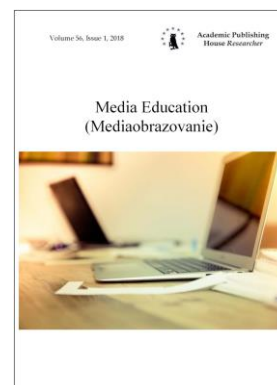




Published in the Slovak Republic  
Media Education (Mediaobrazovanie)  
Has been issued since 2005  
ISSN 1994-4160  
E-ISSN 1994-4195  
2019, 59(3): 400-408

DOI: 10.13187/me.2019.3.400  
[www.ejournal53.com](http://www.ejournal53.com)



## Social Anti-drug Advertising as a Factor of Professional Preventology

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### Abstract

Narcotization, being a complex phenomenon involving various spheres, can be overcome only by a set of measures – from criminal and law measures to social ones. Modern media directly or indirectly contribute to the formation of a liberal attitude to the problem of drug addiction. In these circumstances, a special role is given to social advertising, to its preventive function. Adequate social advertising, which can become a powerful preventive anti-drug resource, should be opposed to mass involvement of young people into the sphere of drug abuse and distribution. Preventive social advertising is constructive in its essence, as it is aimed at the formation of such attitudes and personality traits, in which drugs are not understood as value. The methodological basis of this investigation is the unity of the general, psycholinguistic, linguistic and law methods. The whole range of facts observed in the discourse – lexical units and grammatical forms, which provides social advertising is the subject of the study. The analysis is conducted at different levels – at the macro- and microlevel. A comprehensive approach to the phenomenon of social advertising, dedicated to drug prevention demanded the usage of speech activity, the theory of speech acts, support on ideas and methods of cognitive science.

**Keywords:** preventology, narcotization, antidrug social advertising, linguopragmatics, drug abuse, subculture, law, media, communication.

### 1. Introduction

According to experts (Tonkov, 2015: 23), today there are no real mechanisms of drug displacement from the value consciousness of the younger generation, ways to eliminate drug temptations from the individual value consciousness of a person, and most importantly – drug displacement from the social (collective) consciousness of society. In these circumstances, the anti-drug preventive advertising aimed at the prevention of anesthesia plays a special role.

Preventology stands out as an interdisciplinary field of knowledge about the formation of a healthy lifestyle and prevention of self-destruction of a person. There are general and narcological preventology (narcological preventology deals with the prevention of dependence on psychoactive substances). Preventology, aimed at the real prevention of social and personal destructions, is currently booming, and serious hopes for fundamental positive changes in society are associated with it. The title of the introductory part of "Narcological Preventology" by P.I. Sidorov – "From Declarative Prophylaxis to Professional Preventology" (Sidorov, 2006) is very significant.

Today, spiritual threats – threats of social disintegration, loss of feeling of national kinship, continuity of historical consciousness, loss of long-term values and domination of pragmatic values, decrease of public morality and ethical norms of behavior are definitely dangerous (Kiyko,

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2017). Narcotization of society is growing in such conditions. "An important factor influencing the growth of youth drug abuse is that drug abuse becomes prestigious in this environment, as if it reflects involvement in a particular subculture" (Kuzminov, 2006: 10). Narcotization is a complex social phenomenon of a clearly expressed negative nature, affecting the social, economic, political, legal, medical and biological spheres of society and causing significant, often irreparable harm to each of them.

Mass involvement of young people into the sphere of drug abuse and drug distribution began with the abolition in 1990 of the punishment for non-medical consumption of drugs. Lobbying through the mass media for the legalization of drugs, instilling ideas about drugs as a means of relaxation, pleasure, prestige, achievement of social and personal success played an important role. Federal law "On Narcotic drugs and psychotropic substances", prohibiting the consumption of these substances without the appointment of a doctor, has changed almost nothing.

The amendments to the administrative and legal legislation providing liability of persons promoting drugs cover only a part of the problems related to drug abuse prevention (Aloyan, 2002).

In June 2011, the global Commission on drug policy (which included former and current UN experts) recommended countries to experiment with the legal regulation of certain types of drugs allowed for possible legalization in order to combat drug trafficking. Russia adheres to restrictive measures in drug policy, while in a number of countries (in one form or another) drug policy liberalization has been implemented. Thus, in the Netherlands, Switzerland, the liberal principle of "harm reduction" is being implemented through the withdrawal of a number of drugs from illegal trafficking. Only "drugs of unacceptable risk" are prohibited.

