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КНИГА ЯК ОБ'ЄКТ РЕКЛАМИ

THE BOOK AS AN OBJECT OF ADVERTISING

Анотація. В умовах жорсткої конкуренції на книговидавничому ринку, яка зумовлена його перенасиченням друкованою вітчизняною та зарубіжною видавничою продукцією, зниженням запитів на друковану книгу з огляду на розвиток цифрових технологій, видавнича галузь зазнає змін та потребує впровадження інноваційних засобів для пошуку нових можливостей розвитку діяльності та просування видань до читача. Актуальність теми дослідження зумовлена потребою вивчення нових тенденцій використання реклами та PR у книговидавничій справі.

Мета дослідження: вивчити жанри і види реклами, що застосовуються видавцями на сторінках книжкових видань та з'ясувати ефективність використання ними рекламних і PR-інструментів.

Об'єкт дослідження – основний та службовий тексти книжкового видання.

Предмет дослідження – ефективність застосування рекламних і PR-інструментів з метою отримання додаткових фінансових ресурсів та просування книги на видавничому ринку.

За результатами дослідження з'ясовано, що рекламу в книжкових виданнях застосовують, по-перше, з метою рекламування товарів і послуг (продакт плейсмент), що дає змогу видавцеві отримати додатковий прибуток, по-друге, з метою рекламування книги (копірайтинг), що дає змогу значно розширити коло читацької аудиторії того чи того видання.

В процесі дослідження авторка статті розкриває основні правила і принципи копірайтингу, наводить приклади їх ефективного застосування.

Ключові слова: книговидання, реклама в книжкових виданнях, реклама у видавничій справі, прихована реклама, продакт плейсмент, копірайтинг.

Abstract. In the face of fierce competition in the book market, which is caused by its glut of printed domestic and foreign publishing products, reduction of requests for a printed book because of the development of digital technologies, the publishing industry is undergoing changes and needs innovative means to find new opportunities for development of its activity and promotion of its publications for the reader. The significance of the research topic is based on the need to explore new trends in the use of advertising and PR in book publishing.

Purpose of the study: to study the genres and types of advertising used by publishers on pages of book publications and to determine the effectiveness of their use of advertising and PR tools.

The object of study is the main and official texts of the book edition.

The subject of the research is the effectiveness of the use of advertising and PR tools in order to obtain additional financial resources and promotion of the book in the publishing market.

The study found that book advertising is used, first, to promote goods and services (product placement), which allows the publisher to earn additional income, and secondly, to promote the book (copywriting), makes it possible to significantly expand the readership of a particular publication.

The author of the article reveals the basic rules and principles of copywriting, gives examples of their effective application in the course of the research.

Keywords: book publishing, advertising in book publications, advertising in publishing, hidden advertising, product placement, copywriting.

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Introduction. The rationale of the research topic is conditioned by the fact that the situation of the publishing industry has changed significantly since 2000 due to transformations in the information market. In particular, there is a tendency to reduce the number of print publications in favor of e-book publishing. However, e-book publishing also doesn't generate a proper profit to publishers, since with the advent of the Internet, readers have lost the urgent need to buy print editions (all literature can be found online for free).

The competitive environment has become tougher. To compete not only with domestic but also foreign publishing products, which are also present in the Ukrainian market, authors and publishers today need to keep abreast of the latest trends, innovations in the publishing sphere, must make effective use of advertising and PR tools. After all, «publishing products have become functional and have become a commodity. The economic problems of publishing companies are becoming more acute. Quantitative and quality indicators of printed matter decreased, the cost of publications increased, the purchasing power of the population decreased, and the interest in reading decreased» [1].

Research methods. To observe the principles of scientific, objectivity, consistency and systematic, we used the general scientific methods of analysis, synthesis, generalization. Methods of empirical and theoretical research were also used to solve these problems. For example, the experience of domestic and foreign publishers on the use of advertising or PR tools on the pages of books has been explored using analytical-system, comparative and system-structural methods. The monitoring method enabled author to find out in the texts of publications successful examples of the use of placement products and copywriting.

Results and discussion. The book as an object of advertising can be considered from two positions: 1) the use of the text of the book edition for advertising goods and services (product placement); 2) use of official texts of the book for its promotion in the market of printed matter (copywriting).

