

# The Impact of Social Advertising on Student Adaptation in Higher Education Institutions

**Oksana Kravchenko, Olena Baldyniuk, Halyna Bondarenko, Yuliya Pidvalna, and Tetiana Okolnycha**

Pavlo Tychyna Uman State Pedagogical University, Sadova Str., 20300, Uman, Ukraine

## ABSTRACT

The article considers the organization of psychological and pedagogical work with first-year students. It is established that during the period of studentship young people are included in the system of relationships in a new social adult environment. In this regard, it is very important that young people are actively involved in the educational process in higher education institutions, successfully coping with the requirements for learning, receiving a set of necessary competencies that can be successfully applied in practice in the future. The main problems arising in the first-year students are outlined: the new system of education; a different mode, loading and requirements; a new social role; relationships with fellow students and teachers; problems in social and everyday life; independent life in the new conditions for nonresident students. Analysis of the scientific literature allowed us to conclude that a significant potential for solving the problem of student adaptation in higher education is social advertising. The essence, functions and basic requirements for advertising are highlighted. The role of social advertising as an important condition for successful adaptation of students on the example of the Faculty of Social and Psychological Education of Pavlo Tychyna Uman State Pedagogical University is revealed. Already implemented forms of work at the faculty are: competition "Best social poster"; Competition of social advertising in the form of short video works; Festival of student creativity "Social worker of the future" within the social project "Make a dream come true". Thus, it can be argued that social advertising plays an important role in the adaptation of students, their formation as future professionals. Students master the necessary skills and abilities, which include the ability to work in a team, establish contacts, manage their time properly, show leadership qualities and persuade the interlocutor.

**Keywords:** Adaptation, Social adaptation, Socialization, Social work, Students, Freshmen, Advertising, Social advertising, Social advertising competition

## INTRODUCTION

The main task that faces the institutions of higher education is to prepare a versatile educated specialist. It is the first year of study that is extremely important for the adaptation of students to study at the university. There is a process of bringing the main parameters of its social and personal characteristics in line with the new conditions of the educational environment. Entering higher education is accompanied by a transition to a new social environment,

which causes the need to adapt first-year students to the educational process. The first difficulties for the student are associated with the new living conditions, with the initial socialization in the educational institution. After all, along with acquiring the status of a student, young people face a number of difficulties: the new system of education; a different regime, load and requirements; a new social role; relationships with fellow students and teachers; problems in social and everyday life; independent life in a new environment for nonresident students.

For active inclusion of students in educational and educational activities it is necessary to create conditions for successful adaptation of first-year students in the environment of the educational institution. Such conditions should include: socio-psychological adaptation associated with the entry of an individual into the collective; didactic adaptation associated with the assimilation of ways of learning activities in the institution of higher education; professional adaptation associated with the adaptation to the future profession.

However, students' adaptation, which includes self-identification with a new role, status characteristics, acceptance of the culture and values of the university environment, often occurs with difficulty and is weakened by different approaches to learning in school and in higher education. High school students are largely unaccustomed to lecture-based learning, to a specific active and innovative classroom format, and to the weakening of daily supervision. In contrast, students are required to be independent, active, creative, able to act in a new social environment, able to organize their work and distribute their time properly. The time interval of adaptation necessary for this process to pass quickly enough and without personal social and psychological losses is of great importance.

## **LITERATURE REVIEW**

The issue of adaptation as a key condition for the socialization of the individual is covered in the works of B. Ananiev, A. Mudryk, S. Palchevsky. Peculiarities of the process of adaptation of students in Higher Education Institutions were considered by O. Bilous, N. Lytvynchuk, O. Moroz, V. Ovsyannikov, O. Orlov; factors of adaptation of freshmen to new conditions - Yu. Burennikov, A. Pershina, I. Khomyuk, N. Chesnokova. In Ukraine, regulations governing advertising are the Law of Ukraine "On Advertising", the Resolution of the Cabinet of Ministers of Ukraine "On approval of the Procedure for production and dissemination of social advertising information of executive bodies", "Regulations on social advertising in social services for youth Ukraine", etc. In the Law of Ukraine "On Advertising" advertising means "information about a person or product, disseminated in any form and in any way and intended to form or maintain awareness of consumers of advertising and their interest in such person or product" (About advertising: Law of Ukraine). According to the above-mentioned law, as well as the "Regulations on social advertising in the system of social services for young people" by social advertising we mean "information of any kind, disseminated in any form, aimed at achieving socially useful goals, promoting universal

values and the distribution of which is not for profit” (Regulations on social advertising in the system of social services for the youth of Ukraine, 1998).

