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**МАТЕРІАЛИ XI ВСЕУКРАЇНСЬКОЇ
НАУКОВО-ПРАКТИЧНОЇ КОНФЕРЕНЦІЇ
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ЦЕНТРУ КАФЕДРИ ІНОЗЕМНИХ МОВ**

“TO MAKE THE WORLD SMARTER AND SAFER”

(Суми, 23 березня 2017 року)

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
SUMY STATE UNIVERSITY
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LANGUAGE CENTRE

**MATERIALS OF THE ELEVENTH
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CONFERENCE OF LANGUAGE CENTRE OF THE
FOREIGN LANGUAGES DEPARTMENT**

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(Sumy, March 23, 2017)

SECTION 3 SOCIAL AND LINGUISTIC CHALLENGES

PATRIOTIC MOTIVATION IN ADVERTISING SLOGANS AS A REFLECTION OF POLITICAL CHANGES IN THE COUNTRY

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Advertising and marketing use patriotism for commercial purposes. Historical events and personalities, the achievements of past years create a new image of the prosperity of a country in advertising. This method builds the fantom brand and such advertising is intended for naïve or emotional audience. Patriotism towards the Fatherland refers to emotional advertising motives, for the Ukrainian mentality this motive is dominant in recent years.

In the time of political changes and major cultural events the image of the homeland as an object of patriotism requires a detailed study. The motherland is no longer perceived as a given, the image begins to be positioned as a brand, which is closely connected with reminding people about positive emotions and bright visual images. Patriotism is no longer focused on national isolation and self-sufficiency, it aims at the presentation of the cultural heritage of the nation in the world with the use of modern information and communication technologies [1]. At the same time patriotism is an incentive for consumers to buy goods and services of Ukrainian producers, and advertisers are turning to national motives and symbols.

Euro 2012, has become the first stage of the "new patriotism" in Ukraine. The football euphoria, which the Ukrainians experienced, objectified in the national symbolism, which then could be seen everywhere. All the politicians repeated that Ukraine is cool, and they had been heard [2].

Advertisers also tried to integrate it in the minds of consumers with the football and associated values, such as patriotic ones. Commercials in the period of Euro-2012, aim primarily at solving marketing tasks and use such consumer motives as: victory, satisfaction, faith, unity, pride, patriotism.

Such slogans as: "Ukraine welcomes guests" (Lvivske), put a t-shirt team – support team (Adidas) demonstrate the desire of

advertisers to use the idea of patriotism for the sake of profit, to keep current values of the population. In General, the value of patriotism is visualised in symbolic images and rituals: the Cossacks with the flag, rye field, fans with the right hand near the heart. The Championship is like a unity. Euro 2012 became for Ukrainians a united idea, which in turn is used by the customers and advertisers, aiming at the consolidation of their audience [2].

The new wave of patriotic commercial services and goods began with the changes of people's sentiment toward revolution (Euromaidan of the 2013-2014) and continues until now even after the relative political disputes. It means that the changes which were caused by the events of the Euromaidan were quite powerful and the influence on the use of motives in commercial advertising after its completion is also considerable.

As it was noted by Elena Mykytenko [3], in the Maidan time the tents with Ukrainian souvenirs, embroideries and other trifles with Ukrainian symbols were placed on the scorched ground. From the journalistic investigation we can conclude that the sellers of these products do not care about the ethical side of the trade.

Thus, we can trace three waves of the rise of patriotic motivation in advertising slogans during 2012-2016 years. Attitude of the target audience is the main factor in choosing the motivation. It is a required component in commercial advertising, which will be used for the most effective sales promotion. So people's attitudes exactly correlate and encourage the use of patriotism in commercial advertising. It is also understood that the preferences of the masses are never static, and therefore in the hierarchy of motives significant changes are possible soon.

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