Use of text of literary and artistic publication for advertising of goods and services. These and other reasons push publishers to find, first, new effective means of keeping the popularity of a printed book in the publishing market, and secondly, additional ways of financing book projects. In this way, the book itself became a platform for advertising.

Product placement starts to gain particular popularity [2]. The most appropriate sites for this hidden genre of advertising are detective publications, the reader of which has relevant age and psychological characteristics of the consumer of a variety of products. Authors' works that use product placement in their

works are widely circulated, generating profit for the publisher and author, and promoting his name to a readership.

In the Ukrainian and Russian publishing markets the publishing houses «Folio», «AST», «Exmo», «Astrel», «Harvest», «Rosman-Press», «Peter» use placement of advertisements.

Daria Dontsova's books became one of the first editions to launch advertising products. Today, the author publishes about 12 issues a year with a total circulation of one million copies. Her books can be defined as a unique site for literary product placement.

For example, Daria Dontsova used in the name of her story «Golden Rooster Fillet» the brand of cook-chill food «Golden Rooster». Another example of the use of a literary product placement in her books is the story «Sky in rubles», which advertised the system of money transfer «Unistream», «No-spa for two» – a drug no-spa, in «Little Fish named Bunny» – remedy for the cold «Pinosol». And the plot of the book «Princess on Kirieshki» is generally based on the advertising of crackers of the company «Siberian coast».

Other Russian authors have similar experience. For example, Julia Shilova's book «Confessions of a Sinner, or Two on the Edge of the Abyss», and Galina Kulikova's book «Blonde in the Left Horn» advertise allergy medicine Claritin; in the novel «The Law of Reverse Wizardry» by Tatiana Ustinova the drug «Xenical» is advertised; in the story «Barrel of no-spa and a spoon of poison» and «Big sex in a small town» Tatiana Polyakova boosts a no-spa drug. Makfa macaroni advertising occurs immediately in ten novels by Alexandra Marynina, Tatiana Ustinova, and Galina Kulikova [2].

However, not only literature has become a platform for advertising. For example, the recipes from the book «Million of menus is easy and delicious» by the Arkayim publishing house contain the words «(add) S cups of Makfa wheat flour», «(add) 200 grams of Makfa noodles», and the images show the full range of products of this trademark [3].

Let's define the value of the product placement in the book publications. On average, the mention of the brand in the books of Daria Dontsova costs about \$ 17 thousand. However, the mention of the product in the «Princess in Kirieshki» novel and the construction of the plot of the story around the «Siberian coast» goods cost the company about \$ 50 thousand. Mention of the brand in the books of Tatiana Ustinova, Sergei Lukyanenko, Alexandra Marynina costs from \$ 12 thousand, and in the books of Friedrich Neznansky, Tatiana Polyakova, Yulia Shilova the cost starts from \$ 2 thousand [4].

Keeping in mind the cost, it's clear why publishers and authors agree to make hidden advertising a prominent part of the the events unfolding in the stories.

However, product placement also has a downside, as identifying the reader with such advertising lowers his or her confidence in the publication. Enraged by the unauthorized intrusion of advertising into the personal information space, the reader creates a so-called radar curtain when he hears the advertisement, but consciously doesn't perceive it. Both the advertiser and the publisher develop a need to get the message across to the reader with a repetition rate, so there is a phenomenon of advertising noise, which is a problem at the same time, since the classic methods of advertising and PR are no longer working in a situation of tough competitive environment and commodity market oversupply.

Promoting a book using the texts of the official part of the publication. Copywriting is an effective way to find a balance between classic and innovative approaches in advertising and book PR. What is meant here is that determining factor is not the product (the book) itself, but what it will be said about.

First of all, we are talking about an annotation to a book edition, information about the author, the title of the book. All of these components are decisive: they relate to the decision of the target audience to purchase or not purchase the product and should be used as a tool to influence a potential buyer rather than as additional information in a book edition. Therefore, working on these texts requires a careful approach.

According to the laws of copywriting, the recipient of advertising in no way can be people in general or large masses of consumers [5]. The effectiveness of advertising depends on a careful study of the portrait of the consumer, on determining his psychological and social attitudes, stereotypes, understanding of his lifestyle first of all [6].

