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КНИЖКОВА АНОТАЦІЯ ЯК РЕКЛАМНИЙ ТЕКСТ

BOOK SUMMARY AS AN ADVERTISING TEXT

Анотація. Актуальність роботи полягає у дослідженні анотації книги як рекламного тексту та викликана трансформаціями на інформаційному ринку, що суттєво змінили становище видавничої справи. Зокрема, з появою інтернету у читачів зникла нагальна потреба купувати друковані видання, оскільки більшість із них або інформацію на їхні теми можна знайти в мережі безкоштовно. Мета дослідження – розглянути книжкову анотацію як рекламний текст, а зокрема застосувати принципи і правила копірайтингу створення рекламного тексту для друкованих видань до книжкової анотації. Для досягнення мети застосовувалися загально-наукові методи аналізу, синтезу, узагальнення та описовий метод. Для характеристики умов видавничої діяльності та вимог до сучасного видавничого ринку застосовувався описовий метод. Метод аналізу застосовувався для вивчення анотацій книжкових видань, синтезу – виокремлення недоліків книжкових анотацій, узагальнення – формулювання проблеми та алгоритму її вирішення.

Головні результати дослідження показали, що в час розвинених інформаційних технологій та відкритого інформаційного простору, анотація сучасної української книги має бути створена не лише за видавничими стандартами, а й підпорядковуватися законам рекламної діяльності. Щоб конкурувати не лише з вітчизняним, а й іноземним видавничим продуктом, який так само присутній на українському ринку, автори та видавці сьогодні мають бути у курсі останніх трендів, інновацій у видавничій сфері, повинні ефективно використовувати рекламні та PR-інструменти. Значимість дослідження полягає у визначенні головних недоліків книжкової анотації, що впливають на подальший її продаж. А зокрема, було запропоновано застосувати маркетингову модель AIDA до написання книжкової анотації з метою підвищити її купівельну спроможність. Були зроблені висновки, що анотація є одним із інструментів спонукання до дії придбати книгу потенційним покупцем, а отже вимагає комбінації видавничих стандартів з рекламними принципами.

Ключові слова: анотація; видавнича справа; книга; копірайтинг; маркетингова модель AIDA; реклама; рекламний текст; цільова аудиторія..

Abstract. The relevance of the research is the study of a book summary as an advertising text which is due to transformations of the information market that significantly changed the situation in the publishing business. In particular, the need to buy printed edition disappeared in the Ukrainian society after the invention of the Internet. Readers won't buy book printed editions because of free access to the same books or similar information on the Internet. The main objective of the research is to study a book summary as an advertising text, in particular, to apply principles and rules of copywriting of printed texts to the book summary. The methods that were used to achieve the main objective are common methods of scientific knowledge, in particular, such as analysis method, synthesis method, generalization method, and descriptive method. The descriptive method was applied to characterize conditions of publishing activity and the requirements to the modern publishing market. The analysis method was used to study summaries of book editions, the synthesis method was applied to identify disadvantages of book summaries, the generalization method was used to define the problem and propose an algorithm of its solution.

The main results of the study showed that in the time of developed information technologies and the open information space, the summary of the modern Ukrainian book should be created not only according to publishing standards but also adhere to the laws of advertising sphere. Authors and publishers should be aware of the latest trends, innovations in the publishing, effectively use advertising and PR tools to compete with national as well as foreign publishing product, which is also present on the Ukrainian market. The significance of the study is to identify the main disadvantages of the book summary, which influence on its further sale. In particular, it was proposed to combine principles of the AIDA marketing model with standards of a book summary in order to increase book purchasing power. The conclusion of the research is that the book summary is one of the incentive tools that argue into buying a book by a potential consumer and therefore requires a combination of publishing standards and advertising principles.

Keywords: advertising; advertising text; book; copywriting; publishing; summary; target audience; the AIDA model.

Introduction. Information technologies today are changing and improving almost every day. Users have easy access to information, while manufacturers of various products and services must regularly report on their activities and have a continuous impact on the potential consumer. This leads to the emergence of advertising dominance, the so-called advertising clutter. Advertising clutter occurs when a large amount of advertising is directed at a person, which a person can not properly perceive [1]. It explains the *relevance* of the research, which concerns the competitiveness of a book as a product.

