particularly significant role in the fight against gender stereotypes. Therefore, their contribution is central to provide a realistic picture of the skills and potential of women and men in modern society as well as to avoid their degrading or offensive representation in everyday life. To this end, on 31 January 2013, the Italian Minister of Labour and Social Policies in charge of Equal Opportunities and the Italian Advertising Self-Regulation Institute (Istituto di Autodisciplina Pubblicitaria) signed the second Memorandum of Understanding (MoU) aimed at ensuring that commercial communication adhered to the rights of women in the media [1].

The goal is to promote and further strengthen compliance with the ban on the use of offensive or discriminatory images of women or images that encourage violence against them, the possibility of removing from the press advertisements and posters that depict degrading images of women or that are clearly violent or sexist in nature. Today, a joint committee has been established, the task of which is to implement it, monitor, support and encourage its planned activities.

Today, a joint committee has been established, the task of which is to implement it, monitor, support and encourage its planned activities. As part of the aforementioned Memorandum of Understanding, which has a fixed