Библиографический список


T. Bukina, A. Bryukhova

POSITIONING STRATEGY OF THE RUSSIA NATIONAL FOOTBALL TEAM AND WAYS OF THEIR REPRESENTATION IN THE MODERN MASS MEDIA

Abstract
On the eve of the world Cup, interest in Russian football and the national team of Russia increased. The article describes the main strategies of positioning the Russia national football team in the media, their key meanings and ways of their representation which contribute to the formation of a positive team-image.

Keywords: positioning, strategy, key meanings, team, World Cup 2018.

УДК 659.3

A. Margovenko

SOCIAL-CULTURAL GROUPS AS A DETERMINING FACTOR OF SMM-CAMPAIGN

Abstract
The development of technology, the emergence of new ways of conveying information, the dynamism of global economic processes have lead to the need to revise existing methods and tools of communication. If a company is going to communicate via social networks, it is essential to know exactly with whom the company is going to interact.

Companies often say that their audience is too broad. So, they don’t take into account that needs, interests and lifestyle of different segments of this large audience are radically different. Describing the audience, it is important to divide it into groups, highlighting something in common.

Social media enables specialists to target their message within the SMM campaign to the necessary social-cultural audience, but the logic of building this segmentation is poorly described in scientific sources.

The purpose of this work is to show the importance of understanding of social-cultural groups companies are going to communicate with through social media marketing.

Various classifications of communication models are widely represented in science. This topic was thoroughly considered by foreign and Russian scientists: I. V. Uspensky, G. G. Pocheptsov, F. I. Sharkov, W. Schramm, D. McQueil and others.

© Марговенко А. А., 2018
The phenomenon of communication itself in Internet was studied by A.V. Nazarchuk, who noted that "Communication develops in depth, becomes branched and complex. Its configurations are unpredictable and uncontrollable ..."

Nevertheless, there is a contradiction between the level of knowledge of this sphere with an emphasis on social media and the dynamics of its development.

With the help of expert interviews and the "case-study" method authors suggest to consider how SMM-tools and channels can be different during building communication with different social-cultural groups.

Keywords: social-cultural group, marketing in social media, marketing in social networks, SMM-campaign, channel, tools

Marketing has been a problem in the past. The product is made, and then there is no understanding how to sell it or who to sell it to. Nowadays companies first of all think of who is going to be a customer and after organise a manufacturer process.

The development of technology, the emergence of new ways of conveying information, the dynamism of global economic processes have lead to the need to revise existing methods and tools of communication. If a company is going to communicate via social networks, it is essential to know exactly with whom the company is going to interact.

In the third quarter of 2017, advertising budgets aimed at the Internet became equal to the advertising budgets spent on television. According to the Association of Communication Agencies of Russia (ACAR), the volume of the Russian advertising market for the nine months of 2017 increased by 14 % and reached 285-287 billion rubles. Television and the Internet remain the main advertising media: they totaled 81 % of the total market in January-September 2017, and also showed the highest growth dynamics: Internet – 23 %, television – 13 % [1].

In the Urals Federal District, according to the TNS Web Index, the audience of social networks is enormous, among which 3,785,000 people are a month-long unique audience of Vkontakte, 2,535,000 people are in Odnoklassniki and 1 403,000 people are in Facebook [6]. All this audience are potential customers of various business sectors, which, thanks to the targeting tool in social networks, can be separated and get right advertisement message.

Companies often say that their audience is too broad. So, they don’t take into account the needs, interests and lifestyle of different social-cultural groups of this large audience. However, they are truly different. Describing the audience, it is important to divide it into groups, highlighting something in common.

Social media enables specialists to target their message within the SMM campaign to the necessary social-cultural audience. However, the logic of building this segmentation is poorly described in scientific sources.

The purpose of this work is to show the importance of understanding of social-cultural groups companies are going to communicate with through social media marketing.

In view of the fact that marketing of social media is the part of integrated marketing communications the authors of the article suggest to consider how SMM-tools and channels can be different during building communication with different social-cultural groups. To begin with it is necessary to understand the definition of marketing in social media.

