

УДК 316.77:659.1]:[316.32:004]

DOI <https://doi.org/10.26661/hst-2021-8-85-05>

## PHENOMENON OF TARGETED ADVERTISING IN POSTPANOPTIC SOCIETY

© SLYUSAR, VADYM

*Zhytomyr Ivan Franko State University (Zhytomyr, Ukraine)*

*E-mail: vadmyksl@gmail.com*

ODCID iD: <http://orcid.org/0000-0002-5593-0622>

*Житомирський державний університет імені Івана Франка, вул. В. Бердичівська, 40, 10008 Житомир, Україна*  
*Zhytomyr Ivan Franko State University, 40, V. Berdychivska str., 10008, Zhytomyr, Ukraine*

© KOZLOVETS, MYKOLA

*Zhytomyr Ivan Franko State University (Zhytomyr, Ukraine)*

*E-mail: mykola.kozlovets@ukr.net*

ODCID iD: <http://orcid.org/0000-0002-5242-912X>

*Житомирський державний університет імені Івана Франка, вул. В. Бердичівська, 40, 10008 Житомир, Україна*  
*Zhytomyr Ivan Franko State University, 40, V. Berdychivska str., 10008, Zhytomyr, Ukraine*

© HOROKHOVA, LYUDMYLA

*Zhytomyr Ivan Franko State University (Zhytomyr, Ukraine)*

*E-mail: \_glv@ukr.net*

ODCID iD: <http://orcid.org/0000-0002-5114-523X>

*Житомирський державний університет імені Івана Франка, вул. В. Бердичівська, 40, 10008 Житомир, Україна*  
*Zhytomyr Ivan Franko State University, 40, V. Berdychivska str., 10008, Zhytomyr, Ukraine*

© CHAPLINSKA, OXANA

*Zhytomyr Ivan Franko State University (Zhytomyr, Ukraine)*

*E-mail: chaplinskay@ukr.net*

ODCID iD: <http://orcid.org/0000-0002-9702-6906>

*Житомирський державний університет імені Івана Франка, вул. В. Бердичівська, 40, 10008 Житомир, Україна*  
*Zhytomyr Ivan Franko State University, 40, V. Berdychivska str., 10008, Zhytomyr, Ukraine*

### Abstract.

**The relevance of the research topic** is due to the fact that advertising as a social phenomenon today under the influence of information flows intensification, the emergence and functioning of the network society is undergoing significant structural changes. There are new types of advertising that use the mechanisms of rapid and large-scale distribution at minimal financial cost. Advertising has ceased to be a form of primarily commercial, now its social, cultural, political functions are growing. Advertising no longer simply shapes the consumer sentiments of individuals, it determines their ways of life, correlates values, life goals, determines the worldview formation. **The aim** of the article is to study targeted advertising as a social phenomenon in the context of the implementation of the post-panopticism principle. **The objectives of the study are:** to analyze the specifics of social interaction and communication in the modern world, the evolution of advertising technologies in post-Panoptic society; to find out tendencies of approval of mass communication new type - social networks, their functional purpose; to reveal the essence of the post-panopticism principle; understand the relationship between targeted advertising and consumer behavior patterns. **The research methodology** is based on philosophical and general scientific principles of dialectical interrelation, development, systematics, historicism. To solve this goal, a phenomenological method was used, which revealed the social essence of targeted advertising on the appearance of the observed phenomena, to clarify the interdependence of the transparency principle realization and mechanisms for its implementation. Thanks to the system analysis method, it became possible to determine on the basis of targets common and distinctive features of advertising messages. **The scientific novelty of the study** is in the socio-philosophical analysis of targeted advertising and its forms in context of the implementation of post-panopticism principle, in establishing links between targeted advertising and patterns of behavior of its users. With the emergence and establishment of social networks, the principle of post-panopticism, on the one hand, allows to preserve the autonomy of each actor in the network, and on the other - to carry out total control over him. Social networks are space in which the process of reality transformation is currently taking place in accordance with the created "ideal" maps of consumer demands and needs. The following forms play a significant role in the development of targeted advertising: behavioral, contextual targeting, retargeting and targeting "similar" users, which involve the establishment of a number of specific features that determine the potential consumer intentions of the user, which are in closed access, are detected by special

computer programs and become a threat to the confidentiality of personal data, private life, record the state of its pervasive existence. It is substantiated that targeted advertising focuses on such a model of consumer behavior as the production of "image-for-others" on social networks. **Conclusion** - social networks have become a space for the establishment of such a form of advertising as targeted, which under the principle of post-panopticism outlines its presence in the daily lives of individuals, forms attitudes to consumption, objectifies reality, affects the value system of people and society. Constant connection to the Internet with the established geolocation data involves the person in a situation of all-transparency, and the established style of behavior of coverage of various life moments of the person affirms postmodern character of the principle of post-panopticism.

**Key words:** network society, information space, advertising, advertising activity, targeted advertising, post-panopticon, symbolic exchange.

