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OUTDOOR ADVERTISING IN THE SYSTEM OF VISUAL COMMUNICATIONS OF CITY

Golodnikova Ju.A.

“To catch the look and to fascinate the imagination – this is the main aim of outdoor advertising. Which is why the texts of advertisements have to be laconic, plain, capacious and tempting. When the billboards are installed, different means of making visual imagery spectacular are used: bright colors, highlighting, moving panels, creeping line. And if you recall the sad image of *the street of broken lanterns*, there is no surprise that outdoor advertising creates virtual “islands of light” on the dark streets of the Ukrainian cities. Mediaexperts fairly believe that bright lightning and contrasting “vibrating colors” guarantee the continuance of the impact produced by an advertising board on the human mind. There are 4 ways of the image processing for the billboards: painting, drawing (polygraphy), film usage and full-size full-colour printing.

More than any other advertising carrier, the billboard needs the “wide-scale idea”, the concept. It will become just the traffic sign without it, as the main part of the audience is in the moving cars while contacting it and has only a few seconds to read the text. The speed of perception has to be higher than the speed of physical movement.

Distance plays a very important part for perception of outdoor advertising. Change of distance gives change to the characterization of events and even of an event – close-up, long shot, short shot – condition different types of perception of the same object.

The main, and consequently, the most wide-spread, format of outdoor advertising are the boards (billboards). They occupy more than 50% of all surfaces of outdoor advertising. They can be seen from the long distance and their size (6x3 meters) signals to the consumers about the significance of an advertised object. Signboards, standers, light boxes, panel-holders are used mainly to attract attention of the people being close. They influence our perception in the following way: they surprise us when they appear unexpectedly in front of us or when they are always there. No doubt, the angle of turn, location of transport, width of the street, competing constructions – the context – also influence the peculiarities of perception.

How does it happen?

The environment corresponding to the conditions of the routine activity of people and reflecting the character of their relationship with the world around them is formed on the different parts of the city area. The main arterial roads of the Crimean capital are bound with the four rings – four macro centers: the Central Market, Sovetskaya Square, Moskolto (the Moscow Ring), the Kuibyshev Market. Besides, the Central Market ring connects the business part of the city with the highway “Simferopol-Sevastopol”; Sovetskaya Square ring connects the railway station, business center and the most important micro districts. The Kuibyshev Market ring reminds of the wind rose: it has branches in the west, east, south and north directions of the Crimea. You can miss this place only if you go by detour roads of

Simferopol. Moskoltso is associated with the *living room* of Simferopol – it opens the way to the Moscow highway and the road to the southern coast of the Crimea.

According to M.Zamyatin [1], the process of formation of the social space is based on the creation of *spatiality* and *spacing*. Creation of spatiality is connected with the change of principles of the character of human perception. Channels of perception are aimed at the fixing of volumes, distances to the objects and events; the distance of observation forms the relation to them.” At this, space “feels for existence, existence feels in the space and as a space”.

Ring roads mean not only the concentration of transport, but a great number of pedestrians as well. Three of the four ring roads (Kuibyshev Market, the Moscow Ring and the Central Market) have markets, which is why there are large flows of people during the day-time. Sovetskaya Square is a business center of the city, where large trade objects (electronics, food, clothes supermarkets), office center, a movie theater, dance clubs, the florists, the theater are situated. Besides, this ring is the closest to the historical center of the city.

Sovetskaya Square. The traditional cube made of four boards is located in the center. The whole cube presents the symbol of communication, particularly, of the mobile operator UMC.

Around the ring, along the perimeter of the road, the billboards are located. There are as the usual ones – one-side posters, so the changing ones – having two or three sides. Advertising of mobile connection (several kinds), windows, housing on credit, food are presented on the boards.

The commercial space embraces the surface of the business-center building. The main part of it is advertisements of shops and clothes trade marks. Here you can see a screen with video commercials, which is brand new for the advertising technologies in Simferopol. But the screen is situated not high enough and on the side of the building. That is why it can be seen only from one side of the ring road.

On the building of the former “Ocean”, on the roof, there is a huge signboard with the letters “KYIVSTAR” advertising mobile connection. Besides, visually, this signboard is located higher than all other kinds of outdoor advertisements, which is separation from the competitors.

