



УДК 659.118

THE INFLUENCE OF HIDDEN ADVERTISING ON OUR SUBCONSCIOUSNESS

Stud. I. Haidei, gr. БОАск 1-16

Scientific supervisor I. Borolis

Kiev National University of Technologies and Design

Marketing with subliminal messages aims to encourage the purchase of the product through subtle effects that are not normally visible to the naked eye. It's not only the images that are used to get into your head; sounds and other techniques are also used to help the message sink into your subconscious. Everyone seems worried that advertisers can control their behavior through subliminal messages. Subliminal messages are stimuli that lie below our threshold of conscious awareness. Because they fall below the absolute threshold level (ATL), we can't perceive a subliminal message, even if we're looking for it.

Many people confuse subliminal influence with subconscious influence. But those two concepts are very different. A stimulus can influence us subconsciously without being subliminal. If we can see or hear it — even if we don't consciously notice it — it's not subliminal.

Advertising in all its manifestations is increasingly irritating ordinary people. Television advertising is turned off with the help of the control panel, advertising in periodicals is turned over, for personal advertising, without paying attention, and from the animators calling customers, they wave off like from bothersome flies. And only the hidden advertising, which doesn't strike the eye and doesn't climb into the ears, is capable in 9 cases out of 10 to reach the goal.

The main functions of hidden advertising:

- introduce into the consciousness of the population the name and brand of the company
- break away from competitors by offering a new commodity dominant
- create a need for new types of goods not previously used
- create an anti-advertising rival

Hidden advertising is everywhere: in films, serials, books, cartoons, sports. It seems to us that when we watch a film, we rest from advertising, but it's not so. Almost every feature film, at first glance, is not noticeable for the viewer flashes advertising of goods, brands, brands, etc. Consider in-store music. When researchers played music in a liquor store, they found a startling result. On days when German music was played, German wine outsold French wine. However, the reverse happened when French music was played (North, Hargreaves, & McKendrick, 1999).

Generally, there are three types of subliminal messages:

Subvisual messages – visual cues that are flashed so quickly (generally a few milliseconds) that people don't perceive them.

Subaudible messages – low volume audio cues that are inserted into a louder audio source, such as music.

Backmasking – an audio message that is recorded backwards, with the intention of playing it forward to disguise the reversed message.

Regardless of type, subliminal messages often involve sexual cues. The reason? People claim that associating a stimulus with sex can enhance the appeal of the overall content.

What subliminal messages can do for you?



Subliminal messages will push you further than ever before! You can use this way of subliminal messages like the most successful people do. You will increasingly build your confidence while reading the daily news online; you will develop social skills and learn to make new friendships easily while checking out recipes of your favorite pie; you'll program yourself to feel happy when checking your email box; you'll create positive money paradigms while liking posts on Facebook...

Subliminal Messages in Advertising

You can blame the subliminal advertising chaos on James Vicary. In the 1950s, Vicary claimed to boost concession sales at a movie theater by flashing "Eat Popcorn" and "Drink Coke" during a movie. Long story short: his claim was a hoax.

Despite Vicary's confession, the damage was done. People became scared that mind control was possible, and the hoax gave advertising a bad rap. Since then, people have been on the lookout for suspicious ads containing subliminal messages. Even some well-known logos also contain hidden messages that don't attract much attention and aren't easily seen at first glance. They don't stand out, but they must be there for a reason.

What kind of content is hidden in subliminal messages?

Many of the subliminal messages that have been found up to now are usually related to sex or religion in some way, and although they are not easy to detect when they are, they cause a lot of controversies. One of the classic examples in marketing with a subliminal message is Disney. And it is suggested by many experts that many of their films contain subliminal messages that incite sex. Like Aladdin for example, in the original film there is a scene where the main character says: "Good teenagers take off your clothes". Although when this came to light, Disney brushed it off by saying that it was just bad locution on the part of the voice actor. However, the phrase has stuck in people's minds ever since.

The same thing has happened in scenes from other films. The most famous is from the film *The Lion King*. There is a moment in the film, when the main character lies down at the edge of a cliff creating a cloud of dust. Do you know what image that cloud of dust created? The word "SEX". It's not only Disney that has subliminal messages, so too do the logos of tobacco brands. Another of the mythical examples of subliminal messages selling sex is Joe, the face of the cigarette brand Camel.

Conclusion

Hidden advertising is more effective than direct advertising. It provides instant promotion of brands and a fast and effective way of introducing goods into consumption. Subliminal messages have garnered a lot of skepticism. Nonetheless, emerging research has given this field a new outlook. While some aspects have been debunked (e.g., subliminal self-help tapes), researchers have been finding merit to other aspects (e.g., subliminal priming).

Can subliminal messages influence your thoughts and behavior? Yes, they can. First of all, manipulations in advertising rely on such a mental process as decision making. However, subliminal messages can't make you do something you wouldn't want to do. But certain categories of people refer to advertising and remember it in different ways. This is due to: education, education, the environment, etc. So everyone can finally put their fear to rest. The development of society also depends on how successfully the culture of consumption will be introduced into the mass consciousness.

REFERENCES

1. Bar, M., & Biederman, I. (1998). Subliminal visual priming. *Psychological Science*, 464-468.
2. Stapel, D. A., & Blanton, H. (2004). From seeing to being: Subliminal social comparisons affect implicit and explicit self-evaluations. *Journal of Personality and Social Psychology*, 468.