**Formulation of the problem.** Advertising as a social phenomenon today under the influence of the emergence and functioning of the network society as a new form of social organization in the context of globalization is undergoing significant structural changes. This is due to the intensification of information flows, in which the traditional advertising message does not always reach the recipient or simply is not perceived by the recipient. The deterritorialization of modern society, which is based on the principles of post-panopticism, actualizes new requirements for both the exercise of power and the existence of media reality, the functioning of the advertising system in the advertising space, the system of interaction between producers and services, seller and consumer. New types of advertising are emerging that use mechanisms of rapid and large-scale distribution at minimal financial cost, such as viral advertising. The media space has been significantly influenced by the introduction of cluetrain-PR technologies and the emergence of mass social networks, which unite up to a billion active users. Advertising has ceased to be a form of primarily commercial, now its social, cultural, political functions are growing. Advertising no longer simply shapes the consumer sentiments of individuals, it determines their ways of life, correlates values, life goals, determines the formation of worldviews. The transformation of advertising as a social phenomenon is so dynamic that currently in the scientific discourse a small number of philosophical works, which not only reflect these processes, state the destructive influence (and the latter is often absolute, which does not allow authors to make an objective analysis), and comprehend role and place, ignoring the understanding of the role and place of advertising in the relationship "man - the world".

**Analysis of recent research and publications.** The problem of advertising is considered both in the philosophical sciences and directly in the subject field of advertising and economics. The phenomenon of targeted advertising in general remains

out of the attention of philosophy, mainly focusing on the mechanisms of its implementation. Thus, A. Romanova O. Valkov, Z. Andrushkevich considered the specifics of targeted advertising, ways to implement it at minimal cost and high efficiency [15]. O. Yevseytseva and D. Merkulova revealed the instrumental nature of targeted advertising [12]. O. Vovchanska and L. Ivanova analyzed the features of advertising in the system of marketing communications during the pandemic COVID-19. In particular, researchers stressed the need for advertisers to strengthen the system of marketing communications with the target audience, to use new channels of communication [10]. The analysis of the ideas of panopticism, post-panopticism, network society was carried out on the basis of works of famous philosophers – M. Foucault, Z. Bauman, M. Castells [16; 8; 1; 2].

**The aim of the article** is to determine the specifics of social interaction and communication, determined by the introduction of the latest advertising technologies in post-panoptic society.

**Research methods.** The analysis of the researched problem requires the application of a phenomenological method, which will reveal the social essence of targeted advertising on the appearance of the observed phenomena, to clarify the interdependence of the implementation of the principle of transparency and mechanisms of its implementation. The method of system analysis will allow to determine on the basis of targets common and distinctive features of advertising messages on the basis of targets.

**Discussion and results.** Over the last decade, social networks as the newest means of mass communication have covered more than 50 % of the world's population, and the growth of digitalization processes shows a tendency to increase them. Thus, according to the "Digital 2021 Global Statshot Report", which regularly publishes "datareportal" based on research jointly with "Hootsuite" and "WeAreSocial", the number of active social network users increased in just four months of 2021 (January-April) by 130 million, i.e.

from 4.20 billion (53.6 % of the world's population) [4] to 4.33 billion (55.1 % of the world's population) [3]. In 2020, the increase was 490 million (13.2 %), and in the five-year period – 2.02 billion, or twice as much. Of course, these statistics have some errors, as there is currently no technical possibility to exclude users who have multiple accounts, animal profiles and bots.

At the same time, it is possible to state a steady tendency to establish a new type of mass communication – social networks – as the main one (compared to television, radio, print media). Moreover, changing the functional purpose of social networks and the introduction of technological opportunities for free access to them through 3-G, 4-G and, in the near future, 5-G, the spread of wi-fi networks, strengthen their role in interpersonal communication. Importantly, the number of people who use the Internet is not much higher than users of social networks (4.72 billion as of April 2021). This indicates that the vast majority of Internet users use social networks for communication.

An important indicator that allows us to talk about the growth of social networks as means of communication is the time a person spends on the use of this type of communication. According to the Global Report "Digital 2021 Global Statshot Report", the average user uses almost 2.5 hours a day, which indicates a significant level of involvement in communication through social networks [3]. These data are average. At the same time, in the last five years, the length of time people spend on social networks has increased by half an hour, and now Filipinos spend more than 4 hours. This indicates a trend to cover a significant lifetime of communication through social networks, in which the user chooses both co-communicators and communities of interest. At the same time, social networks are becoming one of the tools of labor.

The increasing role of social networks reveals a tendency to form a society, which is organized according to the French philosopher M. Foucault's principle of panopticism, according to which the government supervises citizens by means, the effect of which is characterized by permanence and totality, because the individual does not know whether he is being monitored at a particular time. The panoptic principle of disciplinary violence strengthens any apparatus of power, because, on the one hand, provides savings in equipment, personnel and time, and on the other - shows its effectiveness through its preventive nature, continuity and automatism [16, p. 258].