Coverage of the issue of advertising was reflected in the works of foreign researchers in the field of social advertising, such as T. Anisimova, W. Arens, A. Belianin, K. Bove, S. Kalmykov, W. Lane, S. Moriarty, G. Nikolaishvili, Ch. Sandge. Current issues of the influence of advertising in modern society are presented in the works of such domestic authors as M. Doktorovich, A. Strelkovskaya, O. Svatnikov and others. Well-known researchers in the field of social pedagogy and social work O. Bezpalko, R. Vainola, A. Kapska consider the use of social advertising in socio-pedagogical activities.

G. Nikolaishvili’s research “Social Advertising: Theory and Practice” (Nikolaishvili, 2008) deserves special attention. This work covers the phenomenon of social advertising in historical, political, economic and psychological perspectives. The scientist pays special attention to the psychological aspects of the impact of advertising on people. These data are important for the formation of skills of practical analysis of social advertising. According to the author, social advertising is a type of communication “focused on drawing attention to the most pressing problems of society and its moral values” (Nikolaishvili, 2008).

## **METHODOLOGICAL APPROACH**

Today, social advertising actively influences our views, attitudes towards ourselves and the world around us; is one of the effective ways to identify and solve social problems. It is advertising that acts as a tool that has great potential for the dissemination of aesthetic, moral, spiritual and social values. Together with other instruments of influence, it can work for the modernization of Ukrainian society, the implementation of national projects, the formation of value orientations, overcoming social problems of society. At the moment, this resource is not used systematically enough, which makes the study of features and problems in the field of social advertising quite relevant. The issue of covering the ways of adaptation of freshmen in the conditions of higher education institution also remains poorly researched. That is why the aim of the article is to analyze the impact of social advertising on the adaptation of students on the example of the Faculty of Social and Psychological Education of Pavlo Tychyna Uman State Pedagogical University.

In the research we used a set of interrelated theoretical and empirical methods: analysis, comparison and generalization of scientific sources on the researched problem; analysis of legislation on regulation and practice of using social advertising in social work; method “Adaptability of students in the institution” to identify problems faced by freshmen; survey by means of questionnaires. The study involved 58 students majoring in Social Work and Psychology aged 17 to 21 years. The sample of respondents in this study included students of all courses, which allowed us to trace a certain age dynamics of young people’s attitudes to certain issues. The questionnaire contained semi-closed and open questions. With their help the following was studied: understanding by young people of the content of social advertising;

advantages in terms of types of social advertising; its ways of distribution; reasons that motivate students to choose certain forms of social advertising.

## **CONDUCTING RESEARCH AND RESULTS**

Today, social advertising is one of the tools to influence a person's personality. It is through social advertising that attention is drawn to the current problems of society and the search for ways to solve them. The purpose of social advertising is to "change the public's attitude to existing social problems" (Tymoshenko, 2006). According to O. Aronson, social advertising can be perceived as a certain attitude to the world, which may manifest itself in the long run (Aronson). The term "social advertising" is used only in post-Soviet countries. Abroad, it corresponds to the concepts of "non-commercial advertising" and "public advertising". Foreign experts distinguish four subtypes of social advertising (for convenience in the expert community, the abbreviation was adopted - SR) - non-profit, public, state and social.

Public advertising is interpreted by some researchers as "the transmission of a message that promotes a certain positive phenomenon. Professionals create it by giving up profits. The place and time of advertising in the media are also provided on a non-commercial basis". K. Bove and W. Arens view non-profit advertising as "sponsored by or in the interest of nonprofit institutions and aimed at stimulating donations, calling for someone to vote for, or drawing attention to society" (Bove, Arens, 1995). Today in Ukraine the term "social advertising" is widely used. Speaking of social advertising, it is emphasized that it is "non-commercial information of government agencies and public organizations on topical social issues, which does not mention either a specific product or its manufacturer" (Orbitko, 2002).

We agree with the views of N. Kordzaya, who understands social advertising as "special non-commercial information about universal spiritual, moral, ethical, aesthetic, social, family and national values, good traditions, care for nature and the environment, healthy lifestyle, environmental safety etc., which is created and distributed in any form and type and is aimed at achieving socially noble goals" (Kordzaya, 2017). Social advertising is considered a special form of institutional communication, which is carried out by representatives of social institutions and the public, regulated and aimed at exposing, preventing and solving social problems (Lannon, 2008). As Ch. Sandage emphasizes, social advertising has "always a hidden metaphysical code, which is known in advance to the recipient, because it is at the metaphysical level of the individual contains the fundamental knowledge inherent in nature itself. Productive social advertising affects the basic value level of human existence" (Sandage. 1989).