Marketing in social media is a set of actions aimed at promoting the brand in social networks and building relationships with target groups [4].

There are 4 main advantages of social media marketing over other ways of building relationship with target audience: virality, interactivity, nonadvertising format and targeting [5].

Users tend to share interesting information with their environment. And in social networks this factor works really well. With the right approach this feature can be used for the widest possible spreading of information. So-called viral marketing is built on this advantage of social media - the creation of brand-bound info-guides, content, interactive applications that users themselves distribute in their environment. Among the most frequently used virus formats are video clips, infographics, virus sites, and so on.
In the case of other marketing tools, working with the audience is an one-way communication: the advertiser broadcasts information about a product and is not able to receive feedback. In social networks there is a two-way communication: users can express their opinion, ask, participate in surveys. As a result, there is a deeper interaction with the target audience, rather than in the case of traditional advertising.

The SMM does not use the advertising format. The main mechanism of interaction is communication on topics that are relevant to the user. This is the reason of fast spreading of information. Typically, content obligatory contains a hidden message with promo, but at the same time, unlike advertising, this message is of value for the user.

Perhaps the key advantage of social networks is the maximum opportunities for targeting the audience (that is, focusing the advertising campaign on a particular segment of target audience). In fact, the campaign can be focused as deep as it is needed.

Users already registered themselves in social networks and reported about themselves a lot of information: age, residence, marital status, education, profession, hobbies and many other facts. According to implemented case-study of 6 SMM-campaigns there was found a certain logic while working with different social-cultural groups.

Content - marketing - one of the most important tools in building communication with social-cultural groups. If a potential buyer visits a page on social networks and does not find the information he or she needs, he or she leaves it, and the possibility of returning of this person decreases. Moreover, projects with a target «Sales promotion» also have chosen as the main tool to fill out groups with interesting content, and than to work with targeting and organic advertising. The logic is clear before you start communication with the client with any social-cultural characteristics, you need to prepare the content.

It was also found that projects that have commercial support use tools such as organic advertising and native advertising much more actively. This is due to the fact that both tools are paid: in the first case, it is necessary to pay to the group / public in which the placement will take place, in the second case it is necessary to pay for advertising through the Vkontakte / Facebook cabinet, for impressions or clicks.

Further will be considered 3 main social-cultural groups among which were done research – student, women and sporty people.

There 6 SMM-campaigns.

Women: Supermarket project «C», TV channel project «D»,

Students: Commercial snowboarding student project «KatadZe», Annual premium «Student of the year»; International rally «Spring Wave»

Sporty people: Philantropical semi-marathon «A», Philantropical obstacle race «B»

Students. Approximately the same effect - greater coverage - student unions tend to get with the help of lotteries. However, in this case, the guarantee of targeting to the right audience is lower, since everybody like free or with a big discount gifts.

So, in each project there were at least 2-3 lotteries to make a wider reach. Another tool that is more typical for a certain target audience of student union is circular promotion. As a rule, there are 2-3 very strong groups, with a large number of subscribers, which are highly valued by the leaders of student associations (opinion leaders). In the Ural Federal University case there is an official group Vkontakte of Student Union «POSNews», where all the events were promoting. Since there are students who are in the university's activities, the target audience at all events of the university is similar - therefore, after the end of one event this mass is moving to another event or activity with the help of simple invitation and link.

The main channels of interaction with the students are Vkontakte and Instagram. 1 out 3 projects have Instagram profile, and 3 out of 3 have a group in Vkontakte. As Andrei Shakkart, the founder and CEO of the advertising agency Buzzcraft, said: "Audiences of the main social websites of the Runet (VKontakte, Facebook, Odnoklassniki) do not differ much in composition, but users behave differently. Young people consider Vkontakte as their territory, intellectuals are active in Facebook, and in Odnoklassniki there are people aged from 30 to 50 years. Here are formed both
the tastes in the content, and the types of behavior (what social-cultural groups comment and repost) [2].

When working with a student audience, the term "budget free marketing" very often operates within the educational institution, but this rule only works for local events and products.