In our previous research, we have already noted that in a traditional society, panopticism operates on the basis of tradition and morality, and in information - on the basis of the consumption principle [6, p. 54]. The processes of deterritorialization described by Z. Bauman, which have significantly accelerated with the introduction of the Internet, change the characteristics of the power exercise. Over the last decade, the possibility of total surveillance of public order began to be realized not only on the scale of certain local places (shops, markets, public places, etc.), but also began to spread within the settlements. The observation itself is carried out with minimal use of human resources, and the observer can be far behind the object of observation. Along with this subject of observation are the consumers themselves, who, on the one hand, have the opportunity to watch through cameras that are freely available, and on the other hand, they themselves record and distribute the recorded video on the Internet, especially on social networks. The principle of post-panopticism, of course, applies not only to political power, which in order to ensure the safety of citizens, national security can track the geolocation and movement of GSM subscribers, requests in electronic search services, but also economic security. This is the principle not only of the organization of power, but also of society in general and its various spheres in particular.

The assertion of this principle occurs primarily in the context of the formation of a network society as a modern form of social organization. M. Castells defines a network society as a society whose social structure is built around networks that are activated by digitally translated information and based on the microelectronics of communication technologies [1, p. 24]. Networks include in the process of social organization of new actors and new content, which has a certain autonomy over the centers of power. In this structure, the basic components are the nodes in which data is exchanged. However, as R. Voitovych notes, the functioning of networks is complicated by the need to coordinate network management functions, as well as different sizes of networks, which prevents the establishment of communication links both within a separate network and between them [11, p. 5-6]. Post-panopticism, especially with the emergence and establishment of social networks, on the one hand, allows to preserve the autonomy of the actor, and on the other - to exercise total control over each of them.

Analyzing the possibilities of applying the Foucault's panoptic principle of power organization,

Z. Bauman drew attention to its artificial nature, which aimed to deliberately manipulate and deliberately redraw the transparency of space as an element of social relations, and ultimately – as an element of power relations [8, p. 31]. That is why, first of all, the space was mapped, and then the space was transformed in accordance with the created maps. Social networks, in fact, are a space in which the process of reality transformation is currently taking place in accordance with the created "ideal" maps of consumer demands and needs. Advertising itself as a component of the information space, outlines its presence in the daily life of the individual, forms attitudes to consumption, objectifies reality, affects the value system of the individual and society [7, p. 148]. It is a multifaceted process that is in constant motion, as well as an effective mechanism for influencing human self-determination at the current stage of society development, which under the influence of modern socio-cultural and other conditions offers different models and lifestyles, transmits values, forms standards of behavior in everyday life [5, p. 36].

An important conclusion of the "Digital 2021 Global Statshot Report" is the statement of the trend of changing world search behavior, and the latest data of April 2021 confirms that more and more people are going beyond conventional search engines to find brand information. In particular, research or GWI results show that 7 out of 10 Internet users now use an appropriate social platform or tool to find information about things they are interested in buying. At the same time, almost 45 % say that they visit social networks, such as Facebook with such a specific purpose [3].

As noted above, the application of the principle of panopticism goes beyond the political sphere into the economic, cultural, and other spheres and, indeed, this gives grounds to speak of a qualitatively new stage of its implementation – post-panoptic. A powerful tool for its application is targeted advertising, which has become widespread with the establishment of social networks as a means of communication, allows you to create "ideal" maps, including within geozones, consumer demands and needs. And although people over the age of 55 do not currently prefer social networks to search for goods and services, the native nature of certain types of targeted advertising (often fraudulent, such as fake drug advertising using photos of presenters [13]) aims to influence older people, as it appeals to the problems relevant to this age group (health, the opportunity to earn extra income before retirement, etc.).

Targeted advertising is understood as a type of advertising, which consists in the demonstration of advertisements in the form of text and graphic blocks, which is designed for a specific target audience of social network users [15, p. 208]. The use of social networks as a platform for the distribution of targeted advertising allows you to segment the target audience by place of residence, area of interest, demographics, etc. This information is often reflected in the public access in the user profile. Targeted advertising is much cheaper than other types. But the development of this type of advertising has highlighted the need to set a number of targets, i.e. specific features that determine the potential consumer intentions of the user, which are in closed access. These are his real interests, which can be captured on the basis of information, which thematic pages the user visits, which posts he likes, on which videos he focuses. They are recorded by special computer programs that record the state of a person's all-encompassing existence.

These are behavioral, contextual targeting, retargeting and targeting "similar" users. If the Internet user is exploring the possibility of buying goods through search engines, then only information about the object of purchase is publicly available. But the advertiser is primarily interested in search criteria, to which the potential buyer first pays attention (value for money, pricing and purchasing power, the availability of discounts, emphasis on specific brands). Note that he conducts such searches regularly, and therefore the criteria often remain unchanged. The use of these types of targeting allows you to analyze the path of the site visitors, based on which to identify patterns of requests and interests, send advertising messages to the part of the audience that came to the portal and made a set of actions, use "Look-a-like" technology, according to which banners are shown only to those users who have performed the desired action on the site (it works thanks to machine learning algorithms: the system collects and analyzes data on customer actions, and then looks for people with similar patterns of behavior) [12, p. 111].

