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NONVERBAL COMMUNICATION OF COMMERCIAL ADVERTISING

Introduction. Communicating messages through commercials has always been a challenge due to the complex nature of one-way communication. Since television became available to households, it has been used as a mass medium for entertainment news and advertising, the latter being a key success factor in brand awareness and increasing profits. Due to the development of neuromodern advertising affects both the senses and consciousness, and the human subconscious. The relevance of the chosen topic of the study is due to the growth the role of advertising today. Advertising like element of social communication, reflects the cultural characteristics of a nation, its values and desires. On the other hand, advertising is a means of influencing and creating new needs, which allows it to shape society in a certain direction.

Review of recent publications. The problems of non-verbal communication of commercial advertising have been of great interest to such leading scientists as Sidney Hecker, David W. Stewart [1], John F. Sherry and others. Nevertheless, taking into consideration the current situation in this range, non-verbal communication, there is a need for a comprehensive analysis of new trends in the advertising. Moreover, nonverbal communication of commercial advertising has been studied by such Ukrainian and Russian researchers as Nina Valhina [2], Mykola Kohtev, Yuriy Kryvobok, Olena Mosienko.

Objectives of the paper. Results of research. According to M. Rijavec and D. Miljković, “nonverbal communication for the majority of people is the communication that is accomplished with other means besides words” [3].

The main nonverbal means include personal space (or proxemics), facial expressions, gestures, paralinguistics, body language and posture, eye gaze and appearance. In our study, we will focus on facial expressions, gestures and posture of the people acting in advertisements.

Human emotions are expressed through a range of different facial expressions: raised eyebrows; screwed up eyes; dilated nostrils; bitten lip; wrinkled nose; wide-open eyes etc. Each of them signal on one or more emotions depending on the specific situation.

Km Tri Sutrisna Agustia claims that *facial expressions* “convey at least 11 clusters of meanings: happiness, taste shock, fear, anger, sadness, nausea, calmness, criticism, interest, amazement, and determination” [4]. Advertisers choose to display the facial expressions that need to convey the perfect message to their audience. Humans have mirror neurons that encourage them to mimic or mirror the person they are looking at. Therefore, prospective consumers are expected to feel empathy, i.e. to experience the range of emotions they see in the advertisement.

Common *gestures* (movements that express some kind of thought or process of thinking) are expressed primarily with hands and include waving, pointing, and using fingers to indicate numeric amounts. Other gestures can occur in the head, body, or even face. This may include nodding your head “yes,” a shoulder shrug implying that you “do not know,” or a wink of the eye suggesting “game on.” According to research, “our hands are our biggest trust indicators. When people can see our hands, they feel that they can trust us” [5]. If commercial actors are not pointing at something, they have to show their hands as much as possible.

Here are common gestures and their interpretation:

- fingers pinched – a sign of frustration and desire of the interlocutor to hide their negative attitude,
- mouth covering with your hand – the listener understands that you are telling a lie,
- the person looks away – confirmation that they are hiding something,
- crossing of arms on a breast – the person is nervous, it is better to finish a conversation or move on to another topic,
- crossing of hands and keeping of fingers in fist – the person is extremely hostile,
- the index finger is pointed straight at the temple, and the big chin supports – negative or critical attitude to what is heard,
- hands behind the head – confidence, superiority over the interlocutor [6].

Posture is an involuntary or deliberate posture of a body, which is accepted by a person. There are “closed” and “open” poses. For example, the person interested in communication, will be oriented to the interlocutor, will lean in his direction, will return to it with all body, and if he does not want to listen to it – then will go back, will stand back. The following emotions can be signaled by postures:

- anger – head backward, no chest backward, no abdominal twist, arms raised forwards and upwards, shoulders lifted;
- sadness – head forward, chest forward, no abdominal twist, arms at the side of the trunk, collapsed posture;

- fear – head backward, no abdominal twist, arms are raised forwards, shoulders forwards;
- surprise – head backward, chest backward, abdominal twist, arms raised with straight forearms;
- boredom – collapsed posture, head backwards not facing the interlocutor;
- pride – head backward or lightly tilt, expanded posture, hands on the hips or raised above the head;
- joy – head backward, no chest forward, arms raised above shoulder and straight at the elbow, shoulders lifted [7].

In our paper, we will start looking into the use of nonverbal communication with McDonald's advertising. As is known, McDonald's is the world's largest restaurant chain. Short time ago, McDonald's replaced Happy Meal Toys with our favorite childhood books to encourage kids to read. With more and more kids enslaved to the screen from as young as they can remember, the push to ensure that children are still able to get lost in a book and let their imaginations roam free is more important than ever.

McDonald's advertising campaign, promoting reading books, showed how the children's imagination creates whole new worlds while MONATIK, a famous Ukrainian pop-star is reading them the first story of the adventures of Twin Tentacles.

A series of 12 adventure stories that can be chosen from Happy Meal are about twins whose parents invented a time machine and travelled to the past to study the dinosaur. This book was written exclusively for McDonald by Cressida Cowell, the author of the best-selling "How to Train the Dragon" [8].

Created in 2019, the advertisement has an interesting look and is a positive step to arrest declining literacy rates, especially among teenagers, in some western countries.



Pic.1 Snapshots of episodes of Happy Meal commercial

Non-Verbal Identification of Happy Meal advertisement

Source: created by the authors based on [9]

Setting	Non-Verbal Sign	Description
The place looks like a reading room with books, chairs and other interior items; both MONATIK and the children are wearing casual clothes.	<p>Facial expression: concentration, engagement, happiness, interest, amazement.</p> <p>Gestures: MONATIK is holding the book in his hands; children are moving their hands and faces anxiously in reaction to the events described in the book.</p> <p>Posture: the reader is sitting then moving around the room reading a book; the children are sitting and listening to the reader.</p>	A man is walking around the room and then children are listening to the reader and watching the life of the Tyrannosaurus of the Jurassic period on the green screen.