According to Article 12 of the Law of Ukraine "On Advertising", the following requirements are defined for social advertising: Any person can be an advertiser of social advertising. Social advertising should not contain references to a specific product and / or its manufacturer, to the advertiser, to the objects of intellectual property rights belonging to the manufacturer of the product or the advertiser of social advertising. Persons who produce and distribute social advertising free of charge, and persons who transfer their

property and funds to other persons for the production and distribution of social advertising, are subject to the benefits provided by the legislation of Ukraine for charitable activities. Mass media - distributors of advertising, whose activities are fully or partially financed from the state or local budgets, are obliged to place social advertising of public authorities and local governments, public organizations free of charge in the amount of not less than 5 percent of airtime, print space advertising.

The issue of social advertising attracts the attention of researchers in various fields: political science, sociology, philosophy, psychology, pedagogy, social work and more. Such a broad subject of its study has led to a wide variety of classifications of the functions of social advertising. Thus, experts in the field of sociology to the functions include: 1) stabilizing; 2) integrating; 3) socializing; 4) mobilization (Belyanin, 2007). Political scientists, considering the functions of social advertising, propose to highlight the following: information; economic; educational; social; aesthetic (Shvets, 2013). Researchers in the field of social work among the functions of social advertising allocate: information - informing citizens about the existence of a certain social problem and drawing attention to it; economic - long-term prospects for achieving cost-effective results. Overcoming a number of social problems leads to improved welfare of the state (health of the nation, tax revenues, etc.); educational - promotion of social values, their consolidation in society, explanation of the problem and finding ways to solve them; socio-regulatory - the formation of public consciousness, changing behavioral patterns; aesthetic - is to shape the taste of consumers; communicative - ensuring a certain connection between the state and the public; image - creating a positive image of new social values and norms.

The analysis of the scientific literature allowed us to conclude that a significant potential for solving the problem of adaptation of students in a higher education institution is social advertising. The ability of freshmen to adapt to new conditions includes adaptation to a new social environment, adult independent life. In this regard, the Faculty of Social and Psychological Education of Pavlo Tychyna Uman State Pedagogical University conducts research on social adaptation of freshmen. Thus, to identify the problems faced by first-year students, the method of "Adaptability of students in the institution" was used. Processing of the results showed that freshmen face a number of problems every day, which include: difficulties in joining a new team, inability to allocate their time, lack of usual psychological and domestic comfort, lack of volume and level of school knowledge to master university material, dependence on material positions of help from elders, etc. It should be noted that it is pedagogically correctly constructed social advertising can make a meaningful contribution to solving the existing problem. Let us consider in more detail the results of the questionnaire conducted among the students of the faculty.

One of the questions of the questionnaire was aimed at identifying the state of knowledge about social advertising that students have. The data obtained indicate that young people are sufficiently (49.1%) and well (29.8%) aware of it. Also, the majority of students (78.9%) believe that social advertising is an effective way to inform society about social issues. In our opinion, the

following question was important: “What topics are covered in social advertising that interest you the most?”. The answer of the respondents included not only a choice from the list of proposed topics of social advertising of those they like, but also clarifications about specific types and forms of work. Important social issues for students are: prevention of domestic violence; prevention of dangerous diseases (HIV, AIDS, hepatitis); assistance to patients, people with disabilities; protection of human rights; importance and methods of contraception; solving environmental problems; assistance to orphanages; maintaining a healthy lifestyle; protection of animal rights. To solve the problems outlined above, students suggested using social advertising in such forms as a video, poster, postcard, banner, billboard, cartoon, etc. Disclosure of this issue in the future will help in the development and implementation of creative activities for students of the faculty.

More than half of the respondents (61.4%) noted that social advertising can change people’s behavior. In our opinion, this confirms the idea of the significant impact of social advertising on the formation and development of the younger generation. Also noteworthy is the fact that according to the results of the study, social advertising usually causes students such feelings as sympathy (63.2%), interest (59.6% of respondents), sadness (36.8%). Contrary to the general perception of modern youth as having a low level of empathy, only 1.8% of respondents do not evoke any emotions in participating in socially useful activities. It should be noted that about 70% of respondents appreciate the fact that the Faculty of Social and Psychological Education uses social advertising in the social sphere. Among the thematic events with the use of social advertising, the students remembered the most: social actions “Change a cigarette for a candy”, “How to burst a soap bubble or Bullying as a violation of personal boundaries”; competition of social posters, social project “Make a dream come true”, festival of social and psychological theaters “Hear! Look!” etc. To the question “Has anything changed in your life under the influence of social advertising, which is conducted at the Faculty of Social and Psychological Education?” 80.7% of respondents gave a positive answer. Students emphasized that they learned about current social problems (70.2%), changed their attitude to the problem (44.7%), helped relatives / acquaintances who had a problem raised in social advertising (27.7%), made donations to the charity fund (23.4% of respondents). It is worth noting that the amount of interest exceeds 100%, because a large number of students offered their several answers. Important for our study is the fact that after participating in faculty social activities, about 13% of respondents engaged in volunteering. It should be noted that at the Faculty of Social and Psychological Education of Pavlo Tychyna Uman State Pedagogical University, along with the study of theoretical principles of using social advertising in the professional activity of a social worker, thematic activities are constantly organized and conducted. Thus, the annual competition of student and pupil scientific works “Family from A to Z” in the nominations: scientific works; social projects (implemented or designed); social advertising (print, photo or video).

