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The institute of persuasive communication in the management of socio-political and economic processes of society

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Abstract

The article analyzes various types and forms of persuasive communication, affecting the management of the political and socio-economic space of modern society by influencing the consumer behavior. The main types of persuasive communication, such as public relations and advertising, as well as their methods and means of achieving their goals, such as images, performance, flash mob, branding, are considered. Besides, the problem of consumerism of society is considered, manifested in the transformation of society's consciousness, deideologization and the formation of consumer ideology and culture, which leads to devastating consequences for the political space of modern society.

Keywords: Persuasive communication, Behavioral attitudes, Advertising, Flash mob, Consumerism.

El instituto de comunicación persuasiva en la gestión de los procesos sociopolíticos y económicos de la sociedad

Resumen

El artículo analiza varios tipos y formas de comunicación persuasiva, que afectan la gestión del espacio político y socioeconómico de la sociedad moderna al influir en el comportamiento del consumidor. Se consideran los principales tipos de comunicación persuasiva, como las relaciones públicas y la publicidad,

así como sus métodos y medios para lograr sus objetivos, como imágenes, rendimiento, flash mob, marca. Además, se considera el problema del consumismo de la sociedad, que se manifiesta en la transformación de la conciencia de la sociedad, la desideologización y la formación de la ideología y la cultura del consumidor, lo que tiene consecuencias devastadoras para el espacio político de la sociedad moderna.

Palabras clave: Comunicación persuasiva, Actitudes conductuales, Publicidad, Flash mob, Consumismo.

1. INTRODUCTION

The socio-economic and political processes of society are influenced by a wide variety of institutions and subjects of social activity. Modern society, like all historically defined types preceding it, is characterized by some of its own typological features. These features apply to all spheres and types of social activity, including political and socio-economic. One of the features that characterize modern socio-economic and political processes is the significant transformation of their management, which has been developed in recent decades in the form of various forms, which include forms of persuasive communication, which have a significant impact on all subjects of the economic and political process. The most important place among these forms is taken by public relations and advertising, which contribute not only to sales promotion, and affect in a variety of ways both consumers and producers of economic goods, and the political space of society, thus forming a certain type of mass consciousness.

Thus, one of the distinguishing features of modern consciousness is the orientation toward the perception of visual images. V. Benjamin, F. Jameson, M. McLuhan, J. Baudrillard, J. Deleuze and many other researchers of modern culture point to its predominantly “visual” nature. M. Yampolsky in his work “The Physiology of the Symbolic”, considering political power from the point of view of its representation, shows that the modern “culture of appearances” arose as a result of a long process, the beginning of which was laid by the transfer of power from the person of the monarch to the impersonal structure of relations between subjects and rooted representation as the main way of representing the world.

According to T.A. KOZAKOVA, any spectacle carries an identification structure (or structures), that is, the position that the subject takes. <...> “I” is dragged by some power into the symbolic matrix, which sets the horizons and perspectives of vision NAUMENKO T.V. 2013).

A vivid emotional background, special existential meanings hidden in symbols, a game-like character of a spectacle trigger a powerful communicative process connecting the individual with the world of culture, allowing him to come into contact with the sphere of the supra-individual. Having a game nature, the sight consists in dynamic relationships with everyday life: it opposes it and at the same time exists for its enlightenment, understanding. Spectacular practices include identification structures that involve some transformation of the self-experience (BENJAMIN V. 2000). I.B.Shubina also notes that the "mosaic and fragmentary nature" of modern culture, “the loss of

great ideologies that cement the spiritual life of society, i.e. decentralization of spiritual culture, determine the special attention of the philosophy of culture to the spectacle” (YAMPOLSKY M.2004), which allows “to unite the masses of people on the basis of a single cultural tradition, to connect disparate individuals to the eternal values” (KOZAKOVA T.A. 2005). At the same time,

The growth of utilitarianism and pragmatism in society, the shift of interests from the values of good, truth, beauty, faith to the values of relaxation and entertainment raises the question of the possibilities and boundaries of creating a meaningful, serious, symbolic spectacle that every person gets used to (IBID - P. 91).

Reflecting this feature of the modern man’s consciousness, persuasive communication seeks to use mainly visual means to more effectively influence the consciousness of society, a social group, an individual. This implies the image-building and performative nature of persuasive communication, which is capable of creating almost any previously developed image of economic and political reality in the minds of society.

