

Psychological Impact of Political Advertising in the Context of Information Warfare

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Abstract.

Relevance. The issue of the psychological impact of political advertising is particularly important, as it is aimed at changing mass and individual consciousness, which affects the ability of citizens to make free choices. In the context of information warfare, advertising often serves as a means of imposing ideologies and decisions that are beneficial to the social customer. Modern political advertising functions not only during election campaigns, but constantly, forming stable ideas and guidelines in public opinion. The purpose of the article is to analyze the psychological impact of political advertising in the context of information warfare, with an emphasis on the mechanisms of influence, types of communication channels, functional purposes and levels of effectiveness.

Results. The article reveals the main functions of political advertising during information warfare - informational, communicative, socially oriented and ideological. It analyzes how advertising through emotional and rational channels forms the necessary value orientations, encourages certain political actions and constructs ideological reality. The "German" and "American" traditions of interpreting the impact of advertising are distinguished, where the first focuses on suggestion and emotions, and the second on marketing stimulation of needs. The main channels of distribution of political advertising (audiovisual, print, external, personal contacts, etc.) are described and their role in shaping public opinion is characterized. Methods for assessing the psychological effectiveness of political advertising are also outlined and the complexity of measuring its impact in the conditions of information warfare is emphasized.

Conclusions. Political advertising in the conditions of information warfare acts as a powerful means of psychological influence that forms political consciousness, behavioral models and social orientations of citizens. Its effectiveness is due to the ability to adapt to the target audience, use both rational and emotional techniques of influence, and integrate into various communication channels - from traditional media to social networks. Advertising that broadcasts manipulative or disinformation messages that are imposed as objective reality is of particular danger. In this context, important tasks are the development of citizens' media literacy, critical thinking, as well as strengthening scientific analysis of the mechanisms of influence of political advertising by specialists in the fields of psychology, sociology and political science. Further research should focus on empirical testing of the effectiveness of various models of influence and analysis of audience resistance to manipulative influence in the conditions of hybrid warfare.

Keywords: information warfare, public opinion, mass consciousness, psychological influence, political advertising

Психологічний вплив політичної реклами в контексті інформаційної війни

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Анотація.

Актуальність. Проблематика психологічного впливу політичної реклами особливо важлива, адже вона спрямована на зміну масової та індивідуальної свідомості, що впливає на здатність громадян здійснювати вільний вибір. В умовах інформаційної війни реклама часто слугує засобом нав'язування вигідних соціальному замовнику ідеологій і рішень. Сучасна політична реклама функціонує не лише в період виборчих кампаній, а постійно, формуючи стійкі уявлення й настанови у громадській думці. Метою статті є аналіз психологічного впливу політичної реклами в умовах ведення інформаційних війн, з акцентом на механізми впливу, типи комунікативних каналів, функціональні призначення та рівні ефективності.

Результати. У статті розкрито основні функції політичної реклами під час інформаційної війни – інформаційну, комунікативну, соціально орієнтовану та ідеологічну. Проаналізовано, як реклама через емоційні й раціональні канали формує потрібні ціннісні орієнтації, спонукає до певних політичних дій і конструює ідеологічну реальність. Виокремлено «німецьку» й «американську» традиції трактування впливу реклами, де перша фокусується на навіюванні та емоціях, а друга – на маркетинговій стимуляції потреб. Описано основні канали поширення політичної реклами (аудіовізуальні, друковані, зовнішні, особисті контакти тощо) та охарактеризовано їхню роль у формуванні громадської думки. Також окреслено методики оцінки психологічної ефективності політичної реклами та підкреслено складність вимірювання її впливу в умовах інформаційної війни.

