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CREATIVITY AND INNOVATION IN ADVERTISING PSYCHOLOGY HIGHER EDUCATION

The psychology of advertising has firmly established itself in modern science. Nevertheless, the world is moving forward. The world is changing, as are consumer needs and product awareness. Military, environmental, social and political threats are also emerging. Man, thus demands more, more perfect product [5, p. 86]. Faster cars

powered by clean energy, healthier food and affordable, high-tech phones. It is a never-ending race between manufacturers. Such changes are inevitably followed by changes in marketing and advertising psychology. How to choose the channel of information flow in order to reach the most numerous audiences with a certain social and cultural and psychological profile. This is also the background to the race of advertising creators to influence effectively people's cognitive, emotional and behavioural processes [4, pp. 35-36]. How to attract interest, encourage mass media content, arouse interest and positive emotions and persuade to purchase the proposed good or service, as in the case of university advertising campaigns.

It should be stressed that the phenomenon of advertising was and is linked to the existence of the market, to the surplus of certain goods and the consequent desire to exchange them for other goods. Advertising was also a certain form of communicating information, that is, „messages”. These could relate either to the existence of certain material goods or to existing dangers. The exact moment of the birth of advertising is difficult to grasp. One points to ancient Babylon, Egypt and especially Phoenicia, where money was invented, or ancient Greece and Rome [2, pp. 13-14].

Advertising, according to existing accounts in the literature, has its origins in the Middle East, along the Tigris and Euphrates rivers. This is confirmed by finds from Sumerian times; in the vicinity of ancient Babylon, archaeologists have discovered clay tablets with offers (advertisements) from the craftsmen, doctors and bankers there [1, p. 15]

The development of advertising is linked to the association of merchants and craftsmen into guilds, which used emblems, a type of insignia used to signify their distinctiveness and membership of a particular profession. The establishment of post offices and postal tracts was also not insignificant, allowing for a faster exchange of information and increasing the reach of advertisements [2, p. 14].

According to P. Kotler, advertising is any paid form of non-personal representation and endorsement of goods, services or ideas by a specific broadcaster” [6, p. 546]. Z. Roszkowski adds that it serves to improve product sales [8, p. 147]. Above all, advertising builds the image and brand of a product in the buyer's mind by multiplying the message [9, p. 266]. It enables a company to communicate with a large number of buyers at the same time and repeat the same message many times so that the buyer remembers it. Advertising can prove to be a particularly convenient form of getting product information to buyers when the market is large and dispersed [7, p. 269].

Understood in this way, advertising only partially demonstrates what this tool actually is, which is being explored at a scientific level by scholars of psychology, but also of communication, marketing and other sciences. In particular, the extent of the impact of advertising on human cognitive, emotional and behavioural processes should be pointed out. It invites the viewer to take an interest in the content of the advertisement (sound, image, content), here emotions are also aroused, which in turn, according to the originators, should determine certain behaviour. Thus inducing the recipient to purchase the advertised service or product [3, p. 98].

An analysis of selected university advertising campaigns shows their specific characteristics. What ideas they refer to and what values they promote. What is noticeable is the emphasis on tradition, which is intertwined with modernity.

Knowledge as a value is linked to a person's plan for the future, their opportunities in the labour market.

The Jagiellonian University in Kraków refers to tradition in its advertising spot. In the image, the historic building is visible, which reinforces the message about the university's experience, centuries of tradition, but also the university's connection to practice, particularly in the area of research and development.



Source: <https://www.bing.com/images/> (date of downloading: 20.07.2024)

Jagiellonian University's next campaign tones down the content somewhat about the university's history. The almost cartoonish message highlights the importance of science to the development and progress of civilisation. The figure of a scientist reflecting on the development of the world, progress and change, surrounded by drawings and patterns, reinforces the importance of the scientific nature of the university. The content of the advertisement almost screams the power of the institution and its leading role in science and the education of practitioners.



Source: <https://www.bing.com/images/search> (date of downloading: 20.07.2024)

Another advertising campaign concerns the WSB MERITO University. This is a non-public university, unlike Jagiellonian University. The creators of this school's campaign are clearly driven by modernity. The message emphasises the practical nature of the studies, faculties, specialisations and educational content. They correspond to the expectations of the contemporary labour market. The campaigns also emphasise the practical nature of the studies, noting that they are taught by practitioners. Top means not only academics, scientists but additionally practitioners. That is, psychologists who work in mental health clinics, management specialists with managerial functions, marketing specialists who are also responsible for the advertising campaigns of companies.

The spot also communicates that the student does not have to give up anything in life, that studies do not limit him. He or she has time to expand their knowledge as

well as time for personal life and work. In a similar graphic style to that of the Jagiellonian University, it shows that there is only one choice where knowledge and education equip you with knowledge and skills, while here, in the case of the WSB MERITO University, attention is drawn to the innovative way in which content and courses are selected to meet the expectations of employers. At the same time, the practicality of the lecturers and the proposed education is highlighted.



Source: <https://www.bing.com/images/> (date of downloading: 20.07.2024)

It is also significant that WSB MERITO University points to young people in almost every advertisement. They are smiling, happy. There is no traditional student visible here, who, overwhelmed by duties and the hardship of studying, sinks into sadness. Instead, there are happy young people, open to development and ready to work on deepening their knowledge.



Source: <https://www.bing.com/images/search?q> (date of downloading: 20.07.2024)

The presented advertising campaigns of higher education institutions show a trend that persists in this service sector. Not only does the psychology of advertising aspire to inform about fields of study, specialisations, but a trend is particularly evident which, in an almost cartoon-like communication, builds up the identity of the university. It refers to the scientific nature, tradition and knowledge as in the case of the Jagiellonian University or studies that have a practical dimension, are realised not only by scholars but also specialists in a particular field, which is supposed to strengthen the value of these studies. With graphics aiming for a minimalist message, Simple content - a drawing that contains a lot of information This is the contemporary trend in the psychology of college advertising. This is the innovation of this area of marketing communication.

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ВПЛИВ ДУХОВНИХ ЦІННОСТЕЙ ТА МОРАЛЬНИХ ОРІЄНТИРІВ НА ФОРМУВАННЯ НАЦІОНАЛЬНОЇ ПАМ'ЯТІ

В умовах сучасних трансформаційних змін, що відбуваються в Україні, політичні, економічні, соціокультурні реалії відіграють вагомe значення у подальшому становленні нашої держави. Важливими складовими цього процесу є оздоровлення системи цінностей українського суспільства, реформування демократичного ладу, дотримання цінності прав та свобод особистості, орієнтація на здобутки української культури, об'єктивний аналіз громадянами власної історії. Актуальність дослідження обумовлена потребою висвітлення ролі духовних цінностей та моральних орієнтирів як сучасних моделей впливу на формування національної пам'яті.

Національну пам'ять слід визначати як «феномен суспільної свідомості, селективно збережена нацією сукупність знань, уявлень та ціннісних оцінок тих подій минулого, які справили вирішальний вплив на її становлення, самоідентифікацію, державотворчі й цивілізаційні досягнення та консенсусно