Problems of book advertising, peculiarities of writing advertising texts of editions, PR materials of publishing sphere were studied by such Ukrainian researchers as T. Bulakh [2], A. Melnychenko [3], V. Teremko [4], N. Varenyk [5], S. Vodolazka [6; 7], N. Zelinska [8].

The book has also become an active customer of advertising services, which has transformed it into an advertising platform. In particular, it refers to a publishing product placement, which devalues the reputation of the book.

Publishers and book authors began actively use the product placement, as it gives the opportunity to stay financially on the market in the current unfavorable conditions. «The product placement is a new genre of hidden advertising that is used for the veiled transmission of advertising messages with the aim of psychologically affecting a person to promote goods or services» [6]. In particular, such publishing houses as «Folio», «AST», «Eksmo», «Astrel», «Kharvest» are actively using this instrument in their activity [6].

Publishers and authors use product placement in books despite the fact that the identification of such advertising by readers reduces their level of trust in a publication. The researcher N. Varenyk maintains the position that it is used creatively different forms of promotion of goods today, the marketing tools are constantly improving. Potential consumers are indignant because of constant and unauthorized intrusion of advertising in their personal information space. Every day an average consumer is exposed to 3-4 thousand promotional messages. That is why a consumer fences off to advertising, he or she seems to hear advertising, but consciously does not perceive it [5].

In particular, copywriting is an effective way to find a balance between classical and innovative approaches of advertising and PR for publishing. It means that a product (book) isn't decisive. An advertising or PR text about a product (book) must be in the focus of attention. So, we interpret the notion of copywriting as a process and a result of writing exclusive and original text, the purpose of which is to cause a sequence of emotions, feelings and experiences that will lead to a

predictable response of target audience – a desire to become a consumer of certain products or services [9].

The researcher of the publishing sphere S. Vodolazka determines internal advertising text elements of a book edition. They are divided into verbal and visual and based on different principles of creating an advertisement and influence on a reader. The visual advertising elements of a book edition include illustrations on the cover, publishing and serial logos, font markings of various text items, photographs of an author; the verbal advertising text elements include summary, author's name, title of a work and various texts of an advertising content that are placed on the cover of a book or inside its text [7].

The *main objective* of the research is to study a book summary as an advertising text. The *tasks* of the research are to characterize conditions of the publishing business and the requirements to the modern publishing market; to study summaries of book editions; to identify disadvantages of book summaries; to apply principles and rules of copywriting of printed texts to the book summary; to make a conclusion of the research.

Research methods. The methods that were used to achieve the main objective are common methods of scientific knowledge, in particular, such as analysis method, synthesis method, generalization method, and descriptive method. The descriptive method was applied to characterize conditions of publishing activity and the requirements to the modern publishing market. The analysis method was used to study summaries of book editions, the synthesis method was applied to identify disadvantages of book summaries, the generalization method was used to define the problem and propose algorithm of its solution.

Results and discussion. We propose to consider a summary of a book edition in the context of copywriting.

Despite the sacred attitude to the book in the Ukrainian culture, it is, first of all, a product which has its target audience. So, before creating an advertising text for a particular edition, its target audience must be examined. Usually, non-specialist in the field of advertising and public relations analyses target audience only a few criteria. However, the future buyer of a book shouldn't be determined by the criteria (letters and numbers). The analysis must present a target audience profile.

A target audience is a particular group of consumers within the predetermined target market, identified as the targets or recipients for a particular advertisement or message [10]. A target audience profile is a generalized character of a buyer, which consists of social and demographic, geographic, social and economic, psychographic and behavioral characteristics [11].

According to the laws of copywriting a recipient of advertising, in any case, can't be people in general

or masses of consumers [12, s. 40]. The efficiency of advertising depends on a thorough study of the target audience profile, and primarily on the definition of psychological and social guidance, stereotypes, lifestyle [13].

As well as a target audience profile, a book as a commercial product must be analyzed: its characteristics, advantages, disadvantages, topics, competitors, etc.

The object of advertising or PR can be not only a separate book but also books of one author, a series of books. A publishing house or a bookstore can be emphasized through the book. These tasks must be solved before developing an advertising or PR strategy for publishing products. Their resolving will define other tasks, for example, attract attention to a particular edition, attract a new target audience, introduce or promote the author, etc.