Alcohol and tobacco as has historically happened have found themselves in the legal field (although it is rightful that under narcotization in the broadest sense is also tobacco and alcohol), and the attempts made at different times and in different countries to limit their use did not give the desired results. Once legalized, they became so entrenched in the society that they are no longer perceived as something dangerous. With appropriate marketing legalized drugs can become familiar, and narcotization can become normal, too. Today, effective organization of preventive anti-drug activity is the most urgent task of the state and society.

## 2. Materials and methods

The methodological basis of this investigation is the unity of the general, psycholinguistic, linguistic and law methods. The whole range of facts observed in the discourse – lexical units and grammatical forms, which provides social advertising is the subject of the study. The analysis is conducted at different levels – at the macro level (i.e. in the context of modern ideas of globalization, discursive strategies) and micro level (psycholinguistic and linguistic and law analysis of the text, sentence, phrase and word). A comprehensive approach to the phenomenon of social advertising, dedicated to drug prevention demanded the use of the tools of the theory of speech activity, the theory of speech acts, support on ideas and methods of cognitive science.

## 3. Discussion

The term "social advertising", introduced into circulation by the Law on Advertising on June 14, 1995 № 108 – Federal Law, in world practice has analogues as non-commercial or public advertising, which is more than a hundred years. It is known that the first such advertising – in protection of the Niagara falls – was created at the beginning of the XX century. It is known that the first such advertising – in protection of the Niagara Falls – was created at the beginning of the XX century. A lot of investigations, including monographs (Kalmykova, 2015; Meshcheriakova, 2012; Nikolaishvili, 2008; Solodovnikova, 2013; Shapovalov, 2012) are devoted to social advertising. In many countries, the trend for social advertising has appeared long ago and now it turns out to be in demand. Qualification "Manager of social technologies" or "Director of social projects" is at one of the priorities in choosing a profession among young people in Germany (Davydkina, 2009: 221). We think that modern Russia, where advertising in general and social advertising in particular is not more than a few decades, is steadily moving in the same direction. This is evidenced by the growing interest in advertising science – the theory and practice of advertising.

Social advertising is a health-improving product. It focuses on strong emotions – shock, passion, joy, anger, and that is why it needs to be stronger than the advertising of washing powder

(Belyaeva, Vasilyeva, 2014: 232-234). Moreover, this is true in relation to advertising against narcotization. The term "narcotization" has several meanings. With the expanded understanding of "narcotization", "narcotizm" includes tobacco and alcohol. But more often these terms denote the spread of narcotic substances among the population. In addition, narcotization is a system of ideological support for the drug business and processing of the consciousness of the younger generation aimed at drug abuse to form persistent drug dependence. This goal is achieved by diverse means – direct advertising, texts where drug culture propaganda is indirectly carried out (Akimoto et al., 2014; Arévalo, 2018; Marlangeon, 2018; Sperber, Wilson, 2015), films with appropriate content. "Advertisement of a drug-related lifestyle in some selected literary works, musical movements, the press contributes to the social and moral deformation of young people and drug abuse" (Aloyan, 2002: 7).

It is rightly noted that the media and the Internet bring the greatest harm today: they actively promote non-medical drug use as a means of achieving Nirvana and the drug business as a source of enrichment. Information about drugs is becoming increasingly accessible in the Internet. Psychoactive substances became a part of youth subculture, a usual element of leisure. Studies have shown that concepts such as "drugs", "modern", "fashionable", "stylish", are located in the minds of teenagers very close – in a single semantic space (Berkaliev, 2003).

The image of drug abuse as a funny action (for example in youth programs such as Comedy-Club) automatically reduces the danger of narcotization (Sánchez-Moya, Cruz-Moya, 2015), draws drug abuse as some harmless fun. Joining the young person into the system of concepts and ideas of drug subculture through relevant vocabulary (drug and criminal jargon, the units of which are increasingly used as reflective expressions: *fly away, rush, freak, addicted, overdose*, and etc.), as well as through figurative means used by media and glamorous literature, directly contributes to the formation of a liberal attitude to the problem of drug addiction.

