

L. Teodorska

V. N. Karazin Kharkiv National University

Adventure discourse in «child» advertising

Теодорська Л. І. Пригодницькі елементи в рекламі для дітей. У статті розглядаються основні пригодницькі мотиви в сучасній «дитячій» рекламі. Проаналізовано й типологізовано рекламні ролики, де пригода є невід'ємною частиною побудови сюжету та чинником привертання й утримання уваги дітей, а також головним фактором запам'ятовування дитячою аудиторією реклами та рекламного об'єкта. На основі проаналізованих рекламних роликів виокремлено головні типи пригод, що найчастіше зустрічаються в комерційних повідомленнях. Значне місце в житті дитини наразі посідає реклама: для маленьких реципієнтів рекламні повідомлення виконують не стільки інформативну, як виховну, освітньо-соціалізаційну та розважальну функції. Рекламисти при створенні реклами, цільовою аудиторією якої є діти, використовують різні способи залучення уваги, які подекуди тяжіють до маніпулювання дитячою свідомістю й підсвідомістю. Одним із таких є апелювання до дитячого прагнення до пригод.

Ключові слова: *реклама, дитяча аудиторія, залучення уваги, пригода, пригодницький, типи.*

Теодорская Л. И. Приключенческие элементы в рекламе для детей. В статье рассматриваются основные приключенческие мотивы в «детской» рекламе. Проанализировано и типологизировано рекламные ролики, где приключение является неотъемлемой частью построения сюжета и фактором привлечения и удержания внимания детей, а также становится главным фактором запоминания детской аудиторией рекламы и рекламируемого объекта. На основе проанализированных рекламных роликов выделено главные типы приключений, которые чаще всего встречаются в коммерческих сообщениях. Значительное место в жизни ребенка сейчас занимает реклама: для маленьких реципиентов рекламные сообщения выполняют не столько информативную, сколько воспитательную, образовательно-социализирующую и развлекательную функции. Рекламисты при создании рекламы, целевой аудиторией которой являются дети, используют разные способы привлечения внимания, которые иногда близки к манипулированию детским сознанием и подсознанием. Одним из них является апеллирование к детскому стремлению к приключениям.

Ключевые слова: *реклама, детская аудитория, привлечение внимания, приключение, приключенческий, типы.*

Teodorska L. Adventure elements in advertising for children. The article examines the main adventure theme in children advertising. There were analyzed and typologized the commercials, where the adventure was an integral part of building the plot and was a factor in attracting and retaining the attention of children, as well as becoming a major factor of memorization of advertising and the advertised object by children's audience. On the basis of the analyzed commercials the main types of adventures that are most often found in commercial communications were highlighted.

Keywords: *advertising, children's audience, adventure, attract attention, types.*

Advertising plays an important role in children's lives today. For younger recipients advertising messages do less informative than educational, educational socialization and entertainment functions. Advertisers employ various ways to attract the attention of children when creating promotional texts. For example, it may be using bright colours, fun music, and dynamic plot, images of famous cartoon characters or stories.

The purpose of the research is to focus on children's audience commercials, in which there are elements of adventure, to identify and describe the main types of accidents, the most common promotional samples. The object of study is the children's advertising, in which there are adventure motifs.

The relevance of the work is that advertisers

when creating advertising, target children audience by using different ways to attract attention, which sometimes tend to manipulate the child's consciousness and subconsciousness. One of these is appealing to the child's desire for adventure.

By using the keyword «adventure» one needs to give a precise definition of this concept. According to the explanatory dictionary, «adventure – 1. What happened (often unforeseen, unexpected); event, case. Unwanted, unpleasant or dangerous for some event. 2. Events that occur while traveling, travels often associated with risk. Adventure – 1. built on adventures. Inherent to anyone who seeks adventure» [6].

Children advertising often show technical sophistication and thoughtfulness: bright colorful pictures, motion, animation; and mostly in every advertising for children it is told how much fun

your child will have, if eats or gets a toy or that thing. It is often used visual and sound effects that have to attract the attention. «Children» commercials quickly flashed on the screen. They have less information press than the «adult» advertising, and the positioned product here is usually associated with a holiday or a game [8:80].