Currently, in the specialized literature you can find a large number of definitions of the image. Often, an image is defined as a purposefully created or spontaneously arising form of reflection of an object in the minds of people. An object or image carrier can be a person, a group of people, an organization, etc. When it comes to corporate image, it is defined as:

Specially designed in the interests of the company, based on the features of activity, internal laws, properties, advantages, qualities and characteristics of an image that is purposefully introduced into the consciousness (subconscious) of the target audience, meets its expectations and serves to distinguish the company (product, service) from similar .

Thus, the image is informative, it reports a certain set of features that are inherent in the object itself. The convincing image function is not in doubt. As invariably noted in special literature, the image “is able to affect the consciousness, emotions, activities and actions of both individual people and entire groups of the population”.

As a result, people give preference to certain goods, firms, banks, or political parties. This explains the practical, applied interest in the image, its active use in the forms of persuasive communication discussed above - advertising, PR, propaganda, which successfully use the image resource to form certain images in the political and socio-economic field. An image can serve as a basis for trust and a factor facilitating influence , although the mechanism of its functioning is different from that of authority: if the convincing power of authority is mainly based on rational motives, then the influence of the image is usually based on hidden mechanisms of associative perception contained in it characters .

In particular, with the help of symbols, an image of both a social group and any political and economic aspect in society can be built. The manifestation of the visual orientation of modern persuasive communication is performativity as a special type of semiotic

relationship between the means of expression and the expressed content, in which expressions and the content plan often merge: the sign becomes a sign of itself, it does not represent anything different from itself, and it becomes self-sufficient. Thus, in performance communication, a special type of symbolism is used. As E.D. Korkiya explains:

The opposite of performativity is representativeness. If the symbols in art and performance are all that is presented to the viewer - objects, bodies, paints, sounds, movements, etc., then with a representative use of symbols certain objects, properties, relationships existing in reality are correlated.

When we talk about the possibilities of performance as a means of persuasive communication, we mean such types of performance as a flash mob, political performance, as well as performance created and used for various applied purposes, for example, in advertising, team building, promotions of public relations etc. The meaning of performance can be formulated as a concept. In some cases, the authors themselves are engaged in such a formulation (for example, in conceptualism, great importance is attached to it), in other cases, the author refrains from verbalization, but the meaning of the performance is transparent enough for the audience to do it. In third cases, finding an unambiguous wording is difficult, and sometimes impossible.

A very unusual new way of influencing the consciousness of society using performance communication is a flash mob. Its essence

is the effect of an unusual, contrary to the laws of statistics behavior of large masses of people. As M. Karakulov explains:

This is a fundamental discovery of the flash mob that fundamentally distinguishes it from all other parties! It is the absurd behavior of the crowd, each of the participants of which, it would seem, does not do anything absurd, can cause not just a slight shock, but also demolish the roof of any accidentally caught up in this place!.

M. Bespalov writes about the “complete lack of sense” of the flash mob, believing that he “does not focus on anything, does not carry any message”. One can agree with this statement if one does not know about the possibilities of using a flash mob as a powerful means of social and economic management. In most flash mob scenarios, there is a sense, as a rule, it is explicitly formulated by the author along with a description of the script, which is published on special flash mob forums. When used skillfully, a flash mob can serve as a powerful means of persuasive communication and influence social, economic, and political reality. This was pointed out back in 2002 by Howard Reinhold in his book *Smart Crowd: The Next Social Revolution*. G. Reingold's ideas inspired Rob Zazueta, a 28-year-old San Francisco-based programmer, to create a site, *FlockSmart.com*, which became a virtual meeting place for flash mob participants. In his book, G. Reingold gives an example of how, in 2001, in the Philippines, citizens using SMS-messages organized themselves and dropped Joseph Estrada's regime, and in South Korea, a “new cyber generation” during the election, seeing that, according to polls, his candidate losing the election, literally in the last hours before the election, it was

activated by electronic communication, attracted new supporters, and the vote was decided in favor of Mu Hyun. In the United States, during the Howard Dean's presidential campaign, ordinary people demonstrated an "unprecedented ability to organize themselves" using sites that lobbied for his promotion and collected campaign donations. All of these are examples of the persuasive effects of the "smart crowd".