In these circumstances, a special role belongs to the anti-drug preventive advertising aimed at the prevention of narcotization. "Preventive" (French *préventif*, from lat. *praevenio* – ahead, warn) means '*warning, safety, outpacing actions of the opposing party, reducing the risks*'. Today, preventology has emerged as an interdisciplinary field of knowledge about the formation of a healthy lifestyle and the prevention of person self-destruction. The object of narcological preventology is the factors and conditions for the development of self-destructive and dependent behavior; screening and prediction of narcotizm; education of self-preserving behavior; preventive resources of all concerned agencies and structures; strategies, mechanisms and technologies for avoiding and overcoming dependence. Of course, the most effective preventive strategy is to educate a healthy and harmonious person (Alba-Juez, Larina, 2018) with the creative potential for effective self-realization and moral immunity to any form of deviant behavior.

Today, interdisciplinary preventive activity and the legal institutionalization of a new generation of specialists – preventologists – are important. Within the framework of general preventology, drug preventology takes a special place. Primary preventive measures are aimed at the prevention of narcotization. This is the work with healthy people, first of all with a risk group (with those who in immediate environment have drug addicts, as well as with those who have a genetic predisposition to mental and narcological diseases, and people are in unfavourable family or social conditions). Secondary prophylaxis is aimed at preventing dependence on narcotic substances and involves working with people using narcotics, but not yet detecting signs of drug addiction as a disease. Tertiary prophylaxis is carried out among drug addicts who have been treated. It is aimed at preventing recurrence of the disease. There are following areas of drug prevention. First, it is the general, most widespread prophylaxis, involving all young people, aimed at countering the most common causes of drug abuse. It involves a great deal of information and propaganda work, including mandatory informing the public about the state strategy in the field of drug policy, about the ongoing anti-drug activities. The purpose of general prevention is the formation of public opinion on the non-medical use of drugs, the promotion of values of a healthy lifestyle, as well as information about the behavior that causes damage to health, the risks connected with drugs, formation of positive values. Secondly, it is selective prevention, targeted at young people who demonstrate any deviation, and thirdly, symptomatic prevention aimed at those who have already had experience in drug abuse, but have not yet acquired clinical status of drug addicts. Such sciences as medicine, psychology, pedagogy and criminology contribute to the development of preventology.

Preventive activity actualizes a systematic view about human well-being, which includes three components: physical, mental and spiritual (moral, moral) health. However, as V.V. Kuzminov writes, a healthy lifestyle as a way and a goal of life remains more declared than realized one in connection with the socio-economic destabilization of society, with the devaluation of universal moral values, and periodically approved in some regions and recommended for the implementation anti-drug programs usually quickly lose their potential, more often they are implemented as one-time actions, and not as a systematic comprehensive targeted activity of all connected structures: legal, health, educational ones (Kuzminov, 2006: 3). Preventive activity is inherently constructive, as it is aimed at the formation of attitudes and personality traits in which narcotic substances are not understood as valuable. Only including the individual into an active, socially significant activity can form a stable anti-drug behavior. Being outstrip, preventive activity is aimed at identifying the true causes and conditions of the problem occurrence. Having identified these causes, preventology then presupposes the development and implementation of specialized actions. The preventive conception of anti-drug activity aimed at persuading young people to abandon the very idea of drug abuse is being implemented, including in social advertising.

For example advertising *Say No to drugs* and *Say No to drugs before you try* (Yus, 2017). The second option is more consistent with the principles of prevention. The second variant is more consistent with the principles of preventive activity. Social anti-drug advertising is aimed at the formation of a solid foundation of a moral and healthy lifestyle, sharply negative attitude to drugs, understanding the imminent harm of drugs to health and in general – for the future of a person. It is clear that such advertising is able to give a positive effect together with measures to organize appropriate leisure activity, with a system of social, pedagogical, medical, legal and educational actions.

K.S. Lisetsky (2008) distinguishes a number of approaches in preventive anti-drug activity. The first approach is based on demonstration of partial information about the effects of drug abuse on the body, as well as quantitative data about drug addicts. The second approach demonstrates intimidating information, implements a strategy of intimidation, has the purpose to arouse a fear in people prone to try narcotic substances. It is important to inform such persons about degradation of drug addicts. Should anti-drug advertising be intimidating, or only positive (Wierzbicka, 2018), with alternative to drug images (Kulikova, Brusenskaya, 2017; 2018; Kulikova, Kuznetsova, 2015; Kuznetsova et al., 2016) is acutely debatable question.

