

Це можуть бути пости про загальні кроки, зроблені для одужання від розладу харчової поведінки, як-от звернення за підтримкою до сім'ї, медичного персоналу або організацій психологічної допомоги, які підштовхуватимуть людей говорити про проблему, а не приховувати її.

Holovinova N. Y., Tiupa A. I., Bolotova V. O.

Харківський національний університет імені В. Н. Каразіна,
м.Харків, Україна

STRATEGIC COMMUNICATION AND PUBLIC SERVICE ADVERTISING: WHY DO WE NEED A DIALOGUE?

СТРАТЕГІЧНА КОМУНІКАЦІЯ ТА ПУБЛІЧНА РЕКЛАМА: НАВІЩО НАМ ДІАЛОГ?

Nowadays information is one of the most important part of society. On a daily basis people access, receive, exchange and provide it. Information and communication are more available than ever before due to new technological capabilities, demands, and risks. In this paper we attempted to describe how Public service advertising (PSA) and strategic communication are defined and considered in the current state of things. Also, we investigate ways of understanding and discovering social engagement in modern society. Social engagement is a good example of shift from monologue to dialogue in communication and information space. Now and in further studies we should focus on bidirectional and constitutive nature of communication and engagement processes.

Social engagement involves activity, interaction and social exchange with other social actors, expectations, and experiences. Informing (inspiring) field is the first layer of social engagement, next fields are consulting (understanding, making-decision) and collaborating (cooperation, co-production) [1]. The model of social influence focuses on the process of encourage communication to encouraging society to engage in dialogue. This dialogue creates a field for social change and motivates recipients of information to take the desired social action. The formation of new

behavioral models and cultural norms in society can be called the ideal result of the campaign. We can analyze the different social spheres on the basis of their engagement, for example, citizen engagement and government, community engagement in science, ect. Engagement is therefore seen as a real relation, which arises, develops and can be successful or unsuccessful in the different social spheres [3].

The information war and the struggle of contexts in the media are especially hot topic. We return to the value of dialogue and the possibility of effective information exchange. The Ukrainian context shows how much people are interested in information support. For example, these are «Crisis due to the war in Ukraine» and «Crisis due to Russian aggression on the territory of Ukraine». Social engagement and involvement is important precisely in the Ukrainian context, since the strategy for showing the object of the news and the real cause-and-effect relationships is important for Ukraine.

Therefore, it's important to investigate the possibilities of interaction with the Ukrainian citizens and social engagement in the Ukrainian information field, social-political problems. This requires a common strategy and approaches for interaction. One such approach could be PSA. PSA as a widespread, but highly specialized form of communication used to disseminate information, responding to public requests in society [4]. The mission of PSA is the formation of moral and ethical values in society, drawing attention to social problems.

Strategic communication includes activities and approaches like advertising, public relations, political communication, etc. Strategic communication is the purposeful use of communication by an organization to fulfill its mission; it is what organization would have, need, and do. Organizations use strategic communication to reach their goals, so it is about all goal oriented communication and approaches to the study [2].

Common to strategic communication and PSA is work in public space, the need for dialogic communication and the ability to influence other social actors. That is why public social announcement will spread when it actualizes the painful

problems of a particular society. In this case, they themselves will become the «carriers» of the advertising message.

Communication has an integrative and dialogical nature, so in the one hand communication is the basis for the processes we discussed above. In another hand, communication, and then dialogue and conversation is the goal and certain essential of PSA and strategic communication. PSA can be define in strategic communication paradigm like conceptual approaches, because PSA can share goals and strategic as well as social marketing companies, public relations, marketing communications. PSA with strategic communication can help gain influenced with strategic communication when organization needs to reach mission, to develop effective solutions to improve the dialogue involvement.

In this study, we see the potential for researching the effectiveness of PSA in the paradigm of strategic communications and exploring the possibilities of social engagement through the influence of PSA, organizations, and strategies in the social space.

References

- 1 Trust Public Engagement Onion. URL: https://wellcome.org/sites/default/files/wtvm054326_0.pdf.
- 2 Finn Frandsen, Winni Johansen. Strategic Communication. 2017. URL: https://www.researchgate.net/publication/314756156_Strategic_Communication.
- 3 Donati P. Social Engagement: The viewpoint of relational sociology. URL: https://www.researchgate.net/publication/256090015_Social_Engagement_The_viewpoint_of_relational_sociology.
- 4 Lynn J. R. Effects of Persuasive Appeals in Public Service Advertising. *Journalism Quarterly*. № 51(4). P. 622-630. URL: <https://journals.sagepub.com/doi/abs/10.1177/107769907405100406?journalCode=jmqb>.