As for the self-awareness of the participants of the flash mob, in contrast to the classic performance, which, like art, is a form of self-expression, the flash mob de-individualizes the participants, participation in the flash mob "is accompanied by parting with oneself and acquiring a new self" (SHUBINA I.B. 2005). Instead of experiencing an individuality that lost its sharpness in the postmodern era, they get the opportunity to experience "a sense of involvement in an organized action, a sense of being a member of a community, an element of the social body" (IBID.)

The validity of this position is confirmed in the analysis of modern festive culture and such a closely related form of persuasive communication as urban mass events. According to S. Cherkasov, for the audience, the communicative function of urban mass events (GMMs):

Consists, first of all, in obtaining sensory-rich information of an entertaining nature. Moreover, which is very important, unlike the information received through the media, this information affects not only the hearing or sight, but all the senses, restoring

the immediacy and completeness of perception, the deficit of which is felt by the person of the information age who receives a significant part of what is significant for him information through the media (Ibid.).

However, this does not prevent urban mass events from serving as a source of purely informative information, among which advertising and other information distributed by the initiators and sponsors of the event occupies an important place. The perception of this information is compulsory for viewers.

As noted back in the late 70's. XX century Y.V. Ratner, “democratization” of mass media gives rise to the illusion of “mass complicity in the spectacle”, when it may seem that the whole people are participating in the game, as if at the level of tribal consciousness”(SEMENOV A.K.2015). M. McLuhan wrote about such an illusory “complicity in the spectacle”, implying imitation of contact, the illusion of game communication between a spatially dispersed audiences. The creation of such an illusion, in his opinion, is the result of manipulating the human consciousness, as a result of which the natural democratic nature of the spectacle turns into a primitive “massaging” (Ibid.)

2. METHODOLOGY

Indeed, in accordance with the general tendency weakened by the state monopoly on social management that is characteristic of post-

industrial society, the initiative in organizing forms of social influence, the use of new means and methods of persuasive communication is increasingly falling into the hands of business representatives, and, mainly, large and multinational companies, thus placing new emphasis and forming new priorities in the modern economic and political space.

Among the fundamentally new methods of persuasive communication, used to socially influence a mass audience, is persuasive mass communication at the point of sale (the so-called instor-communication), which has become a characteristic feature of consumer society. Unlike the classical form of sales in a store, in conditions of large retail space, communication takes place in conditions of anonymity of the buyer, optional purchases, the ability to freely manipulate goods in the absence of the seller, but in the presence of a large number of other buyers, usually unfamiliar with each other, the possibility of acquisition goods on credit, the possibility of returning goods that did not fit.

The combination of these conditions creates the prerequisites for highlighting a special type of communication - public communication at points of sale. To this type of communication, we attribute the totality of public appeals to visitors in large trading floors. Of particular interest is the symbolic composition of the language of this communication, which is very heterogeneous. Advertising symbols, the goods exhibited in the store, and methods of their calculation, and special P.O.S.-materials (Zimbardo.F.), and sound,

light, and aromatic decoration of the trading floor are used as symbols. The purpose of instro-communication as a whole is to encourage the buyer to make as many purchases as possible in this trading floor, and the subject of a separate “message” is the specific product that is offered to be bought.

Instor-communication is a type of mass communication that significantly affects economic processes by boosting sales. With this in mind, the space of the trading floor is considered as a media platform, and its communication capabilities are evaluated according to the same criteria as the capabilities of the media. A special form of instro-communication is digital advertising (“Digital Signage”), which transmits advertising information, mainly of a visual nature, using digital displays located both at points of sale and in other crowded places - at train stations, transport - in tram cars, minibuses, banks, various salons, etc. The audience of this form of persuasive communication is made up of customers standing in lines, visitors to bars, cafes and restaurants, movie shows and concerts, motorists, visitors to closed rooms where various public events are held: meetings, conferences, forums and other passengers aviation, railway, urban public transport, etc.(Pocheptsov G.G.) Regarding the use of Digital Signage as a means of persuasive communication, there are currently studies confirming that the use of this tool helps to increase sales (KORKIYA E.D. 2005).

Unlike P.O.S.M., connected to sales areas, Digital Signage allows you to place advertising information anywhere. In this regard,

specialists engaged in the production of these means of persuasive communication predict that they will be widely used in the future, not only in business centers as information boards, but also in all large companies, institutions, and educational institutions. It is also assumed that electronic monitors installed in the halls and corridors will be broadcasted by useful information for internal use interspersed with advertising: the operator company that provided the equipment will reserve the right to post such information provided to it by advertisers. Thus, being in places where he is engaged in his regular activities (work, study), a person will be subjected to persuasive informational impact.

