

SUMMARY

Theme:

«Creative platform of TV advertising»

Author: Elbakieva Z.V.**Supervisor:** Shabanova Elena Aleksandrovna
Pages 80, bibliographic titles 100.

Key words: advertising communication, television advertising, television commercials, means of expression and means of expression of the advertising message.

Relevance of the research issue is determined by the necessity of increase of efficiency of advertising due to adequate evaluation of its creative value and attractiveness at the stage of development of the advertising product. Creative factor is one of the main resources that increases the attractiveness of advertising to the target audience. At the same time, this is a very elastic resource of increase of efficiency of investments of the advertiser.

The purpose of the research consists in the systematization of the organizational principles, communication strategies and ways of expression of the advertising idea in a television commercials, considered as the product of creativity.

Research objectives:

- to systematize key features of television commercials and to classify television commercials by kinds, types and genres, and to identify and to explain the principles and fundamental characteristics of building classifications;
- to consider the specifics of television commercials as a creative product;
- to analyze a meaningful imperatives and techniques of representation of the advertising message in television commercials;
- to specify the means of artistic expressiveness in the commercial.

The theoretical significance of the research is determined that the in paper work it was identified and systematized approaches to the classification of the advertising content from the point of view of the representation of the advertising message and also specified the methodological principles of creating commercials as a creative product.

Practical significance of the research is determined by the ability to use its provisions and conclusions of the practices of the advertising industry, involved in the creation of television commercials.

The results of the of the research. Creative strategy of television commercials, the original representation of the unique selling proposition of the product or brand is a kind of language is communication by means of images, creating a positively charged emotional field around the advertised object. Techniques and technology of advertising and promotional story of the image, the original film director and the cameraman solving, borrowed from the film, in order to see things in a new light, to look at them from a different angle, to attract the audience's attention to the advertised product.