Висновки. Політична реклама в умовах інформаційної війни виступає потужним засобом психологічного впливу, що формує політичну свідомість, поведінкові моделі та соціальні орієнтири громадян. Її ефективність зумовлена здатністю адаптуватися до цільової аудиторії, використовувати як раціональні, так і емоційні техніки впливу, а також інтегруватися в різні канали комунікації – від традиційних медіа до соціальних мереж. Особливу небезпеку становить реклама, що транслює маніпулятивні або дезінформаційні меседжі, які нав'язуються як об'єктивна реальність. У цьому контексті важливими завданнями є розвиток медіаграмотності громадян, критичного мислення, а також посилення наукового аналізу механізмів впливу політичної реклами з боку фахівців у галузі психології, соціології та політології. Подальші дослідження мають зосередитися на емпіричній перевірці ефективності різних моделей впливу та аналізі стійкості аудиторії до маніпулятивного впливу в умовах гібридної війни.

Ключові слова: інформаційна війна, громадська думка, масова свідомість, психологічний вплив, політична реклама

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Introduction with disclosure of the relevance of the research problem

The issue of psychological influence in political advertising as a field of scientific knowledge is quite important. Because psychological influence involves changing both the mass consciousness of the population as a whole and the consciousness of each individual person in particular, it is an obstacle to independent choice. A significant number of researchers believe that we are largely dependent on each other, and free (independent) choice does not exist.

Political advertising largely determines the attitude of society to political processes in Ukraine. It is worth noting that political advertising functions not only during election campaigns, but also at any intermediate time (Stadnyk, 2017). Political advertising can serve to convey to the masses and popularize the «necessary» ideology (which is beneficial to the social customer), to encourage the population to participate in various political actions (mass protests, revolutions, overthrow of power, etc.). Accordingly, political advertising is a kind of conductor of ideas, symbols or myths that function in the mass consciousness of the population both in peacetime and during information warfare.

The purpose of the article: to analyze the psychological impact of political advertising in the process of waging information wars.

Presentation of the main research material with a full justification of the scientific results obtained.

The content of political advertising in the process of information warfare is aimed primarily at forming public opinion and stimulating citizens to choose a certain position. In the process of information warfare, political advertising is considered an important means of psychological influence on the population of the country. Informing through political advertising is carried out in such a way as to stimulate certain emotions of a person, thereby mobilizing a certain behavior of the population. Thus, the famous German (and later American) psychologist, who devoted much of his work to various aspects of advertising, G. Munsterberg, believed that emotional influences are, in particular, extremely effective. «The most direct way to such influence, » writes G. Munsterberg, «is that we evoke some feeling or mood, cause imitation or produce influence by suggestion. Whoever wants to rule over people arouses in them hope and fear, ambition and envy, love and hatred, vanity and pride. An appeal to feeling can open the mouth of a criminal or sinner and obtain a confession in prison or in the confessional, when no appeal to reason would have led to any result, and psychological techniques can be developed to disturb emotional states as well as to control attention and reason» (Pavlov, 2013).

E. Moren makes a rather interesting statement about advertising: «...advertising, its effect is that it turns the product into a kind of drug, as if injecting it with a narcotic potion, thanks to which the purchase of

the product instantly causes the buyer a feeling of relief, bordering on euphoria, and enslaves him for a long time» (Poltorak, 2000).

Analyzing the psychological impact of political advertising on public opinion, we came to the conclusion that it can be divided into two traditions: «German» and «American». The German tradition considers advertising from the point of view of its psychological impact on the population. It is about a certain “artificially” created impact on the population (this can be suggestion, emotional stimulation, NLP, etc.). The American tradition is aimed at the processes of objectification of needs and their strengthening through advertising (psychological, political, social, etc.).

In our opinion, the main task of political advertising in the process of waging an information war is to concisely convey to the population (precisely through emotions) the essence of the most important issues for the state, in order to form a positive attitude towards events in order to support the actions of the social customer.