The next advertisement under analysis is the Twix advertising. The company's new advertisement covers the rivalry between Twix's right and left sticks and how it started. The video describes the story of the two brothers, Seymus and Earle, who divided the company and created their almost identical candy bar factories. The "Left Twix vs. Right Twix" campaign has been a comical and innovative way to get people to appreciate the uniqueness of the Twix bar. They even went so far as to create a backstory as to why the candy bar is in two pieces, instead of one.

Throughout these commercials, the viewer sees that the left and right sides are virtually the same, though they use different descriptive words; 'cloaked' in chocolate, instead of 'bathed' in chocolate, etc. While we are all in on the joke, the commercials take place in a world where the two sides of the candy bar share nothing but a wrapper [10].

By creating an entire anecdote to go along with this campaign, Twix also pulls up a lot of intrigue for consumers. Obviously, we all know that both bars inside a Twix wrapper are exactly the same. By building a backstory, poking a little fun at themselves, and getting a conversation going, Twix has reinvented itself again, and this candy bar that's been a classic for so many years has given itself a facelift without having to change anything but the way we think about it.

The commercial below was created in 2013.



Pic.2 Snapshots of episodes of Twix commercial

Table 2

Non-Verbal Identification of Twix advertisement

Source: created by the authors based on [11]

Setting	Non-Verbal Sign	Description
<p>The advertisement shows the background of the launch of the Twix product, when the two brothers built their own factories in one place, just opposite each other to show the competitive nature of their relationship. In the next snapshot we can see the two brothers with onlookers standing at the factory opening.</p>	<p>Facial expression: curiosity, shock, frustration (the passers-by raised their eyebrows), anger (the two brothers are frowning and looking at each other with animosity). Gestural: the brothers are firmly holding Twix bars in their right hands, showing their intention not to concede to each other. Postural: The curious onlookers leaned their bodies as if trying to peep at the two brothers (thus looking curious and shocked), whose hands are raised forwards and a little bit upwards, which is an indicator of anger.</p>	<p>Two brothers, who invented a huge Twix bar, showing their product to the public, broke it into two parts, left and right. From this, it began with fraternal hostility. They both launched their own production of identical Left and Right wands. At the end of the advertising to the gate, behind which is the path leading to the two factories, two trucks stop.</p>

The last is an analysis of Jacobs advertising. Who does not like to meet the morning with a fragrant cup of coffee? Jacobs is one of the leading coffee producing companies. Jacobs’s advertisements are known for their slogans, such as “Magic aroma” or “Aromagic brings together”. The most often they show in the advertising the magic smell of coffee Jacobs. One of them, we analyzed in which a man walking on the smell of coffee was in a strange house [5].

The advertisement was created in 2015 and taken from Youtube [12].



Pic.3 Snapshots of episodes of Jacobs commercial

Table 3

Non-Verbal Identification of Jacobs advertisement

Source: created by the authors based on [12]

Setting	Non-Verbal Sign	Description
At first the man wakes up in his apartment, then goes along the road to the smell of coffee and finds himself in someone else’s house.	<p>Facial: happiness, taste shock, amazement.</p> <p>Gestural: closed eyes as a symbol of enjoying the smell of coffee; after a sip of coffee the man wakes up.</p> <p>Postural: a man relaxed walking around the city; then he is sitting at a table with the owners of the house in the yard.</p>	The man goes to the smell of coffee, not noticing anything on his way, and then drinking coffee together with the owners of the house.

Conclusion. In summary, this paper argued that many companies use non-verbal communication in advertising their products in one way or another. The analysis of advertisements of three brands, namely McDonald's, Twix, and Jacobs showed how each commercial is targeted at a specific market segment. For example, McDonald's advertising targets children and their parents. This advertisement does not only encourage the purchase of goods, but is also a way to influence children's development through books. The advertisements seem to aim at attracting the attention of adults to make them consume the advertised products. It should be noted that the Twix advertising campaign is quite successful in the way it focuses on all age categories; in fact, they have interested many people in the history of left and right bars and, as a result, the products are in great demand. The nonverbal communication used in the analysed commercials is a powerful tool of affecting viewers' emotions and persuading them to buy the advertised product.

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THE IMPACT OF SOCIAL CREDIT SYSTEM ON CHINA'S ECONOMY

Introduction. China's social credit system is introducing new tools to monitor, rank and manage market participants' behavior more broadly than existing credit rating mechanisms. The Social Credit System (SCS) will have a significant impact on the behavior of individuals, companies and other institutions such as NGOs. The above indicates the relevance of the research topic.

Review of recent publications. The issue is reflected in the works of M. Meisner, J. Burke, N. Nittle, G. Kostka, D. Chin, G. Wong, and Lin Yun.

Objectives of the paper. The paper aims to research the impact of social credit system on Chinese economy.

Results of research. The SCS is a national reputation system being developed by the Chinese government. By 2020, it is intended to standardise the assessment of citizens' and businesses' economic and social reputation, or Social Credit. The system will be one unified system and there will be a single system-wide social credit score for each citizen and business [1].

Under the system, both financial behaviors like "frivolous spending" and bad behaviors like lighting up in smoke-free zones can result in stiff consequences. Penalties include loss of employment and educational opportunities, as well as