

Today, there are many ways to update and submit high-quality information in social networks.

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## PECULARITIES OF SHOCKING ADVERTISING

**Kopatch M.**

student

*Universite de Montreal, Canada*

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The current stage of development of the economy in the country is characterized by increased competition for the largest segment of the market. It is important for companies to organize effective influence on consumers, in particular through advertising. In this case, advertising is often used on the verge of violations of ethical standards. The spread of unethical samples of advertising in the Ukrainian information space is due to the influence of many factors. In particular, awareness of the importance of social responsibility to consumers and society comes producers gradually.

Low social responsibility leads to an insufficiently critical attitude to the ethics of advertising messages. Another factor is the gaps in regulating advertising activity both at the state and at corporate (self-regulatory), public, and consumer levels. Often, an advertising campaign is considered a failure, if it does not cause great resonance in society. This is due to the fact that the mediocrity and average level of advertising are of the least interest, the standard advertising is not remembered.

Another important aspect is that the advertising done on the verge of moral and immoral is intriguing, shocking, scandalous – and, therefore,

attracting attention that will force them to discuss, make them popular. The concrete task facing advertising agencies is to develop such an appeal, which will cause the maximum number of reviews. It uses any methods that make the audience talk about advertising.

Courageous, creative advertising that challenges the public, generates heated discussion, and thus, in addition to paid advertising, receives an additional free PR in the press, the Internet, becomes a reason for jokes, jokes, everyday conversations, etc. This is relevant both during the withdrawal of a new product on the market, and in order to warm up the interest in the brand, brand. Therefore, in order to make the advertisement debatable, a creative concept is created, which, by its frankness, transcends the permissible limit.

However, the response to such a challenge can be both positive and frankly negative, which will spoil the impression of the product, will negatively affect the reputation of the brand, the firm.

After all, to create a scandalous situation – it's half a way, and correctly to guide the result may be much more complicated. In fact, the most important work begins after placing scandalous ads. By different approaches one can both increase the number of loyal consumers, and forever lose their reputation. The absence of any activity right after the scandal can completely undo the whole effect. Sometimes it's just a matter of announcing a company, you have to back up the interest with the right policy.

In most cases, scandalous, shocking ads are removed from television screens, broadcasting, newspapers or magazines, and big boards because they violate permissible ethical standards: they contain discrimination, hints, propaganda of erotica, violence, cruelty, violations of language norms, etc. However, not always intriguing advertising equals advertising unethical.

Therefore, putting into production a scandalous or shocking advertisement, one should consider:

- target audience. Sometimes, the shocking advertising proved to be a failure and damaged the reputation of the company, because the chosen slogan was not only unethical, but also more youthful. It's happened when the slogan absolutely did not correspond to the values, style of thinking and life of the main target audience;
- time of TV and radio advertising – often complaints about advertising are related to its negative impact on children and adolescents. Therefore, when adjusting the time of the advertisement, some problems will disappear on their own;
- carriers of advertising. For example, advertising of the French interior gallery Ludovic with the slogan «It's shameful to be poor» is, of course, a discriminatory case on the basis of wealth. However, if these ads were

not placed on big boards, but in specialized journals, which are bought by people with an abundance above average, negative resonance could not be.

Thus, organizers of advertising should take into consideration that in addition to commercial, it also has a social effect, scandalous, shocking, unethical advertising can bring not only positive but also negative results.

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## THE PROBLEM OF SOFTWARE PIRACY

**Lizunova E.**

student

*Saxion Colleges, Netherlends*

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Today at the stage of formation and active development of the media industry, various difficulties arise. These figures can not be explained only by the «underdevelopment» of the market and the general economic problems of the state. You can talk about a number of difficulties faced by, for example, software manufacturers. In particular, the problem of software piracy is more urgent than ever. According to the BSA, 86% of software products in the world are currently distributed illegally.

If, at the beginning of the development of information industries, piracy was the factor that did not allow the consumer to keep up with modern technologies at the time, then at present it has become a hindering factor that seriously hinders the development of software manufacturers.

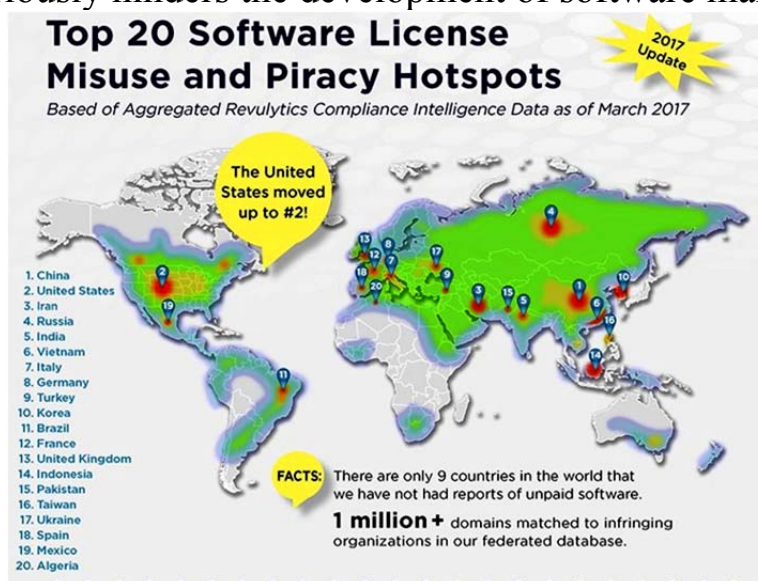


Figure 1. Visual top Software Licence [1]