The emergence of political advertising on the modern Ukrainian market is due to the existence of three types of markets: political parties (candidates, opinion leaders, etc.), the media and the active part of the population. The twentieth century showed that advertising technologies were increasingly used every year, gradually changing electoral strategies and the style of competitive struggle. Moreover, American politicians were most often the pioneers in the use of political advertising technologies (such as: D. Eisenhower in 1952, J. Kennedy in 1960, R. Reagan in 1984, etc.) (Pocheptsov, 2015). In recent years, advertising campaigns have been developing and becoming an integral part of the presentation of various political products (candidates for deputies, calls to participate in rallies, etc.). In particular, advertising technologies are most often used in marketing, for the sale of any product, or during election campaigns.

The use of political advertising during the information war is a fairly new phenomenon not only for Ukraine, but also for the whole world, which is why there is a lack of relevant literature. Ukraine's transition to an information society in the 21st century. has led to the information dependence of the population in all spheres of society. That is why, in our opinion, the issue of informing the population about possible protection from psychological influence and disinformation is very important for the state and should be in the first place in the process of information war.

At the level of information warfare, a call to the population to be aware of the importance of protecting themselves from information and political manipulation and to understand that information weapons dangerous as well as traditional, very important. For example, in Zaporizhzhia there is a project called «Mediagram», its advertising slogan: «Say «no» to disinformation – be media literate! ».

As we have already noted above, before the

emergence of the concept of marketing, in the 20s of the 20th centuries, everything (i.e., brand creation and its promotion) was focused on a single comprehensive concept – advertising. The main task of political advertising is to notify and familiarize the population with important events taking place in the country. Therefore, it can be argued that political advertising performs a certain informational function. However, in the process of information warfare, political advertising operates in conditions of fierce competition, so we can also talk about its socially-orienting, ideological function (Korolko, 1998).

Having analyzed the various definitions of the concept of «political advertising», it can be argued that they all point to one thing – it is a communication mechanism with the aim of psychologically influencing the already existing ideology and attitudes of the population in agreement with the social customer. Political advertising becomes a kind of conductor of «correct» (in the opinion of the communicator) images, ideas, symbols that function in public opinion.

Informing the population in political advertising occurs in such a way as to stimulate certain emotions and mobilize political behavior. That is, the main task of advertising is to form a certain motivation for people's behavior and psychologically influence it accordingly. Moreover, the influence must be done in such a way that it is imperceptible (Liutko, 2008). It is for this reason that various manipulation technologies are especially actively used in the process of organizing political advertising, in particular, manipulative methods of presenting information and messages.

Of course, the degree of impact of the appeal depends on a number of certain factors – not only on what will be said to the population, but also on how it will be said. In particular, the basis of political advertising should be an idea that would encourage the population to take action. Since the population has a need for political participation, political advertising can be interpreted as a form of stimulation of artificial consumption. Such advertising tries to provoke a reaction not only in part of the active population, but also in people who are not oriented towards an active civic position in society.

In our opinion, in the process of information warfare, when information has the power of a weapon, the following functions of political advertising can be distinguished:

- informational – informing the population about political actions, parties and their views, the intentions of their opponents, as well as about acute problems of the state;

- communicative – establishing contact between the authorities and the population, promoting certain ideas, symbols or myths, etc. (Korolko, 1998);

- socially oriented – aimed at drawing attention to acute and relevant problems of society and its moral values;

- ideological – creating for the population a certain system of assessments and judgments, thanks to which it draws conclusions and further acts (Hanzhurov, 2008).

Political advertising promotes a certain ideology that is beneficial to the social or political client and provokes people to act in a way that is beneficial to the client.

Through the prism of ideology, the population perceives the reality that surrounds it. It analyzes information received from the outside (media, Internet, radio, etc.), each individual evaluates and interprets it through his or her own judgments and beliefs. Ideology to some extent creates a certain system of assessments and judgments, based on which a person can draw conclusions, and it is political advertising that popularizes the ideology that is beneficial to the communicator. In particular, relying on which even the most rational person is forced to make decisions, focusing not on real facts, but on his or her attitude to the perception of the situation. Such value orientations provide the population with tools for interpreting the information received and organizing personal actions regarding them. Based on this, we can say that political advertising is not just information, but the popularization and functioning of certain value orientations, a certain ideology, which are developed and implemented in the communicative space.