Such information can be obtained only if the principle of post-panopticon is implemented. First, these platforms must contain user identity tokens. If until recently the identification was difficult before the mass use of smartphones, then the "binding" of the account to the phone number and technical parameters of the browser used are a kind of "fingerprints" of the user. Constant connection to the Internet

via a smartphone and other similar gadgets with geo-location data includes a person, in fact, in a situation of transparency, and the established style of coverage of various life moments, especially through the placement of photos confirms the postmodern nature of this principle. As noted by Zou Xiang, Zhong Weijun, Mei Shue, "using mixed targeting, which is a combination of geo-targeting and targeting consumer goods, on the one hand, it can implement a more comprehensive and stereoscopic understanding of consumers, and on the other hand, can achieve more accurate market segmentation and differentiated marketing" [8, p. 177].

Therefore, an important aspect of identifying the phenomenon of targeted advertising in a post-panoptic society is, first, the security of user data. Law enforcement agencies of various countries regularly report the illegal seizure of personal data of citizens. And secondly, along with the real person, there are a number of his simulacra, the problem of the existence of this real image as a person, its replacement by a mosaic of meaningless images-for-others. There is a tendency to simulate the intellectual activity of a person who has moved from the stage of "reasonable reasoning" in the form of statuses in profile to "aphoristic philosophizing" as captions to photos posted on social networks. Image-for-others is produced on social networks through selfies, i.e. a model of behavior that involves regular, often meaningless filling of the content of their own profiles with photos of the user in different geolocations. Selfie is an expression of a new type of communication, which Manuel Castells described as "mass self-communication" [2, p. 246-247]. Although the purpose of a selfie is self-admiration, it is publicity that reveals it as the creation of an image for evaluation by other individuals. The exploitation of this way of life in the advertising space can be observed in targeted advertising. For example, since 2015, advertising "selfie with pills" has been spread in the advertising space [14]. Given that in the European Union, Ukraine and many others there is no legal regulation of drug promotion on social networks, advertisers use this technique, which allows not only to send an advertising message, but also to include in the discussion of both influencers and consumers. Through a hashtag system and a health interest area, such messages are targeted to a specific target audience. And public discussion of health issues allows us to apply the principle of transparency, which is no longer limited to a specific area, but is global. Online trans-

lation tools even allow you to solve communication problems in different languages.

The specificity of social networks is that each user can set the circle of people with whom he communicates and whose lives he observes. Of course, it is primarily about relatives, friends, acquaintances. At the same time, social networks offer the opportunity to monitor the lives of public figures. The use of public figures in advertising through social networks is at the same time a sign of post-panopticism. Currently, according to statistics, 29.9 % of users follow actors, 27.6 % follow musicians and singers, 21.3 % follow influencers, and 21.2 % follow athletes and teams [3].

Public figures maintain (personally or by appropriate employees) official pages on which events in their professional and non-professional activities, personal life are posted, as well as opinions on current socially significant events are expressed. The illusion of transparency is asserted, as it is often accompanied by photographs and videos from their private property or from behind the scenes of professional activities. During the quarantine in connection with the COVID-19 pandemic, live networks, training, classes, and virtual parties were also practiced on social networks, which greatly enhanced the visibility effect. Advertising messages from such persons in the post-panopticon are perceived primarily as undoubted. The main target under these conditions is not the sphere of interests, but specific individuals, leaders of public opinion.

Qualitatively different is the advertising message, which is published by the influencer, because unlike actors, musicians, athletes, they are labeled not as "celebrities", but as "typical people". Of course, their level of recognition may be higher than celebrities, but it is typicality that allows us to perceive the information received from them as close to the interests of everyone. During the COVID-19 pandemic since the beginning of quarantine, with the reduction of the impact of outdoor advertising and the growing role of social networks, 80% of influencers reported an increase in engagement from their subscribers, which, in addition to commercial messages, you can pass a test for coronavirus [10, p. 74]. Targeted advertising involving influencers is based on appeals to trust and recognition as experts who can explain a situation or event in plain language.

#### **Conclusions and prospects for further research.**

Currently, there is a tendency to establish a new type of mass communication – social networks – as the main one. Nowadays, more than

55% of the world's population are their users, who use them both for communication and for work, entertainment. The spread of social networks contributes to the establishment of post-panopticism as a principle of social organization, networks involve new actors in the process of social organization and new content, which has a certain autonomy over the centers of power. Advertising under the terms of this principle outlines its presence in the daily life of the individual, forms attitudes to consumption, objectifies reality, affects the value system of people and society. Social networks have become a space

for the establishment of such a form of advertising as targeted, which allows you to form "ideal" maps, including within geozones, consumer demands and needs. It works through the establishment of targets - a number of specific features that determine the potential consumer intentions of the user, which are in closed access. Constant connection to the Internet via a smartphone with geolocation data includes a person in a situation of transparency, and the established style of coverage of various life moments of a person confirms the postmodern nature of this principle.