The coercive nature of this impact is ensured by institutional means. At the same time, the subject of social management that uses organized persuasive communication in this way is not the state, but business, and mainly large-scale organized business, including transnational business.

3. RESULTS AND DISCUSSION

As one can see, there is a “silent” and hidden expansion of certain forms of persuasive communication in areas that were traditionally free from it and not subjected to its controlling influence. It is not just about advertising communication. In principle, any informational effect of a persuading character can appear in a disguised, unrecognizable form, which helps to strengthen its effect,

since the recipient in such conditions perceives the information offered to him as objective, not ready for its critical analysis. In the economic sphere of consumer behavior management, this trend is most obvious, but it also works very effectively in the sphere of political behavior management, where it appears in a more hidden form.

Thus, we can confidently say that the nature of socio-economic management in modern society is significantly affected by the globalization processes taking place in the modern world, in which all levels and aspects of society are involved. Globalization is closely connected with informatization and the formation of the information society, the central link of which is communication. The phenomena of individualization, defragmentation of social life, characteristic of modern society, are closely connected with the tendency in the majority of developed countries to weaken the authority of the state and law. The crisis of the idea of statehood, a decline in faith in the state, its structure is one of the manifestations of globalization. Having lost its monopoly on social management on a large scale, in the economic sphere, the state begins to share this role with large business, represented mainly by transnational corporations.

As the authority of the state decreases, depoliticization of consciousness occurs. If the state, its institutions and representatives are the main subject of socio-economic management in an industrial society, then modern post-industrial society is characterized by a multiplicity of subjects of such management, and in the future transnational capital becomes the main subject of social management.

Under conditions of large-scale (and, in particular, transnational) capitalist production, an objective (in the interests of developing this production) necessity arises in the management of people's consumer behavior by representatives of large capital. The goal of social management is the development and expansion of needs, the transformation of consumption into a constitutive, value-important factor in people's behavior, the formation of relevant social practices, forms of people's joint activity, the creation and consolidation of cultural and behavioral stereotypes related to consumption.

The result of these trends is the consumerization of society. It manifests itself, on the one hand, in the transformation of consumption into the main link in the economic basis of society, on the other hand, in the transformation of society's consciousness, the formation of consumer ideology and culture. Thus, consumerism is both an economic and a mental phenomenon. Consumerist worldview is formed under the influence of a massive impact of producers of goods through mass media. The central element of this worldview is the ideology of consumption, based on the postulate of the advent of a new era, associated with the transition from the dictates of production to abundance and freedom of consumption. At the same time, this ideology becomes the thesaurus of "common places" that can be used in persuasive communication.

The main forms of persuasive communication used in social management in a modern post-industrial society are forms of persuasive mass communication. These include the "classic" forms of

persuasive mass communication, such as advertising and PR, each of which is distinguished by specific communicative and technological features. At the same time, in a modern post-industrial society, there is a strategic, technological and institutional convergence of advertising and PR. This rapprochement is manifested in the unity of goals and objectives achieved using these forms of persuasive communication; technological convergence - in the unity of the methods, techniques and technical means used; institutional convergence - in achieving their organizational unity.

4. CONCLUSION

In the conditions of modern post-industrial society, objective prerequisites are emerging for the emergence of new means and methods of persuasive communication. Unlike persuasive communication of the industrial era, which focuses mainly on rational methods of persuasion, modern persuasive communication actively uses performative and image-based means that use image-negative techniques for political purposes.

The general tendency for a post-industrial society to weaken the state monopoly on social management, transfer initiative in the use of new means and methods of persuasive communication into the hands of representatives of large international business is clearly manifested in the transformation of a festive culture. A distinctive feature of modern city holidays is their advertising and marketing orientation, as

well as a sharp predominance of the spectacular part over the “folk” (communicative, game, dance) part, the widespread use of technogenic spectacles of light and phantom nature.

In general, the analysis of persuasive communication used in political and socio-economic management in modern society has shown that the dominant form of this persuasive communication is the discourse of consumption, and the main resource, the possession of which ensures the domination of the subject of control over the object, is the possession of information and mass media that make it possible to influence the economic and political consciousness of society and shape it in the direction in which the non- management of social processes subjects.

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