

ECOLOGY AND ADVERTISEMENT. TENDENCIES, FACTS

Mykola Novak

National Mining University

Abstracts:

Studying at National Mining University of Ukraine, Electrical Engineering Department, the notion of ecology did not appear on the curriculum radar screen. Nor do I suspect did it appear on the radar screen of most business schools for decades to come. My own awareness into the world of ecology is direct result of my interest at this field, and at the field of ecology-oriented photo advertisement, to be precise.

Last 10-20 years have shown real growth of eco-oriented projects, especially in European Union, USA and Japan. In the wake of this unrestricted manufacture-satellite advertisement programs growth businesses and politicians have chosen to join at the hip to take advantage of the “opportunities” this mammoth rise of co-production costs budget provides to them.

In my heart I want to believe that ecology can at some point have a place of honor in the World Wide business fabric. Contemporary business’s steadfast resolve to 5 seconds solutions to all the problems we face, coupled with our insatiable desire for the quick, the immediate, the cheapest, fastest, least painful serves only to acerbate business’ relationship with ecology.

Every problem, however, has its solution. Gradually, bit by bit, the mentality of thinking for everyone and for businessmen especially should be changed. Partially by means of advertisement. Kind of social, ecology advertisement, that is oriented to stop the audience on the move, make him think about his/her future. Future of his/her children. And make some particular movement, some contribution for that future.

How it works? What have been done already in that direction, what is going to be done in few years – you can find the answers on this questions by request on e-mail of the author – eklmnprst@gmail.com. The oral presentation will be held as well.

To sum up, the advertisement company that has the aim to make the Earth better by means of those who have already made it worse – is of paramount importance for now.