In particular, the study of socio-demographic characteristics involves awareness of age, gender, marital status, family size, profession, education and nationality. Analysis of socio-economic characteristics gives knowledge about employment, income level and, as a consequence, material wealth and solvency of the future buyer [7].

Understanding a target audience, researchers are often limited to knowing about it only within these groups of characteristics. But they are only basic, not determinative. After all, receiving the same salary or being the same age, different people spend their money not equally, they have different values and lifestyles. For example, some buy books under the influence of emotions, others rationally evaluate their capabilities and needs. In the first case, the advertisers need to make an emotional impact (for example, to emphasize the exclusivity of the publication), and in the second they need a rational influence (to indicate that the amount for the book can be paid in installments, etc.).

Psychographic characteristics of the future consumer give information about lifestyle, temperament, character traits, habits, preferences, culture, life position, value system, traditions, principles, motives etc. If the prospective buyers identify in the ad text the psychographic characteristics that are inherent to them, and the language of the ad text contains references, the lexical units they use in life, then the purchase will be a natural action.

The copywriter should also consider geographical (place of residence, routes of travel) and behavioral (level of loyalty to the firm and brand, reason for making a purchase, main reasons for buying, etc.) consumer criteria [7].

Before creating advertising or PR text for a publication, a copywriter must thoroughly study the object of advertising and PR, which is the book and publishing house for which the advertising text is created. After all, professional advertising and PR must provide true information about the product, in no way distorting it when presenting to the buyer. If this happens and the reader has purchased the «wrong» book, which means something that he didn't expect, after the reading of the promotional text, the likelihood that he will put in order other book from the same publisher is low.

Let's consider how the AIDA marketing model is applied in the book annotation. The initial stage of influencing a consumer, which is the first letter «A» (attention) of the marketing model, is about drawing their attention to the book. One of the techniques that captures the reader's attention using the annotation is reaching the target audience directly.

Also a note-taking technique is using the author's recognizable name or the name of a popular person which is not relevant to the authorship. This technique strongly increases the audience's attention to the publication. However, in order for it to be effective, one requirement must be met: the activity of a public figure must be relevant to the subject matter of the publication. For example, if it's a recipe book, its author may enlist the support of Judge of the popular cooking show «Master Chef» on STB TV channel Ector Jimenez-Bravo, or the winner of 2015 culinary reality show Yevgeny Klopotenko. That is, people who are leaders of opinion in a particular field, have certain professional achievements and are recognizable among the target audience of a future publication. Using the name of a popular chef in an annotation to a recipe book, you can say, for example: «Approved by Ector Jimenez-Bravo, chef, winner of the prestigious culinary award «The World Master Chef», judge of the reality show «Master Chef». Or the author of the recipe book wrote it together with the winner of «Master Chef» Evgeny Klopotenko.

To provide textual relevance, it should be noted in the annotation that the book contains information on current topics or that its topic corresponds to the latest trends, using, for example, the phrase «This topic has been relevant for all time of humanity existence»; «There's no woman who doesn't asks herself this question»; «The book will become a guide how to make money on bitcoins» and more.

The attention of the target audience is also hold when information had been written in a language that is understandable to the target audience. For example, if a healthcare professional is a potential reader, it's more appropriate to say «acute respiratory viral infection» instead of «flu». If the publication informs the average audience on medical topics, the word «flu» should be used instead of the phrase «acute respiratory viral infection».

Conciseness as a method of retaining interest is a requirement dictated by modernity. Due to the glut of information space and almost every day change of information, the modern individual cannot absorb a large number of it, so they reads the texts in a clip way, using mosaic thinking [8] and prefers their visual and concise form.

That is why the interest in reading the annotation will be reduced if it contains complex and complex contract sentences, complex and unnecessary words that don't perform any functions in the text. When writing an annotation, a specialist should be guided by the principle of «investing the maximum amount of information in the minimum number of words».

When the annotation caught the attention of a potential target audience and get it interested, you need to arouse a desire to buy the book. In the AIDA marketing model, the element «D» – «desire» is responsible for this.

Techniques that arouse desire take into account that the previous step (I) – audience interest – was successfully completed. To arouse a person's desire to buy a book while emotions of interest are still affecting it, they turn directly to its sensory system, or sensory organs (sight, smell, touch, taste, hearing), reasoning and human needs.