Participants vividly presented works (posters, brochures, postcards, souvenirs, etc.), which highlighted the social problems of society. The general

features that distinguished the competition works - creativity, focus on a person with difficult life circumstances, indifference to social problems. Thanks to the grant support of the Department of Family, Youth and Sports of the Cherkasy Regional State Administration, as well as the Department of Family and Youth of Uman City Council, the Competition in 2017 gained the status of regional; thus, young people from all over Cherkasy region are involved. In order to adapt first-year students to new social conditions through social advertising, we have introduced a competition "Best Social Poster", where each academic group must creatively present their own social advertising in the form of a poster. The main purpose of this competition is to create conditions that will promote the development of independence and initiative of students in the social sphere. During the participation in the competition, students become confident in their abilities, learn to work in a group, get certain skills (Soft skills) needed for a social worker.

At the initiative of the Student Scientific Society of the faculty, a competition of social advertising in the form of short video works was held. The following thematic areas were presented: prevention of drug and alcohol dependence; smoking prevention; domestic violence; the problem of Internet addiction; suicidal tendencies (formation of a positive attitude to life); human trafficking; youth subcultures; human rights violations at school; problems of HIV/ AIDS spread among young people; Media and their impact on children; the problem of inclusive education; prevention of racism and xenophobia among young people. Each academic group had to submit at least one work aimed at social and preventive education of student youth. Criteria for the performance of works were: originality of the work (author's work); clarity in the presentation of the idea and relevance to the topic; content; accessibility; quality of artistic and technical performance; non-standard approach to the disclosure of the topic of advertising appeal; the brightness of the creative idea that underlies the advertising appeal; reliability of information (compliance with the latest research, new statistics; general perception of information (positive, tolerant). Also, junior students actively participated in the organization and holding of the Festival of Student Creativity "Social Worker of the Future" in the framework of the social project "Make a dream come true" (Social worker of the future, 2017). The main task of the event was to support children whose families are in a difficult life situation, children with disabilities, through the realization of their dreams, for the self-affirmation of such children. This facilitated the exchange of students' experience in the field of social work and the implementation of creative initiatives of young artists.

First-year students, who are volunteers of the Student Social and Psychological Service, turn to social advertising as an effective tool for drawing attention to social problems. To prevent negative phenomena in the youth environment, students constantly organize and hold such events as a competition of social advertising in the form of drawings on the asphalt "I choose a healthy lifestyle!", Competitions of social advertising in the form of posters; joint street social advertising, etc. It should be noted that the ability of students to use social advertising in professional activities is formed during the internship, the purpose of which is to deepen and consolidate the theoretical knowledge of social work obtained during the study of relevant courses;

gaining experience in conducting research and practical social work with different categories of the population and in different areas of social work; development of professional self-awareness and self-determination. Students under the guidance of their mentors prepare and conduct events, develop informational, educational and social advertising products.

## CONCLUSION

Thus, the subject of social advertising should be an idea that has a certain social value (issues that affect universal problems: combating violence, unemployment, nature protection, children's health, drug addiction, AIDS, COVID-19, etc.). Often in social advertising emotional and moral motives, calls to socially responsible behavior are used. For example, we follow them in the form of direct appeals to young people in the works of the prominent Ukrainian teacher V. Sukhomlynsky: "You live among people. Do not forget that your every action, your every desire affects the people around you. Know that there is a line between what you want and what you can. Check your actions. Do everything so that the people around you feel well" (Sukhomlynsky, 1976). Thus, it can be argued that social advertising plays an important role in the adaptation of students, their formation as future professionals. Students acquire the necessary skills and abilities, which include the ability to work in a team, establish contacts, manage their time properly, show leadership qualities and persuade the interlocutor. However, the study showed that at the initial stage, student youth need special care from the university administration. There are still a number of problems and difficulties that need to be solved by the educational institution, and the use of social advertising will contribute to purposeful work to accelerate adaptation.

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