Lotteries is very popular instrument of building communication with youth. It has already been said that this tool is usually used by student unions, because the target audience is students. This social-cultural group is who easily give in to temptation to win something free and branded.

Female audience. When analyzing cases with female audience (the projects of Supermarket and TV channel) was defined a bit stereotypical women profile. A woman, who spends a lot of time at home with children is a housewife. In any case, within the framework of these two projects - it should have been women who spend more time at home than men. «Odnoklassniki» was defined as a main channel of building communication with this social-cultural group. In the Supermarket’s project this channel was planned from the very beginning. In the TV channel’s project this channel has been included since January, 2018.

Not surprisingly, SMM-specialists usually use such social network as "Odnoklassniki" to communicate with the female audience. According to TNS Web Index statistics 69.2 % of «Odnoklassniki» users are women aged 25 years [6].

Also, Facebook was noted as a channel in the case of the Supermarket project. Later it was founded that it was the client's insistence. The specialist concluded that for wide trade network in Yekaterinburg and the Sverdlovsk region Facebook page can be used as a corporate page for building a positive image. Other targets as «Sales promotion» or «Knowledge increasing» are not profitable enough, as there is not enough necessary target audience there in Facebook for local Supermarket.

Sporting events. For case study were taken 3 projects: philanthropical semi-marathon and obstacle race and commercial student snowboarding project. The target audience of the first two sporting events was defined as men and women of the Sverdlov region aged from 25 to 45 years, interested in sports and active recreation. The target audience of the Student snowboarding commercial project is active youth.

Despite the fact that the student project is brumal and other projects are demi-season, general tools for interaction with the audience were singled out.

Although charity events have positive reputation and targets in general, the aim of the SMM campaign itself is to convince the client to buy a ticket for the marathon.

Although I will focus on video / blogging / ephemeral content in such projects, Let us take a closer look at the logic of choosing channels and the tools used to build communication with social-cultural group.

The obstacle race project is a warm-up event for the semi-marathon project. As race project starts at the beginning of the season and is should set the pace for the rest of the events, including the marathon.

When you warm up public with various sports it is very important to show this sport - the content: bright pictures with the effect of movement, video recordings from previous events, bright graphics - all this is done so that the client wants to stay longer in the group and feel the mood of the event.

Ephemeral content is another kind of tools used in marketing in social media. Its main distinctive feature is being available for watching in social networks a certain period of time. There are a few examples: stories in Instagram, Vkontakte and Facebook, streaming, the opportunity to participate in broadcasts remotely and etc. This type of content is more for viewers. However each spectacular is a potential client. Conducting live broadcasting during contests, races and the main final moments increases activity and reach in several times.

Influence marketing is also a good tool for working with a mass sports audience at charity events. This tool implies working with bloggers, opinion leaders. This way of building communication is very effective. During semi-marathon project were used video calls from people from different cities, encouraging others to participate in the project - 2000 - 3000 views for the group of 8 751 participants a good figure.
Thus, visualization and dynamism within the framework of sporting events is one of the most important components of content marketing.

To sum up, this study was devoted to finding the relationship between the social-cultural characteristics of the target audience and the channels and tools used in the SMM campaign. As the target audience were considered: students, female audience and people interested in sports and active recreation. After the research, the hypothesis was partially confirmed that different channels and tools for interaction within the framework of the SMM campaign are used for different social-cultural groups.

So, in social network «Odnoklassniki» it would be appropriate to conduct campaigns aimed at families and female audience. In Vkontakte there are two social-cultural groups. Gender distribution is traditional: 58.4 % of female authors, 41.6 % of male. The main age group – 37 % - authors aged 25-34 years. The second largest group is 18-24 years old (25.7 %). Students predominate in Vkontakte [3].

Also, the hypothesis was partially confirmed that the purpose of the SMM campaign determines the channels and tools of interaction with the target audience, so if the goal is to increase loyalty, then much attention is paid to content and contests, and if the goal of the purchase is to attract traffic from each post - promotion of posts.