#### Список використаних джерел

1. Castells M. *Communication Power*; 3rd edition. Oxford: Oxford University Press, 2013. 574 p.
2. Castells M. *Communication, Power and Counter-power in the Network Society*. *International Journal of Communication*. 2007. № 1. Pp. 238–266. <https://ijoc.org/index.php/ijoc/article/view/46/35> (дата звернення 02.03.2021).
3. Kemp S. 2021 *Digital 2021: global overview report*. 21 april 2021: <https://datareportal.com/reports/digital-2021-april-global-statshot> (дата звернення 02.03.2021).
4. Kemp S. 2021 *Digital 2021: global overview report*. 27 january 2021: <https://datareportal.com/reports/digital-2021-global-overview-report> (дата звернення 02.03.2021).
5. Kozlovets M. A., Bashmanivskiy D. V. Symbolic Exchange and Advertising in The Information-Based Society. *Zhytomyr Ivan Franko State University Journal. Philosophical Sciences*. 2019. № 1 (85). С. 36-44. [https://doi.org/10.35433/PhilosophicalSciences.1\(85\).2019.36-44](https://doi.org/10.35433/PhilosophicalSciences.1(85).2019.36-44) (дата звернення 02.03.2021).
6. Slusar, W. (2015). "Планшетное сознание" как субъективная составляющая "рационального насилия" в глобализированном мире. *Studia Warmińskie*. 2015. № 52. С. 37-50. <https://czasopisma.uwm.edu.pl/index.php/sw/article/view/120/85> (дата звернення 02.03.2021).
7. Slyusar V., Koval V. Advertising in the modern urban space: a socio-philosophical analysis. *Zhytomyr Ivan Franko State University Journal. Philosophical Sciences*. 2020. № 2 (88), С. 146 – 156. [https://doi.org/10.35433/PhilosophicalSciences.2\(88\).2020.146-156](https://doi.org/10.35433/PhilosophicalSciences.2(88).2020.146-156).
8. Бауман З. Глобалізація. Наслідки для людини і суспільства; за наук. ред. М. Винницького. Київ: Вид. дім "Києво-Могилянська академія", 2008. 109 с.
9. Вовчанська О., Іванова Л. Особливості реклами в системі маркетингових комунікацій, зумовлені пандемією covid-19. *Грааль науки*. 2021. № 1. <http://dx.doi.org/10.36074/grail-of-science.19.02.2021.011>
10. Войтович Р. Мережеве суспільство як нова форма соціальної організації в умовах глобалізації. *Політичний менеджмент*. 2010. № 5. С. 3 – 18.
11. Євсейцева О. С., Меркулова Д. Д. Таргетинг – цілеспрямований вплив на споживача. *Економіка та держава*. 2019. № 3. С. 107 – 113. <https://doi.org/10.32702/2306-6806.2019.3.107>
12. Обережно, шахраї: фото ведучих "1+1" використовують для реклами невідомих ліків в Інтернеті. 8 липня 2019 року: [https://tsn.ua/video/video-novini/oberezhno-shahrayi-foto-veduchih-1-1-vikoristovuyut-dlya-reklami-nevidomih-likiv-v-interneti.html?utm\\_source=page&utm\\_medium=lastvideo](https://tsn.ua/video/video-novini/oberezhno-shahrayi-foto-veduchih-1-1-vikoristovuyut-dlya-reklami-nevidomih-likiv-v-interneti.html?utm_source=page&utm_medium=lastvideo) (дата звернення 01.03.2021).
13. Подворчанська В. Селфі з улюбленими пігулками, або Як фармацевтичні компанії освоюють соцмережі: [https://uz.ligazakon.ua/ua/magazine\\_article/EA010455](https://uz.ligazakon.ua/ua/magazine_article/EA010455) (дата звернення 25.04.2021).
14. Романова А. В., Андрушкевич З. М., Вальков О. Б. Таргетована реклама як ефективний спосіб просування в соціальних мережах. *Вісник Хмельницького національного університету. Економічні науки*. 2019. № 5. С. 207 – 210. <http://elar.khnu.km.ua/jspui/bitstream/123456789/8503/1/23.pdf> (дата звернення 02.03.2021)
15. Фуко М. Наглядати й карати: Народження в'язниці. Київ: Основи, 1998. 392 с.