You can verbally address the human senses in the abstract using these methods:

Smell. There are readers who love the smell of a «printed» book and intentionally sniff its pages. Taking into consideration that this is our target audience, to reinforce the desire to buy a book, you can use the phrase, «It's a nice book to hold and smell its pages», if you've got to promote an exclusive, voluminous edition or, for example, a historical issue.

Sight. To activate the sense of sight, you can simultaneously approach the organs of vision and human needs. For example: «Just look at the bright

illustrations of the book. Your child will look at them with curiosity as they come to know the world», if the target audience is parents planning to buy a book for their child.

Taste. You can use the phrase, «Imagine how your dishes will taste with this recipe book», if your target audience is people who are interested in cooking.

Hearing. To activate the hearing receptors, you can use the phrase: «The language of the book is so expressive that you will have the impression that you have personally communicated with the main character of the work».

Touch. To enhance the tactile sensation, you can emphasize the voluminous, carved book cover if you're presenting an exclusive edition, or how comfortable it is to hold a book in public transport in case it's a small format book.

Also appeals to human needs induce the desire to buy a book. Having studied the target audience, the publisher knows what the conditions are and why the reader wants to buy a book. And these needs need to be verbalized in the annotation.

In the case of using the argumentation as a tool that arouses a person's desire to buy an edition, the buyer is subjected to rational, not emotional influence. For example, saying about the uniqueness of a book, you need to explain how it turns out.

The fourth step of the AIDA marketing model is to drive the target audience to action. The last letter in model «A» – «action» defines this task. The final phrase of the annotation, such as «Buy», drives customer engagement. Encouragement to action needn't necessarily indicate a direct action of buying, but may include an indirect claim to do someone's bidding that is more effective. For example: «Follow the advice of a book and become a successful expert» (professional literature), «Get back to the times of Yaroslav the Wise thanks to our reissue» (a book on historical topics) and more.

At the same time, the annotation may contain information about the author (or may be displayed in a book in a separate block).

As noted earlier, one of the techniques that draws attention to the book is also the awareness of its author's name. In particular, if there are two editions on the same subject, with the same design, the same format and the same price category, but the author of one of them is widely known and the other is not, then most likely a buyer will purchase the book of a famous author. For example, books by Joan Rolling, Stephen King, Patrick Zuskind, Daria Dontsova, Oksana Zabuzhko, etc., attract more attention than editions with little-known names on the cover. This is not about beginner authors in a strict sense. Their works complying with the principles and rules of copywriting

will have a greater demand, and consequently the number of copies sold, than the books of authors with «length of service», who write works without consideration and thinking through of advertising and PR-strategies.

If the author of the book doesn't have significant achievements, it's worth focusing on «less loud» achievements, but be sure to inform the audience about them. Such descriptions should be used to describe these achievements as «author of a unique technique», «known abroad», «works of the author (author's name) are popular in countries (names of countries)», «first to describe / research ...» etc. Such statements should contain specific information (in numbers, with names, names of places etc.).

The book annotation and author information is what definitely influences the decision of the target audience to purchase the book. However, the first thing the buyer sees is the name of the book. It depends on the title whether the potential buyer will take the book to take stock of it. It's important that the title has not only correspond to literary concept but also to advertising and PR concepts. After all, the name of the book as a commodity acts as an eye-stopper. This term, which is regularly used in advertising and PR, comes from the English language and is literally translated into Ukrainian as «eye-stopping», «eye trap», i. e. a means of attracting attention [9].

Eye-stoppers may have different formats of attention. During the presentation of the children's book, the role of the eye-stopper can be performed by people dressed in the costumes of the main characters of the story. At book exhibitions, it is advisable to draw attention to a particular edition with items or animals related to the subject matter of the book. During the events, the role of the eye-stoppers is performed, for example, by public people, opinion leaders in a particular field. In particular, during the presentation of a book the author's name and their presence at the event may become an eye-stopper (the importance of the author's work on recognizing his name has been noted earlier).

In copywriting, the functions of the eye-stoppers perform words such as, for example, creative (provocative, intriguing, unusual, etc.) headlines, slogans, product names, as well as the form of their presentation (color, font, font size, text placement, etc.).