It was found impossible to demonstrate the hypothesis that characteristics of the target audience determine the purpose of the SMM-campaign, since a direct relationship between the type of target audience and the purpose of the campaign was not revealed. The main link between these two factors are the characteristics of the product.

Bibliography

6. TNS WEB-Index (2017, December) Audience of Internet projects. Results of the study: Desktop, December 2017, Russia / 0+. Retrieved January 26, 2018 from http://mediascope.net/services/media/medialaudience/internet/information/?arrFilter_pf%5BYEAR %5D=2017&captcha_code=0cd91ee9db950e61b188418dcd52045&captcha_word=SYP2G&set_filter=Y/
А. А. Марговенко

СОЦИАЛЬНО-КУЛЬТУРНЫЕ ГРУППЫ КАК ОПРЕДЕЛЯЮЩИЙ ФАКТОР SMM-КАМПАНИИ CAMPAIGN

Аннотация

Развитие технологий, появление новых способов передачи информации, динамизм глобальных экономических процессов приводят к необходимости пересмотра существующих инструментов, способов и методов коммуникации.

Компании часто говорят, что их аудитория слишком широка. Они не учитывают, что потребности, интересы и образ жизни разных сегментов этой большой аудитории радикально различаются. Описывая аудиторию, важно разделить ее на группы.

Социальные медиа позволяют специалистам ориентировать свое сообщение в SMM кампании на необходимую социокультурную аудиторию, но логика построения этой сегментации плохо описывается в научных источниках.

Цель этой работы - показать важность понимания социокультурных групп, с которыми компании выстраивают коммуникацию, используя маркетинг в социальных сетях.

В науке широко представлены различные классификации коммуникационных моделей. Эта тема была тщательно рассмотрена зарубежными и российскими ученными: И. В. Успенский Г. Г. Почепцов, Ф. И. Шарков, В. Шрамм, Д. Маккуэй и другие.

Явление самой коммуникации в Интернете изучалось А. В. Назарчук, который отметил, что «Общение развивается в глубину, становится разветвленным и сложным, его конфигурации непредсказуемы и неконтролируемы ...»

Тем не менее, существует противоречие между уровнем знаний этой сферы с акцентом на социальные медиа и динамикой его развития.

С помощью экспертных интервью и метода «case study» авторы предлагают подумать о том, как SMM инструменты и каналы могут отличаться при построении коммуникаций с различными социокультурными группами.

Ключевые слова: социокультурная группа, маркетинг в социальных сетях, маркетинг социальных медиа, SMM-кампания, каналы, инструменты.

УДК 811

С. Д. Матвеева, Т. А. Кутенева

ВЕРБАЛЬНАЯ ЭВФЕМИЗАЦИЯ В РЕКЛАМНОМ ТЕКСТЕ: СОДЕРЖАТЕЛЬНО-ПРАГМАТИЧЕСКИЙ АСПЕКТ

Аннотация

Статья посвящена выявлению содержательно-прагматических особенностей эфемизации в рекламном тексте. Авторами определено, что в качестве эфемизмов могут выступать единицы языка и речи, представленные словосочетаниями, предложениями, отдельными лексемами, включающимися копирайтером в рекламный текст. Кроме того, выявлена особая классификация эфемизмов, основанная на разделении заменяющих слов по товарным категориям. В работе систематизированы основания для анализа эфемизмов в рекламном тексте, в том числе выявлена новое основание для классификации – степень эфемизации.

Ключевые слова: вербальная эфемизация, эфемизм, рекламный текст, товарная категория, прагматика, копирайтер.

В современном информационном обществе всё чаще становится возможным грамотное управление сознанием адресата. Язык, будучи главным средством передачи информации, имеет возможность расширить свои границы и стать, помимо прочего, средством воздействия на сознание окружающих посредством различных каналов коммуникации. В данном контексте под каналом коммуникации понимаются различные средства массовой информации, в том числе и реклама, использующая язык в качестве кода, с помощью которого происходит передача ключевой информации целевой аудитории.

© Матвеева С. Д., Кутенева Т. А., 2018