Obviously, for different target audiences (Mackenzie, 2018), different conditions will require different types of advertising (Xinkin, 2009). A model of positive prevention of drug addiction is suitable for all cases, the strategic goal of which is to educate a physically healthy and highly developed person who is able to cope with life difficulties and therefore does not need stimulants. "A strategic priority for primary prevention" V.V. Kuzminov considers the formation of a system of positive prophylaxis, which focuses not on pathology, not on the problem and its consequences but on health potential preventing problems, on disclosure of the resources of the psyche and personality, on support of the young person and help him/her in formation and understanding of his/her own life purpose (Kuzminov, 2006). The main feature of preventive anti-drug activity (Bezmaternykh et al., 2017; Brusenskaya et al., 2017; Brusenskaya, Kulikova, 2018) is that it is aimed at distracting young people from the drug subculture.

Creation of a socio-cultural environment focused on the formation of an alternative subculture that supports the norms and values of health and active creative self-realization should be the aim.

#### 4. Results

The problem is that few people investigate the problem of drug threat at level to fully comply with the main commandment: "do no harm!" that is, it takes into account not only near, but also so-called far pragmatics. According to the opinion, the space of target settings (pragmatist) is three-dimensional: 1. near pragmatics is success within the speech act; 2. continued pragmatics is the reputation of the sender of speech, which consists of his speech behaviour in this social group; 3. far pragmatist is care talking about general communicative interests (Khazagerov, 2016: 95). In accordance with ethical and linguistic norms, media discourse should be arranged in such a way that far pragmatics (value orientation) should outweigh the near. However, the desire for sensationalism is often a decisive factor. In the censored press (literature, art), the relevant services took care of distant pragmatics, and this often took exaggerated forms. Everyone remembers the



tragicomic situations when, for example, there were a lot of claims to E. Ryazanov's film *Beware of the car!*, for example: people watching a picture, would like going to steal a car, like Yury Detochkin, but because the film is harmful. But an appeal to the value orientation of the work, as well as attempts to calculate the "delayed" pragmatic effect are absolutely necessary. Of course, not everyone who has read "Confessions of opium smoker" by S. Baudelaire may become drug addict. But another thing is obvious: the development of drug subculture, the entry into the system of relevant concepts can contribute to the formation of a liberal attitude to the problem of drug addiction. Because of the media, drug-addicted vocabulary has become more than usual: everyone has cliched headlines like *On a needle, Drug Situation is exacerbated, Criminal for Life*. Modern youth jargon includes a huge number of specific vocabulary and phraseology of drug addicts. And this slang is not a tight "secret speech", but the fact that it is widely used in the media. It is the youth media that carry out the promotion of drugs into the masses - "fascination with evil" can also play a certain role. And besides, units of a jargon of drug addicts quite often veil the dangerous essence of the phenomenon. For example nominations such as *color music, cartoons, fly* and so on to indicate the effects of drugs. Tolerance to drug cargos, of course, increases the risk of involvement of young people to drugs. Scrupulous information, including anti-drug advertising should be opposed to massive attacks of criminal information. In our country, the nature of social advertising is explained in the "Law on advertising" from 13 March 2006. It is interesting that in those countries where there are no normative-legal acts referring to social advertising, such as in Germany, social advertising plays a huge role (and most of the funds going for social needs are directed onto social advertising).

A common place in the works devoted to social anti-drug advertising is the statement that such advertising should not be frightening, demonizing the image of a drug addict. It must be admitted that a video or an image of a "how it must be" is much better than "how it must not be". For example advertising against smoking just exaggerates and demonizes: there is written on each pack of cigarettes that smoking kills, causes stillbirths, deformities, deadly diseases, and all this is accompanied by frightening, downright chilling pictures. In anti-drug advertising, according to the established opinion, even the words "drugs", "drug addiction", "drug addict" should not be used, it is impossible to show the attributes of drug consumption (syringes, etc.), and it is necessary to demonstrate alternative ways of social behavior.

In the conditions when the struggle of the supporters of the anti-drug policy of tightening and those who seek to legalize a part of drugs has escalated, the role of high-quality social advertising is especially important. The category "quality of social advertising" is a complex characteristic, which includes the quality of creativity, the quality of technology, the quality of social advertising campaign (Kalmykov, 2015). The purpose of such advertising is to educate a healthy and harmonious person with creative potential for effective self-realization and moral immunity to deviant manifestations. K.I. Xinkin (2009: 90-94) argues that it is necessary to involve business structures into prevention of drug addiction (because there is always directions to spend budget money). In the absence of appropriate legislative norms it is necessary, according to K.I. Xinkin, to use constraints, such as: activities that promote deviant behavior and narcotic way of life (and in modern conditions it is a huge part of the media and "celebrity" texts!) should become economically unprofitable, that is, special measures should be provided (for example, part of the funds are directed to correct the harm that was caused by this activity).

