Social advertising about the covid pandemic: A comparative analysis of Chinese and Russian cases

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*Social advertising is a phenomenon whose research is currently only entering the active development stage. In the context of the pandemic, the role of social advertising in the social values education and moral guidelines in society in China and Russia has increased significantly, which led to an increase in the forms and types of social advertising in the media space of the two countries. A comparative study of pandemic social advertising in China and Russia reveals the unique features of social advertising that have emerged in the era of COVID-19.*

*Purpose. In the article, through a comparative analysis, the goal of identifying common and unique features of social advertising about the pandemic of China and Russia is achieved.*

*Methods. In order to achieve the goal, the article reviewed the literature, studied a sample of posters, online advertising and outdoor advertising about coronavirus published during the COVID-19 pandemic 2020-2022, found common features and differences in advertising. The methods of the article include functional-thematic analysis, sentiment analysis, discourse analysis, synthesis, generalization.*

*Results. In China and Russia, in the context of the pandemic, the main topic of social advertising was prevention and protection measures. But the embodiment of this theme in social advertising was achieved through different tonality: in China, the cooperative tonality prevails, while in Russia there is also an imperative tonality and “shock advertising” with horrifying images about non-compliance with preventive measures. In Russia, it is also common to refer to the images of real doctors and their visualization in social advertising, while in China the image of a doctor as an authoritative mentor in the fight against the pandemic is not specified. The creators of social advertising in China and Russia resort to the visualization of cultural symbols and precedent phenomena in the media text to create a cooperative tone. Famous historical figures recommend the observance of preventive measures in Russia, and cultural images help to achieve unity and increase the level of patriotism in Chinese society.*

*Conclusions. Chinese and Russian advertising are characterized by the presence of common features and characteristics, which is clearly embodied in the subject and tone of social advertising about the pandemic. The specificity of culture and society makes social advertising a unique national phenomenon. The study of social advertising allows you to penetrate the culture, history, mentality of the society for which it is intended, and country comparison allows you to most clearly convey the features. It seems promising to further comparative study of social advertising in China and Russia, dedicated to other social topics.*

Literature

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