Besides, there are signboards on the cables: lamps and furniture advertisements. It is worth mentioning that advertisements on such kinds of signboards offer the products for home and beautification most often.

Outdoor advertisements look very advantageously and spectacularly at night. All signboards and boards are brightly lit by color and neon lamps. Color lams and light decorations are situated in the center of the ring.

Passing the ring, everyone feels the part of the city life.

Moskoltso. In the center of the ring there are four boards fastened together in the form of a square. Advertising of mobile connection, household appliances and banks are placed on them. Mobile connection occupies one of the leading places in the visual communication of the city and it has become the symbol of supremacy of information in the modern world. Banks are associated with money and reliability, demonstrating that the capital is one of the main features of the developed and economically successful societies. Bank is not only a place to keep assets, but the possibility to get credits, i.e. means for development of a person and the society, which presupposes the perspective of development and reaching the acme of success.

Six small glassed-in advertising boards are located on the ring: clothes and cigarettes are presented by definite producers and direct the consumer towards choosing a definite group of goods; moreover, the market is situated nearby.

Along the perimeter of the road there are more billboards. There are also advertisements of mobile connection, but of minor and less popular operators. Several boards offer household utensils (windows and household appliances). Bearing in mind the fact that the goods are rather available, it becomes clear what kind of advantages large supermarkets have (*Tair* and *Krym* department store).

Boards advertising watches, sausage, and engine oil make a separate group.

Special attention should be paid to the watch (famous brand) advertising. Time is also symbolic, visual communication unites it with another symbol – money. “Time is money”. Besides, the advertised brand is rather prestigious and expensive. It is widely known that one can judge about style and social position of a person from their accessories. And such organization of the commercial space emphasizes the virtual image of the business world, particularly of Moskoltso, reflecting the rush hour mood in the consciousness of a business person.

Kuibyshevsky Market. This is the richest commercial space. It is obvious because the ring road connects the important directions: the road to the Southern Coast of the Crimea, the city center and Moskoltso. The boards inside the ring are placed in the form of a square and present the mobile services (Kyivstar, UMC) and banks. It is worth mentioning that advertising of mobile connection is one of the largest and brightest on this ring road, which symbolizes its place in the life of a modern person and their large-scale ambitions.

Small two-side glassed-in boards placed along the ring have advertisements of expensive and elite shops and tobacco products.

The rest of outdoor advertising on the ring road is presented by a large number of boards, dedicated to the goods and services necessary for home and its beautification. Everything that can make your dwelling cozy, comfortable and prestigious is advertised: furniture, windows, sanitary engineering, household appliances – everything that reflects the idea *My home is my castle*.

Other boards have advertisements of banks and shops of elite clothes, although the main part of the audience moving with the traffic flow around the ring are people of moderate means. Only a well-to-do person can afford brand clothes, elite sanitary engineering appliances and expensive furniture now. But the strategy disposition of Kuibyshevsky Market is favorable, because the target group, i.e. people who can soon join it, fall within the radius impact of outdoor advertising.

Outdoor advertising is also represented by a number of signboards above the road. Usually they are the most laconic – only the name of the goods. Often there are contact phone numbers of the producing company or the distributing store. In such a way the informative constituent of outdoor advertising is presented.

Although, the integral image joining this *place* with the unified idea, is not presented on this ring road. Obviously, commercial workers have not made the task of expressing the local image of a definite fragment of the city environment as their task; the architects have not modeled the location, giving the information the natural expansion area.

The Central Market. The advertisements form several thematic lines on this ring. Outdoor advertising creates the space of vision: such impression is created thanks to advertising of

windows (the symbol of the look into the outer world). Besides, the concept of significance of *the look* gives advertising of the center of improving and rehabilitation of eyesight. It is widely known that eyes are the most important organ, thanks to which we receive the information about the world around us, which leads to the subconscious desire to improve one's eyesight and to avail oneself the services of the center.

Advertisements of household appliances – refrigerators – and the traveling agencies are located on other boards. It's worth mentioning that traveling is also connected with the new view of the world, which is not known to us yet, i.e. traveling agencies advertisements are also invitations to the visual perception of the world.