#### References

1. Castells, M. (2013). *Communication Power*; 3rd edition. Oxford: Oxford University Press.
2. Castells, M. (2007). *Communication, Power and Counter-power in the Network Society*. *International Journal of Communication*. 1. 238– 266. <https://ijoc.org/index.php/ijoc/article/view/46/35>.
3. Kemp, S. (2021). *Digital 2021: global overview report*. 21 april 2021: <https://datareportal.com/reports/digital-2021-april-global-statshot>.
4. Kemp, S. (2021). *Digital 2021: global overview report*. 27 january 2021: <https://datareportal.com/reports/digital-2021-global-overview-report>
5. Kozlovets, M. A., Bashmanivskiy, D. V. (2019). Symbolic Exchange and Advertising in The Information-Based Society. *Zhytomyr Ivan Franko State University Journal. Philosophical Sciences*. 1 (85). 36– 44. [https://doi.org/10.35433/PhilosophicalSciences.1\(85\).2019.36-44](https://doi.org/10.35433/PhilosophicalSciences.1(85).2019.36-44)
6. Slusar, W. (2015). «Planshetnoe soznanie» kak sub#ektivnaja sostavl#jajushhaja «racional'nogo nasilija» v global-izirovannom mire. [«Tablet Consciousness" as a Subjective Component of "Rational Violence" in the Globalized World]

*Studia Warmińskie*. 2015. № 52. С. 37-50. <https://czasopisma.uwm.edu.pl/index.php/sw/article/view/120/85>

7. Slyusar, V., Koval, V. (2020). Advertising in the modern urban space: a socio-philosophical analysis. *Zhytomyr Ivan Franko State University Journal. Philosophical Sciences*. 2 (88). 146 – 156. [https://doi.org/10.35433/PhilosophicalSciences.2\(88\).2020.146-156](https://doi.org/10.35433/PhilosophicalSciences.2(88).2020.146-156).

8. Zou Xiang; Zhong Weijun; Mei Shue. (2021). Mobile targeted advertising strategy based on mixed targeting. *Journal of Industrial Engineering and Engineering Management*. 35 (2). 177 – 188. <http://www.relun.com/qikan/fff50b26213db7a83e56e9f8e3ee9b83.html>

9. Bauman, Z. (2008). *Hlobalizatsiia. Naslidky dlia liudyny i suspilstva* [Globalization. Implications for man and society]; za nauk. red. M. Vynnytskoho. Kyiv: Vyd. dim «Kyievo-Mohylianska akademiia».

10. Vovchanska, O. Ivanova, L. (2021). Osoblyvosti reklamy v systemi marketynhovykh komunikatsii, zumovleni pandemiieiu covid-19 [Features of advertising in the system of marketing communications, due to the covid-19 pandemic]. *Hraal nauky*. 2021. № 1. <http://dx.doi.org/10.36074/grail-of-science.19.02.2021.011>

11. Voitovych, R. (2010). Merezheve suspilstvo yak nova forma sotsialnoi orhanizatsii v umovakh hlobalizatsii [Network society as a new form of social organization in the context of globalization]. *Politychnyi menedzhment*. 5. 3 – 18.

12. Ievseitseva, O. S., Merkulova, D. D. (2019). Tarhetynh – tsilespriamovanyi vplyv na spozhyvacha [Targeting – targeted impact on the consumer]. *Ekonomika ta derzhava*. 3. 107 – 113.

13. *Oberezhno, shakhray: foto veduchykh "1+1" vykorystovuiut dlia reklamy nevidomykh likiv v Interneti* [Beware of scammers: photos of the leading "1 + 1" are used to advertise unknown drugs on the Internet]. 8 lypnia 2019 roku: [https://tsn.ua/video/video-novini/oberezhno-shahrayi-foto-veduchih-1-1-vikoristovuyut-dlya-reklami-nevidomih-likiv-v-interneti.html?utm\\_source=page&utm\\_medium=lastvideo](https://tsn.ua/video/video-novini/oberezhno-shahrayi-foto-veduchih-1-1-vikoristovuyut-dlya-reklami-nevidomih-likiv-v-interneti.html?utm_source=page&utm_medium=lastvideo).

14. Podvorchanska, V. *Selfi z uliublenymy pihulkamy, abo Yak farmatsevtichni kompanii osvoiuut sotsmerezhi* [Selfie with your favorite pills, or How pharmaceutical companies are mastering social networks]: [https://uz.ligazakon.ua/ua/magazine\\_article/EA010455](https://uz.ligazakon.ua/ua/magazine_article/EA010455).

15. Romanova, A. V., Andrushkevych, Z. M., Valkov, O. B. (2019). Tarhetovana reklama yak efektyvnyi sposib prosvannia v sotsialnykh merezhakh [Targeted advertising as an effective way to promote in social networks]. *Visnyk Khmelnytskoho natsionalnoho universytetu. Ekonomichni nauky*. 5. 207 – 210. <http://elar.khnu.km.ua/jspui/bitstream/123456789/8503/1/23.pdf>

16. Fuko, M. (1998). *Nahliadaty y karaty: Narodzhennia viaznytsi* [Discipline and Punish: The Birth of the Prison]. Kyiv: Osnovy.