In particular, there are special requirements to book summary in the context of copywriting that must be adhered. The summary is defined as a brief statement of content of a book, article, report, etc., which gives grounds for drawing conclusions about the expediency of their more detailed study. A book summary consists of information about content of the work, its purpose, value, orientation [14].

There are main requirements for writing a book summary:

1. A summary should have a concise, concrete form, but at the same time give a brief description of the publication. This requirement is the same to the main rule of copywriting – information about the object of advertising should be laconic, without much words, each word must perform a certain task (to arouse one's interest, reinforce, argue, have credibility, etc.).

2. Its volume should have a maximum of 500–600 characters. In particular, the advertising text always takes into account and adapts to the format of the channel of distribution of information.

3. A summary uses standard language. If a book is considered as an object of an advertisement, its summary must obey the rules of copywriting. Advertising uses the vocabulary of a target audience. That is why before creating advertising and PR texts, a copywriter thoroughly studies a target audience.

4. If a summary contains unknown words, they need to be explained. But the principles of copywriting do not allow the use of confusing vocabulary in advertising texts.

5. A summary should not give false information about the objective characteristics of a book. This requirement complies with the rules of copywriting – high-quality advertising and PR texts contain true information about a product or service) [14].

There are also other principles of copywriting, which should be used when writing a book summary:

- it is necessary to point out the advantages of the object of advertising and PR;

- the object of advertising and PR, its positioning, the unique selling proposition are repeated several times in the text using various means;

- the verb is preferable in the text of a summary because it causes action and creates a dynamic in the text;

- the present tense form and active voice should be used in the text of summary;

- the texts of the summary should be addressed directly to the reader (consumer);

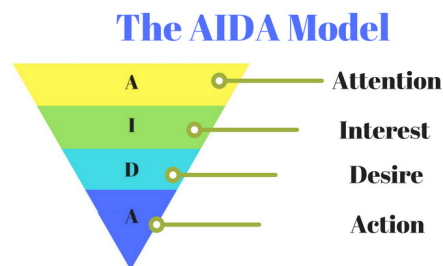
- it is necessary to use emotional words instead of standard language;

- it is important to avoid a negative verb form, giving preference to the affirmative sentences;

- it is necessary to take into account the format of an edition and adapt the text to its format.

The authors of a summary usually underestimate its role, mentioning only general information that is informative, but not advertising.

If a book is considered as an advertising product, the text of a summary should sell it. Purpose of any product is to supply a consumer's need. The book supplies the intellectual and aesthetic needs of readers. The main tasks of a summary are to attract attention, interest, cause a desire to read, and as a result buy a book. These tasks are completely in line with the principles of the main AIDA marketing model.



The AIDA model is widely used in marketing and advertising to describe the steps or stages that occur from the time when a consumer first becomes aware of a product or brand through to when the consumer trials a product or makes a purchase decision. AIDA is an acronym that stands for Attention, Interest, Desire, Action [15].

The steps proposed by the AIDA model are as follows:

- Attention – the consumer becomes aware of a category, product or brand (usually through advertising).

- Interest – the consumer becomes interested in learning about brand benefits and how the brand fits with lifestyle.

- Desire – the consumer develops a favorable disposition towards the brand.

- Action – the consumer forms a purchase intention, shops around, engages in trial or makes a purchase [16].

The summary of a book should attract attention, interest, cause desire and encourage the purchase.

We propose to consider how the AIDA marketing model is applied in the summary of a book. The first stage of the influence on a consumer, which corresponds to the first letter A (attention) of the marketing model, concerns the attraction of the consumer's attention to the book. The technique that allows capturing the attention of the reader with the help of summary is a direct appeal to the target audience. It can be as a direct appeal to a particular group of people by referring to their social status, positions, etc., and a description of the situation in which the potential reader of a particular edition is or wants to be.

For example, such phrases can be the direct appeal to a certain group of people: «Farmer» (books of agriculture, etc.); «Dear women» (romance novels, etc.); «Businessman», «Dear teacher» (books of the professional direction, etc.). Such appeal as «Dear reader» does not attract the attention of the target audience. It is perceived as a general word because it does not indicate in any way specific needs. Moreover, any person who turns the leaves of a book is a reader.