The title of the book should reflect the essence of the advertising and PR strategies developed for the book edition, including the function of attracting the attention and interest of the target audience, make much of an impression, distinguish the book product from competitors (similar books, topics). However, according to the advertising criteria, the title of the book should not lose its literary functions, namely to

reflect the plot, to satisfy the cognitive needs of the future reader.

There's a term «naming» used in copywriting – this is the name of a product or brand. The challenge of naming is to identify a particular firm, corporation, product or service in the market, highlighting their benefits and novelty, identifying key features and distinguishing them from competitors. The naming process involves the creation of a name, and also takes into account its harmony, ease of pronunciation and memorization, a comprehensive study of the perception of the name by the target audience, the analysis of patent purity of phonetics, as well as registration and legal protection [10].

Oksana Zabuzhko's novel «Field Studies on Ukrainian Sex», published in 1996, which provoked a strong reaction from readers and critics, is an example of the correspondence of the work to the principles of copywriting [11]. According to a poll conducted by the Elite-Pro agency in 2006, this novel was characterized as the «book that has most influenced Ukrainian society in 15 years of independence» [12]. This novel is qualified as a work that has been translated into the largest number of languages (15 languages) among the new Ukrainian prose and had been included in many mandatory lists and ratings of contemporary Eastern European classics [13].

A lot of attention is being paid to naming, putting advertising and PR strategies, principles and rules of copywriting, and creators of the block of «motivational» editions in the first place. It's only worth mentioning the works of S. Covey, «7 Habits of Extremely Effective People» [14], A. Robins, «Notes from a Friend: 11 Lessons for Success,» [15], T. Harv Eker: «The Secrets of the Millionaire Mind» [16], B. Tracy «Achieving the Purpose» [17], N. Vujicic «Living Without Borders» [18], Robert T. Kiyosaki and Sharon L. Lechter «Rich Dad, Poor Dad» [19], D. Kehoe «The subconscious can do everything!» [20], Mikhail Litvak «The principle of sperm» [21], G. Balashov and P. Kudievskaya «Monarchy of the entrepreneur. How to become a king?» [22] etc. All of these editions are focused primarily on sales, and therefore take into account the needs of the target audience, which is clearly demonstrated in their titles.

Conclusions. Based on the results of the study of the topic, we can conclude that the scheme of perception of the book by a potential buyer is: first, they pay attention to the title of the book, if this reader identifies it as one that meets their intellectual needs, then they have a look at the book annotation and information about the author. We've also learned that successful promotion of the book on the market, like any other product, requires adherence to the principles and rules of copywriting.

Thus, if the advertising message meets the real needs of individual and avoids hard sell, then buying and reduction of a person to a customer category (a regular buyer) is a natural process.

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КНИГА КАК ОБЪЕКТ РЕКЛАМЫ

Аннотация. В условиях жесткой конкуренции на книгоиздательском рынке, которая обусловлена его перенасыщением печатной отечественной и зарубежной издательской продукцией, снижением запросов на печатную книгу, учитывая развитие цифровых технологий, издательская отрасль претерпевает изменений и требует внедрения инновационных средств для поиска новых возможностей развития деятельности и продвижения изданий к читателю. Актуальность темы исследования обусловлена необходимостью изучения новых тенденций использования рекламы и PR в книгоиздательском деле.

Цель исследования: изучить жанры и виды рекламы, применяемые издателями на страницах книжных изданий и выяснить эффективность использования ими рекламных и PR-инструментов.

Объект исследования – основной и служебный тексты книжного издания.

Предмет исследования – эффективность применения рекламных и PR-инструментов с целью получения дополнительных финансовых ресурсов и продвижения книги на издательском рынке.

По результатам исследования установлено, что рекламу в книжных изданиях применяют, во-первых, с целью рекламирования товаров и услуг (продакт плейсмент), что позволяет издателю получить дополнительную прибыль, во-вторых, с целью рекламирования книги (копирайтинг), что позволяет значительно расширить круг читательской аудитории того или иного издания.

В процессе исследования автор статьи раскрывает основные правила и принципы копирайтинга, приводит примеры их эффективного применения.

Ключевые слова: книгоиздание, реклама в книжных изданиях, реклама в издательском деле, скрытая реклама, продакт плейсмент, копирайтинг.