Children perceive advertising as a kind of a videostory, a videomyth, not associated with information about the product (service), but with a mythological aura around the advertised item. The effect on children's audience increases if videos have music, colour. These elements are perceived by children is somewhat different way from adults: children find «their humor» in advertising spots, isolated elements which adults do not pay attention, such as animal identification with a person through identification with a hero-animal. Advertising in the perception of a child is a game or a fairy tale. So, just like the heroes of fairy tales – characters of commercials – are simple, clear and close for a child [2].

Children of all ages are active, they have a huge need for physical activity, action. Children need adventure, travel, discovery of something new, unknown [3]. In order to create an effective message that would cause the trust and ensure a positive image of a product or service, advertisers often depict certain behaviors grounded on the synthesis of games and adventures that attract children.

In «Children psychology» T. Dutkewycz described the following features of children's imagination: «Imagination is included as a necessary component of verbal creativity of children, especially in the form of fairy tales. The child imparts the heroes with actions and characters according to their actual characteristics, behavior and way of life» [1:238].

According to the researcher, «the development of imagination, coupled with the growing interest of a child to the sphere of social relations leads to the fact that at the age of 5–7 children create imaginary worlds inhabited by their current characters. For example, a preschooler invents a friend – a little man, with whom he plays or goes through imaginary adventures» [1:238].

The advertisement with adventure elements often combines «dynamic, exciting plot, sudden unexpected turns of events, elements of intrigue, the conflict between good and evil; romantically set largely idealized character – a bright personality who actively defends his ideals, often possesses supernatural power, skills, temperament, etc.» [7].

The statement above can be proved by these commercials.

In a series of advertisements of yogurt «Rastishka» the main hero Dinosaur Dino is portrayed as the best friend of children, who together with children immersed in the magical world of adventure. According to the cycles of advertising all the adventures of Dino with his friends are divided into several types:

– a fight against evil: «Острів двійників», «Школа чарівників», «Діно-завод» («Island of twins», «School of wizards», «Dino-factory» – *a.transl.*);

– learning something new: «Прикольні тату збирай – тварин вивчай!», «Магніти шукай – чарівний острів збирай!», «Домашніх тварин збирай – абетку вивчай!», «Досліджуй космос разом з Діно» («Cool tattoo gather – animals learn», «Seek magnets – collect magic island!», «Pets gather – alphabet learn», «Explore space with Dino» – *a.transl.*);

– a travel: «Люби Україну – подорожуй з Діно!», «Збирай магніти – подорожуй світом!», «Нова карта – "Зимова Україна"» («Love Ukraine – travel with Dino», «Get magnets – travel around the world», «New map – "Winter Ukraine"» – *a.transl.*);

– a call for active recreation: «Цікаву гру збирай та з друзями грай!» («Interesting game pack and play with friends!» – *a.transl.*);

– a time travel: «Карту світу збирай – історію тварин вивчай!» («World map pack – study the history of animals!» – *a.transl.*).

An important feature of advertising of «Rastishka» is that the main character of commercials dinosaur Dino offers children to learn in the entertainment and adventure form. In the commercials little audience is invited to seek magnets, stickers, puzzles, tattoos with alphabet, images of domestic and wild animals at various products, to study modern animals and their ancestors, cities of Ukraine and the world.

Advertising of cake «Barney» is based on the similar principle. In commercials the main hero Barney the Bear encourages children for adventures. Unlike the above-mentioned series of advertisements here the emphasis is made on entertainment. Children and Barney the Bear are presented playing in nature, overcoming different obstacles, learning walking on stilts, making a rainbow, serving delicious breakfasts etc.

The main hero initiates adventures («Hi, I'm Barney. Do you like adventure?»). The peculiar feature of «Barney» is positioning the Bear as an assistant, with whose help children make new

discoveries («Барні. Щодня – нові відкриття», «Веселі відкриття починаються з Барні», «Яскравий смак нових відкриттів», «Для маленьких першовідкривачів» («Barney. Every day – new discoveries», «Funny openings begin with Barney», «Bright taste of new discoveries», «For young pioneers» – *a.transl.*). Here we find the combination of a fun fairy hero, bright colors, children's laughing and diverse music. This synthesis of means of influence helps to attract the attention of children and motivate them.