**СЛЮСАР, В. М.** – доктор філософських наук, доцент, професор кафедри філософії та політології, Житомирський державний університет імені Івана Франка (Житомир, Україна)

E-mail: [vadmyksl@gmail.com](mailto:vadmyksl@gmail.com)

ODCID iD: <http://orcid.org/0000-0002-5593-0622>

**КОЗЛОВЕЦЬ, М. А.** – доктор філософських наук, професор, професор кафедри філософії та політології, Житомирський державний університет імені Івана Франка (Житомир, Україна)

E-mail: [mykola.kozlovets@ukr.net](mailto:mykola.kozlovets@ukr.net)

ODCID iD: <http://orcid.org/0000-0002-5242-912X>

**ГОРОХОВА, Л. В.** – кандидат філософських наук, доцент, доцент кафедри філософії та політології, Житомирський державний університет імені Івана Франка (Житомир, Україна)

E-mail: [\\_glv@ukr.net](mailto:_glv@ukr.net)

ODCID iD: <http://orcid.org/0000-0002-5114-523X>

**ЧАПЛІНСЬКА, О. В.** – кандидат філософських наук, завідувач кафедри філософії та політології, Житомирський державний університет імені Івана Франка (Житомир, Україна)

E-mail: [chaplinskay@ukr.net](mailto:chaplinskay@ukr.net)

ODCID iD: <http://orcid.org/0000-0002-9702-6906>

## ФЕНОМЕН ТАРГЕТОВАНОЇ РЕКЛАМИ У ПОСТПАНОПТИЧНОМУ СУСПІЛЬСТВІ

### Анотація.

Актуальність теми дослідження пов'язана із тим, що рекламна діяльність як соціальне явище сьогодні під впливом інтенсифікації інформаційних потоків, виникнення і функціонування мережевого суспільства зазнає значних структурних змін. З'являються нові види реклами, які використовують механізми швидкого і водночас масштабного поширення при мінімальних фінансових затратах. Рекламна діяльність перестала бути формою переду-

сім комерційної, нині дедалі більше зростають її соціальні, культурні, політичні функції. Реклама уже не просто формує споживчі настрої індивідів, вона визначає їх способи життя, корелює цінності, життєві цілі, детермінує формування світоглядних установок. Метою статті є дослідження таргетованої реклами як соціального феномену у контексті реалізації принципу постпаноптизму. Завданнями дослідження є: проаналізувати специфіку соціальної взаємодії та комунікацій в сучасному світі, еволюцію рекламних технологій у постпаноптичному суспільстві; з'ясувати тенденції утвердження нового виду масової комунікації – соціальних мереж, їх функціональне призначення; розкрити сутність принципу постпаноптизму; зрозуміти зв'язок між таргетованою рекламою та моделями поведінки її споживачів. Методологія дослідження побудована на філософських та загальнонаукових принципах діалектичного взаємозв'язку, розвитку, системності, історизму. Для вирішення поставленої мети використовувалася феноменологічний метод, який дозволив виявити соціальну сутність таргетованої реклами за зовнішністю спостережених явищ, з'ясувати взаємозалежності реалізації принципу всепроглядності та механізмів її впровадження. Завдяки методу системного аналізу стало можливим визначити на основі таргетів спільні та відмінні риси рекламних повідомлень. Наукова новизна дослідження – у соціально-філософському аналізі таргетованої реклами та її форм у контексті реалізації принципу постпаноптизму, у встановленні зв'язів між таргетованою рекламою і моделями поведінки її користувачів. З появою й утвердженням соціальних мереж принцип постпаноптизму, з одного боку, дозволяє зберігати автономність кожного актора мережі, а з другого, – здійснювати тотальний контроль за ним. Соціальні мережі є простором, в якому наразі відбувається процес трансформації реальності відповідно до створених "ідеальних" карт споживчих запитів та потреб. У процесі розвитку таргетованої реклами значну роль відіграють такі її форми: поведінковий, контекстний таргетинг, ретаргетинг та орієнтування за "схожими" користувачами, котрі передбачають встановлення низки специфічних ознак, які визначають потенційні споживчі наміри користувача, що перебувають у закритому доступі, виявляються спеціальними комп'ютерними програмами і стають загрозою конфіденційності персональних даних, приватному життю особи, фіксують стан її всепроглядного існування. Обґрунтовано, що таргетована реклама орієнтується на таку модель поведінки споживача, як продукування "образу-для-інших" у соціальних мережах. Висновок – соціальні мережі стали простором для утвердження такої форми реклами як таргетована, яка за умов дії принципу постпаноптизму окреслює свою присутність у повсякденному житті індивідів, формує установки на споживацтво, об'єктивує дійсність, впливає на ціннісну систему людей та суспільства. Постійна підключеність до Інтернет-мережі із встановленими геолокаційними даними включає людину у ситуацію всепроглядності, а усталений стиль поведінки висвітлення різних життєвих моментів людини утверджує постмодерновий характер принципу постпаноптизму.

**Ключові слова:** мережеве суспільство, інформаційний простір, реклама, рекламна діяльність, таргетована реклама, постпаноптикум, символічний обмін.