The subject of political advertising is a certain advertiser (state, organization, etc.), the object is the population that makes a particular choice. Political advertising uses both rational and emotional methods of influencing public opinion (Korolko, 1998). Rational advertising appeals to the consumer's mind in order to reasonably convince him, and emotional advertising is based on feelings, resorting to the formation of sympathy or antipathy in people (Deyan, 1988). In particular, in the process of information warfare, when modern media influence the mass consciousness of the population, they use political advertising, acting precisely on the emotional sphere of the personality. After all, when appealing to people's emotions, it is not always necessary to give your arguments, unlike rational influence. Such emotions as fear, hatred or, conversely, pride, patriotism, linger in memory for a long time and form in the minds of the population insults and stereotypical thinking that are beneficial to the social customer.

In the course of the information war, it is very important to understand through which channels modern political advertising is distributed. In particular, the following types of political advertising are distinguished depending on the distribution channels:

- 1) audio and visual advertising (radio, television, Internet, websites, electronic media, etc.) has the widest possibilities of influencing mass consciousness and a fairly high coefficient of trust among the population;

- 2) outdoor advertising (billboards, posters, leaflets, etc.), used both to inform the population and for disinformation, provocation, etc.;

- 3) printed advertising techniques (posters, leaflets,

calendars, etc.) contribute to the transmission of attitudes, ideas, stereotypes, their main function is to persuade the population to take a certain action;

4) direct mail advertising is targeted at a specific person (such advertising is often used during election campaigns in the USA);

5) the distribution of promotional souvenirs is of interest from the point of view of combining visual and tactile channels of perception. Souvenir products are attractive to a person because they are a kind of free gift;

6) special public relations events (personal meetings of the candidate with the population, presentations, speeches at rallies, etc.) aimed at popularizing ideology and social orientations that are beneficial to the social customer.

There are various methods for calculating advertising effectiveness. For example, R. Mokshantsev proposes a 5-rank scale of psychological advertising effectiveness (Terletska, 2002):

- the population tries to get rid of the influence of advertising (avoiding advertising in the media, while feeling aggression or irritation);
- indifference to advertising (lack of emotion towards advertising messages);
- advertising arouses interest and curiosity, but in the human mind the object of advertising is not associated with the advertising itself;
- advertising arouses lively interest, people remember both the plot of the advertisement and the object;
- advertising arouses significant interest, the person is ready for active action.

However, it is very difficult to talk about the effectiveness of political advertising during information warfare. This is due to a number of factors, such as:

the public's attention to advertising (it is either there or it is not); memorization of political advertising in general; memorization of the advertising object (political organization, political movement, etc.); the emotional attitude of the public to political advertising; the public's desire to act (and this is the most important factor in the effectiveness of political advertising in information warfare).

In the modern information society, where the majority of the population uses the Internet, all conditions have been created for the spread of political advertising and its psychological impact. It is the Internet as a channel for the dissemination of information, in our opinion, that combines accessibility, everydayness and regularity in access to political advertising, it creates the most effective conditions for the psychological impact on public opinion and mass consciousness through political advertising.

Conclusions.

So, having analyzed the above, we can conclude that the psychological impact of political advertising on the population undoubtedly exists. Moreover, advertising, which maintains a balance between rational and emotional influence, has an effective impact on mass consciousness during the information war. Therefore, it is necessary to understand that political advertising is a powerful channel of psychological influence on mass consciousness and public opinion, through which it is possible to form (or activate) the interest of the population in certain issues, and with systematic work it is even possible to transform ideology within certain population groups. Thus, political advertising has significant potential, but in itself does not change ideologies, but only in one way or another broadcasts what the state, social and other customers produce.

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