Also, emotional words at the beginning of the summary can be used to draw attention to the book. For example, it can be written: «A unique book that includes the most up-to-date trends of fashion, cosmetology, psychology, sociology...» instead of starting the summary with the phrase «A book is dedicated to a woman's life».

The second stage of the influence on a consumer, which corresponds to the letter I (interest) of the marketing model, is to interest the potential consumer to buy a book. The techniques to keep the reader's interest concern features of the text of the summary.

Any person is interested in information that is new, relevant, clear and concise. For example, words «revolution», «unique», «modern», «unknown», «fresh», «modern», «non-traditional», as well as «new», «innovation», etc. indicate new information.

The third stage of the influence on a consumer, which corresponds to the letter D (desire) of the AIDA marketing model, is to cause the desire to buy the book. The techniques to cause desire with the help of a summary are addressing to the organs of the senses (sight, smell, touch, taste, hearing), arguments and human needs.

For example, addressing to the organs of the senses can be realized with the help of such phrases as «Just look at bright illustrations of this book...» (sight), «It is a pleasure to keep this book in hands and smell its

pages» (touch and smell), «...your dishes would be so delicious with this recipes book» (taste), etc.

The fourth stage of the influence on a consumer, which corresponds to the fourth letter A (action) of the AIDA marketing model, is to motivate the target audience to buy the book. The techniques to cause buying of the book are the use of the present tense, the imperative form and words, and phrases that propose to buy the book, for example, «Use the book recommendations and become a successful specialist...» (professional literature), etc.

Conclusion. The objective of the research, in particular, studying a book summary as an advertising text, was realized. Conditions of publishing business and the requirements to the modern publishing market were described; summaries of book editions were analyzed; disadvantages of book summaries were identified; the main problem of book summaries were characterized; principles and rules of copywriting of printed texts to the book summary were applied; recommendations for improvement of book summaries are given.

Modern conditions of the Ukrainian publishing business are characterized by developed information technologies, accessibility of information and competitive growth. A book became an advertising product which needs to be promoted as well as other products. One of the instruments of book promotion is its summary. Often authors of a summary underestimate its role. Usually, the function of a summary is to give general information about an edition. It was studied that the book summary should perform functions of advertising text. The principles of copywriting and the AIDA marketing model can be easily combined with the tasks of a book summary.

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КНИЖНАЯ АННОТАЦИЯ КАК РЕКЛАМНЫЙ ТЕКСТ

Аннотация. Актуальность работы заключается в исследовании аннотации книги как рекламного текста и вызвана трансформациями на информационном рынке, что существенно изменили условия работы для издательского дела. В частности, с появлением интернета у читателей исчезла настоятельная необходимость покупать печатные издания, поскольку большинство из них или информацию на их темы можно найти в сети бесплатно. Цель исследования – рассмотреть книжную аннотацию как рекламный текст, а в частности применить принципы и правила копирайтинга создания рекламного текста для печатных изданий в книжной аннотации. Для достижения цели применялись научные методы анализа, синтеза, обобщения и описательный метод. Для характеристики условий издательской деятельности и требований к современному издательскому рынку применялся описательный метод. Метод анализа применялся для изучения аннотаций книжных изданий, синтеза – определения недостатков книжных аннотаций, обобщения – формулировки проблемы и алгоритма ее решения.

Главные результаты исследования показали, что во время развитых информационных технологий и открытого информационного пространства, аннотация современной украинской книги должна быть создана не только по издательским стандартам, но и подчиняться законам рекламной деятельности. Чтобы конкурировать не только с отечественным, но и иностранным издательским продуктом, который так же присутствует на украинском рынке, авторы и издатели сегодня должны быть в курсе последних трендов, инноваций в издательской сфере, должны эффективно использовать рекламные и PR-инструменты. Значимость исследования заключается в определении главных недостатков книжной аннотации, которые влияют на покупательную способность книги. А в частности, было предложено применить маркетинговую модель AIDA к написанию книжной аннотации с целью повысить ее покупательную способность. Были сделаны выводы, что аннотация является одним из инструментов побуждения к действию потенциальных покупателей приобрести книгу, а значит требует комбинации издательских стандартов с рекламными принципами.

Ключевые слова: аннотация, издательское дело, книга, копирайтинг, маркетинговая модель AIDA, реклама, рекламный текст, целевая аудитория.