The symbol of ТМ «Nesquik», containing cocoa (chocolate drinks, instant cocoa, prepared cereals) is Quicky the Bunny. A specific feature of the Bunny is twisting the ears from pleasure. In advertising, it usually gets into various adventures hankering to taste the product: flying a cow, racing a car through a dirt road with puddles etc. Most advertising «Nesquik» uses humor to enhance memory effect. Sometimes Quicky the Bunny is clumsy, but it is always cheerful and energetic. It appears in various roles. It plays the role of a rowdy («I can not resist the incredible savour of "Nesquik"! I want to eat it right now!»), an assistant in solving problems («If you want all come out the best, start it in a good mood»), a faithful friend («Oh, no, it is ["Nesquik"] over! – Do not worry! I have an idea!»), a wise counselor («Quickly! It's time for breakfast!»).

Advertising designed for children's audience is intended not just to keep the attention of small recipients, but also to achieve memory effect and recognizability of an advertised product. It is a common practice in children's advertising to use adventure motifs. In different series of promotional advertising of certain goods or services a variety of adventures are displayed. Depending on the positioning of the product on the market, the characteristics of the message of adventures are divided into different types.

Adventure as a journey. This form distinguishes with dynamic, moving, fast changing pictures and storylines. A researcher T. Tabunshchuk in the article «Adventure books: Genesis, the specifics and peculiarities of formation» describes areas where action can occur. We use his typology in our research [7]:

- exotic islands: «Растішка. Магніти шукай – чарівний острів збирай!», «Барні. Щодня – нові відкриття» («Rastishka. Seek Magnets – magic island gather», «Barney. Every day – new discovery» – *a.transl.*);

- different countries: «Збирай магніти – подорожуй світом!» («Get magnets – travel around the world!» – *a.transl.*);

- underwater depth: «Растішка. Цікаву гру збирай та з друзями грай!» («Rastishka. Interesting game pack and play with friends!» – *a.transl.*);

- outer space: «Растішка. Досліджуй космос разом з Діно» («Rastishka. Explore space with Dino» – *a.transl.*);

- travelling in time and space: «Растішка. Карту світу збирай – історію тварин вивчай!» («Rastishka. World map pack – learn the history of animals!» – *a.transl.*).

Adventure as a journey is extremely popular in advertising for children audience. Children like to travel, they like to explore unknown places, to learn historical facts and dive into fantastic worlds.

Adventure as a fight against evil. Good and evil – the eternal values, that person carries from birth through life. Many fairy tales, cartoons for children are built on the opposition of positive and negative characters. Children from early age are instilled some good ideals. Children advertising as well as fiction or animated films are based on these examples. In advertising, where the plot based on the fight against evil, images of all actors are clearly thought out: «The system images are typically opposite, all the characters are divided into enemies and friends of the main hero. The images of negative characters are not less detailed than the images of positive characters. These are often antipodes of the main hero. They are as strong, smart and resourceful as good ones, but have evil intentions and plans, care for their own benefit at the expense of the environment» [7]. This type of advertising can be represented by «Rastishka. Dino-factory» where the main positive hero is dinosaur Dino, a little boy and a girl help it. They resist negative character of professor Zliuka who tries to make harm constantly. Dino and its team always win Zliuka.

Adventure as a search of treasures. A treasure hunt is one of the essential attributes of advertising based on adventure. For children it is associated with unknown, interesting, mysterious. This type of advertising consists of a problem definition, searching for solutions, showing the process of «treasure hunting» and awarding the winners. It is obvious that the treasure is the advertised product that the main hero with friends is looking for. To achieve the goal they have to pass a series of obstacles. Such situation we can see in series of advertisements «Nesquik», where the Bunny and its team are looking for and trying to get a ready breakfast. They show ingenuity and bravery in solving non-standard problems. Enthusiasts always overcome difficulties and as a reward get their

treasure.

Adventure as a fairytale. A fairytale is a folk or literary work about fictional events, fictional people, sometimes involving fantastic forces; that is not true; a fiction, a fable [5]. Fairy elements were found in almost any of the analyzed advertisements. We find in commercials anthropomorphic characters – dinosaur Dino, Barney the Bear, Quicky the Bunny – animals which are endowed with human qualities. Usually they get into fantastic adventures: flying a cow («Nesquik») of travel with time machine («Rastishka»), move to a school of magicians («Rastishka»). The tale is always assumed that the character passes certain tests and changes, becomes different. The plot consists of intrigue, a conflict, and its solution. The tale always incorporate a kind of «morality», related primarily to the characteristics of desired and unwanted behaviour [3]. Fabulousness in adventure advertising not just reproduces adventure itself, it enriches the story, makes the image brighter, adds a fantastic aura – all these help to attract the attention of a child audience, make a video easy to remember and close for children.

