

## SUMMARY

**Topic:** Aggression leveling in the modern advertisement.

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**Object of the research:** the aggressive component in the modern advertisements and PR-technologies.

**Subject of the research:** mechanisms of aggression leveling in the modern advertising schemes.

**Main subjects and terms of the actual research:**

- The influence of violent, mature content in the industry of marketing and public relations;
- Violence and a vulgar display of power as a powerful tool of manipulation, aimed at the worldwide audience;
- Ethical rules of engagement with such fragile state, as human's reliability;
- Perspectives and the evolution of a kind, dedicated to the use of the aggressive performance due to public relations.

**The purpose of this research** is to define the matter find the origin of the considerable phenomenon and to figure the most efficient algorithm of avoiding problems, connected with this term.

The second, practical part is closely connected with several local establishments, one of which is working with cellular phones, and the other one is a paintball club. Their strategies in the area of public relations had been inspected closely, some common points were found, and precise description had allowed us to conclude, that listed organizations are acquainted with the meaning of aggression as a tool, and are using it widely, but with required caution.

A brief acquaintance with the topic and its terms may give an idea to spectator, that there's no clear connection between the aggression in marketing

industry and the listed companies, but that is entirely wrong, because aggression itself is not displayed only as the absolute, bare vulgarity - its incarnations are connected with the symbols, visions, sounds, color solutions and many other aspects, that in combination are making a performance.

As a conclusion, there are given several advices about the maintenance of such powerful, but dangerous tool, as an aggression and a display of violence in modern advertisement industry. All of advices are leading to a clear idea of being extremely cautious with these aspects, and a point of practicing the creative approach in every area, even when the negation and pure violence are displayed. There is always a place for teaching the audience something new and worthy, and that kind of responsibility is a first to fall on the advertisement creator's shoulders.

**The structure of the work:** introduction; two chapters, consisting of three paragraphs; conclusion; bibliography of literature, numbering 63 names; applications. The total amount of work - 66 pages.