**СЛЮСАР, В. Н.** — доктор философских наук, доцент, профессор кафедры философии и политологии, Житомирский государственный университет имени Ивана Франко (Житомир, Украина)

E-mail: vadmysl@gmail.com

ODCID iD: <http://orcid.org/0000-0002-5593-0622>

**КОЗЛОВЕЦ, Н. А.** – доктор философских наук, профессор, профессор кафедры философии и политологии, Житомирский государственный университет имени Ивана Франко (Житомир, Украина)

E-mail: mykola.kozlovets@ukr.net

ODCID iD: <http://orcid.org/0000-0002-5242-912X>

**ГОРОХОВА, Л. В.** – кандидат философских наук, доцент, доцент кафедры философии и политологии, Житомирский государственный университет имени Ивана Франко (Житомир, Украина)

E-mail: \_glv@ukr.net

ODCID iD: <http://orcid.org/0000-0002-5114-523X>

**ЧАПЛИНСКАЯ, О. В.** — кандидат философских наук, заведующая кафедрой философии и политологии, Житомирский государственный университет имени Ивана Франко (Житомир, Украина)

E-mail: chaplinskaya@ukr.net

ODCID iD: <http://orcid.org/0000-0002-9702-6906>

## ФЕНОМЕН ТАРГЕТИРОВАННОЙ РЕКЛАМЫ В ПОСТПАНОПТИЧЕСКОМ ОБЩЕСТВЕ

### Аннотация.

Актуальность темы исследования связана с тем, что рекламная деятельность как социальное явление сегодня под влиянием интенсификации информационных потоков, возникновения и функциони-



рования сетевого общества претерпевает значительные структурные изменения. Появляются новые виды рекламы, использующие механизмы быстрого и одновременно масштабного распространения при минимальных финансовых затратах. Реклама перестала быть формой прежде всего коммерческой, сейчас все больше растут ее социальные, культурные, политические функции. Реклама уже не просто формирует потребительские настроения индивидов, она определяет их образ жизни, коррелирует ценности, жизненные цели, детерминирует формирование мировоззренческих установок. Целью статьи является исследование таргетированной рекламы как социального феномена в контексте реализации принципа постпаноптизма. Задачами исследования являются: проанализировать специфику социального взаимодействия коммуникаций в современном мире, эволюцию рекламных технологий в постпаноптическом обществе; выявить тенденции утверждения нового вида массовой коммуникации – социальных сетей, их функциональное назначение; раскрыть сущность принципа постпаноптизма; понять связь между таргетированной рекламой и моделями поведения ее потребителей. Методология исследования построена на философских и общенаучных принципах диалектической взаимосвязи, развития, системности, историзма. Для решения поставленной цели использовался феноменологический метод, позволяющий выявить социальную сущность таргетированной рекламы за внешностью наблюдений явлений, выявить взаимозависимости реализации принципа всепросматриваемости и механизмов ее внедрения. Благодаря методу системного анализа стало возможным определить на основе таргетов общие и отличительные черты рекламных сообщений. Научная новизна исследования – в социально-философском анализе таргетированной рекламы и ее форм в контексте реализации принципа постпаноптизма, в установлении связей между таргетированной рекламой и моделями поведения пользователей. С появлением и утверждением социальных сетей принцип постпаноптизма, с одной стороны, позволяет сохранять автономность каждого актера сети, а с другой – осуществлять тотальный контроль за ним. Социальные сети – это пространство, в котором сейчас происходит процесс трансформации реальности в соответствии с созданными "идеальными" картами потребительских запросов и потребностей. В процессе развития таргетированной рекламы значительную роль играют такие ее формы: поведенческий, контекстный таргетинг, ретаргетинг и ориентирование по "похожим" пользователям, предусматривающие установление ряда специфических признаков, которые определяют потенциальные потребительские намерения пользователя, находятся в закрытом доступе, оказываются специальными компьютерными программами и становятся угрозой конфиденциальности персональных данных, частной жизни личности, фиксируют состояние ее всепросматриваемого существования. Обосновано, что таргетированная реклама ориентируется на такую модель поведения потребителя, как продуцирование "образа-для-других" в социальных сетях. Вывод – социальные сети стали местом для утверждения такой формы рекламы как таргетированная, которая в условиях действия принципа постпаноптизма определяет свое присутствие в повседневной жизни индивидов, формирует установки на потребление, объективирует действительность, влияет на ценностную систему людей и общества. Постоянная подключенность к сети Интернет с установленными геолокационными данными включает человека в ситуацию всепросматриваемости, а установившийся стиль поведения освещения различных жизненных моментов человека утверждает постмодерновый характер принципа постпаноптизма.

**Ключевые слова:** сетевое общество, информационное пространство, реклама, рекламная деятельность, таргетированная реклама, постпаноптикум, символический обмен.

© The Author(s) 2021

This is an open access article under  
the Creative Commons CC BY license

Received date 01.06.2021

Accepted date 15.06.2021

Published date 01.07.2021

**How to cite:** Slyusar, Vadym, Kozlovets, Mykola Horokhova, Lyudmyla & Chaplinska, Oxana. Phenomenon of targeted advertising in postpanoptic society. HUMANITIES STUDIES: Collection of Scientific Papers / Ed. V. Voronkova. Zaporizhzhia : Publishing house "Helvetica", 2021. 8 (85). P. 48–56.

doi: <https://doi.org/10.26661/hst-2021-8-85-05>