One of the dominating subjects in outdoor advertising on this ring is mobile connection. It fills the significant part of the communication space near the Central Market. In the center of the smaller ring there is a quadrangle, on one part of which there is a clock, and on three other sides there are advertisements of the mobile operator UMC. Such a disposition is associated with the four parts of the world, and with choosing the direction in life.

In the center of the second smaller ring there is a hexahedron, each part of which contains the advertisement of the *Sib-Bank*, it is seen from every part of the ring road, which makes the impression of exclusiveness available for everyone.

During the course of the content-analysis, 5 significant basic subjects have been found, the ones, around which the virtual space, created by the objects of outdoor advertisements: connection, money, social achievements, comfort, way of life, is formed.

In the scientific practice the images of space are more often viewed integrally: geography, sociology, politics, history, arts combine the efforts for reflection of multiple variation of perception of the territory. Depending on the fact which social groups, corporations, media carriers create or are the guides of the image of a territory, one can speak about its dominating characteristics.

Who and what dominates in outdoor advertising of the Crimean capital? Mobile connection, digital technologies, bank services, cars, furniture, traveling services. The generation of consumers demands new sources of satisfaction of the needs and at the same time – joy for an eye. What is it connected with?

The founder of the ontopsychology Antonio Menegetti, explaining people's actions with the help of his own experience, fixed in his memory, stated in this respect: "It is true that a human being doesn't know his self, that the world is not known to the human being. In order to banish, imploring, one's existential anguish, to get rid of the consequences of the inner schizophrenia, the man created beliefs, dogmas, laws, ideology, religions. But pain and uncertainty remain, the highest points of the human consciousness are ensnared by evil, and self-realization is exiled to Paradise, the road to which is lost and where the human being can go only after death at best. The man feels with nostalgia what is close to him, what is impossible and is beyond of reach, as it is far away in the world so different from him" [2].

It is obvious that the dichotomy "Paradise" (The City of Heaven)/ "Hell" is going through changes in the mass consciousness. Virtual images of outdoor advertising are being transformed, alternated, and create the effect of movable mosaic space. It is important to take into consideration the factor of the territory: the Crimea on the territory of Ukraine is a peculiar cultural mixture – the mixture of cultures – and presents one of the conditions of rise of innovation-oriented cultural and social competitive advantages. Of course, it deals with the changes of accents while choosing competitive strategic advantages of the region as one of the

world objects of strategic planning. As it is predicted by the Crimean ecologists, particularly, by N. Bagrov, S. Karpenko, V. Bokov, the presence of a rather difficult, multi-composite ethnic, ethno-confessional and even racial substrate, is one of the possible sources of those cultural mutations, which must be the basis of a new model of development. This cultural mixture appears to be the most important task of the new formation. Such processes can be traced in outdoor advertising in the form of mixture of styles and types of consumption of the goods and services accepted on the home market, regional market, foreign market, particularly it deals with the influence of the countries of the Black Sea basin. It would be right to predict the model of the further development of the information sphere of the Crimean region: integral marketing communications, outdoor advertising being the part of it, will begin to form, influenced by a number of factors. The process of the producers' fighting for the territory will lead to the creation of unique and at the same time recognizable images of the territory, apparently, the *branding* mechanism will appear in space. It will start in the Crimean capital. How correctly it will be done depends not only upon the leading market operators, but upon the social consciousness as well.

Can we control the formation of the social image of the city districts?

Hypnotic methods used in advertising, according to E. Fromm, "are a serious danger for psychic health, especially for clear and critical thinking and emotional independence... Mass media, crating the illusion of intense reflection with the recipients, in fact stimulate automatic conformism and degradation" [4]. Outdoor advertising forms pseudo-reflection, sets the consumers' behaviour, the impact mechanism of which is similar to the impact of the blockbusters on the mass consciousness: not occasional people act in blockbusters, but the programmed people, characters who easily adapt to the screen-plays of computer games, characters-masks, in which one can play safely and irresponsibly in the real life.

The unconscious is reflected in visual communications in the sharpest way, which is why learning to read the visual means to understand the mechanisms of control of visual images.

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