Adventure as obstacles overcoming. Elements of «overcoming the obstacles» on the way to the goal are present in nearly all types of described adventures. We say not in all because in some commercials overcoming obstacles are an independent and a key point in the plot. As a result while overcoming difficulties the characters temper their endurance, steadfastness, courage. They meet various challenges and overcome them to get what they want (the advertised product).

An advertising «Barney. Every day – new discovery» demonstrates how the Bear helps a little boy to hit the ball. Both heroes transfer from real life (playing football among children) to the magical world (Barney and the boy flying to the island in a balloon where seals show the boy how to hit the ball). In the commercial we see how a situation develops from failure to a success thanks to their resourcefulness and courage which help them to overcome the difficulties.

Sum it up, there have been allocated the following types of adventures: a journey, a fight with evil, a treasure hunt, a fairytale, overcoming of obstacles. These types are often found in advertising for a child audience. Various adventures complement each other. In the commercial one type of advent may be the core of the plot while the other has a supporting function to enrich the story, give it brighter features.

Having considered the aforementioned commercials, we came to the following conclusions. Children perceive the protagonists of advertising – like Dino, Barney and Bunny – not as advertising characters, but more like fairytale characters. For little audience commercials are more like tales that last not for long, often repeated, quickly memorized and have a dynamic storyline. The heroes are friends with whom you can realize your dreams: travel to unknown countries, do forbidden things, fight with monsters, discover new opportunities.

We highlighted four main groups of adventures, each of which can carry out an independent role in advertising spots or be combined with others to achieve the main goal – to attract the attention of children and gain their favour. Such an appeal to adventure motifs in advertising satisfies needs of children in fantastic dreams and the pursuit of new knowledge different from everyday life, from everyday reality.

Advertisement based on adventure has both advantages and disadvantages in terms of social consciousness. Among the positive signs is the fact that this advertising instills a desire to learn (to learn the alphabet, animals, country, etc.), non-standard thinking (a rainbow at home). Among the negative aspects of such advertisement we may attribute depicting dangerous situations (flying a cow, a quick ride by car), calls for collecting (in order to collect the full collection, you need to purchase the advertised product repeatedly). So the advertisers do make good commercials for child audience, but at the same time, unfortunately, these samples of advertisement do not always follow ethical standards.

References

1. Дуткевич Т. В. Дитяча психологія / Т. В. Дуткевич. — К. : Центр учбової літератури, 2012. — 423 с.
2. Левицкая А. А. Ваш ребенок и реклама [Электронный ресурс] / А. А. Левицкая. — Режим доступа : <http://www.ifap.ru/library/book505.pdf>.
3. Миронова О. Сказочные герои рекламной кампании [Электронный ресурс] / О. Миронова. — Режим доступа : <http://re-port.ru/articles/Skazochnye-geroi-reklamnoi-kampanii/?print>.

4. Пенчук І. Вікові особливості сприйняття дитячих програм на телебаченні (міжнародний досвід) [Електронний ресурс] / І. Пенчук. — Режим доступу : <http://journ.lnu.edu.ua/vypusk7/visnyk08-7.pdf>.
5. Словник української мови : в 11 т. — 1973. — Т. 4 [Електронний ресурс]. — Режим доступу : <http://sum.in.ua/s/kazka>.
6. Словник української мови : в 11 т. — 1976. — Т. 7 [Електронний ресурс]. — Режим доступу : <http://sum.in.ua/s/pryghoda>.
7. Табунщик Т. Пригодницька література: генеза, специфіка та особливості становлення [Електронний ресурс] / Т. Табунщик. — Режим доступу : <http://litzbirnyk.com.ua/wp-content/uploads/2013/12/58.pdf>.
8. Харрис Р. Психология массовых коммуникаций / Ричард Харрис. — М. : Олма-Пресс, 2002. — 246 с.