In order to develop mechanisms for displacing drugs from the value consciousness of a young person, it is necessary to form a long-term comprehensive prevention system aimed at the education of the individual. Drug dependence is known to develop more frequently in people with low self-esteem and weak decision-making skills. Therefore, the definition of significant personal values, the development of skills of understanding and expression of emotions, decision-making skills and the formation of the ability to cope with stress play a huge role. Only a comprehensive approach, taking into account the factors of influence of psychological laws can become an effective way to protect against the drug epidemic and form an anti-drug attitude. Training of a specialist in preventology in the field of anti-drug activity requires the efforts of specialists in various fields: medicine, law, psychology, communication studies and advertising. Preventology uses a variety of techniques, from informational method to psychosocial technologies. With the help of these methods, ideas about potential (future) own opportunities, about the will to overcome fear and difficulties – without the abuse of narcotic substances are formed. It is especially important for

young people to form a prototype of future professional activity, which is incompatible with drug and alcohol intoxication (Arshinova, 2007).

Promotion of healthy lifestyles through social advertising should be targeted. There are significant differences in determining the categories of healthy lifestyle among adolescents and adults. So, for an adult, a healthy lifestyle is supposed to be connected with proper food, and, in opinion of adolescents, health is something that allows a person not to adhere to special rules in eating. Teenagers agree that a "healthy lifestyle" implies the rejection from use of alcohol and tobacco (in contrast to the "health" that allows to smoke and drink alcohol). Finally, health, from a teenager's point of view, provides more opportunities to take risks and to be independent, sure in own abilities and opportunities, while compliance with the rules of a healthy lifestyle leads to restriction. Thus, health is much more important for a teenager than a healthy lifestyle. Adults, forming a teenager's healthy lifestyle skills, develop the conception of the category of "disease – health", adopted in their adult world, where the boundaries are already spelled out.

For a teenager, health is valuable in the sense that it allows to experiment with own personality, thus revealing own capabilities and abilities. Experiencing risky situations, the young person more acutely feels the reality of own "Ego", learns about the peculiarities of personal boundaries and thus assimilates the categories of "disease – health". The value of health for adolescents lies in the fact that it gives confidence, promotes self-realization, gives a possibility to take risks, helps not to depend on adults. A healthy lifestyle is not relevant for adolescents, they evaluate it as something meaningless, because it is not directly related to self-realization. A healthy lifestyle involves a number of restrictions (and, of course, complete rejection of psychotropic substances), whereas health allows at least partially ignore the rules of a healthy lifestyle, feel confident and independent, makes it possible to take risks, to realize their potential (Lisetsky, 2008). In advertising practice, it is necessary to avoid distorting and exaggerating the negative consequences of drug abuse (*Former addicts do not happen*). Any false information, even after its single submission, leads to the fact that the credibility of anti-drug advertising in general is lost.

## 5. Conclusion

The concept of "countering illicit drug trafficking" is related not only to the categories of criminal law policy, but also includes a mandatory set of social measures. The information component of anti-drug policy is now becoming a priority, and social advertising has to play a key role in the information war against drugs (and drug conflict in modern conditions has acquired the nature of information war (Sunami, 2014). In this information war, all types of advertising are acceptable from positive (meaning that a person is characterized by the rejection of negative information) to the so-called "shock" one. Naturally, the conditions of their usage should be different. At the heart of a number of anti-drug advertising campaigns is the idea of contrast, presented explicitly or implicitly, and one of the stylistic techniques that implement this strategy is antithesis. This technique, based on the opposition of concepts and images, drawing, on the one hand, a healthy lifestyle, and, on the other hand, the consequences of drug abuse, gives the advertising statement greater expressiveness.

The effectiveness of the advertising message provided by a wide range of expressive means (for example the metaphors in advertising *Report, where trade with death, Drugs are for the weak. Do not fall so low*), the synthesis of verbal and visual components, but also a full-fledged story with characters close to the addressee and logical conclusions (Kirillova, 2016: 13). The means of expressive syntax, actively used in anti-drug advertising, include question-and-answer complexes implementing the communicative orientation of the addressee to manage the attention of the recipient. With the help of question-response complexes borrowed from the colloquial syntax, the dialogue between the participants of advertising communication is simulated, the feedback is established. Compare the same advertising text: *Drugs? I Wait!*, which is placed on the background of the following images: 1. the employee of medical institution is next to the dropper; 2. repairman is next to the broken auto; 3. man in uniform, opening the door of the correctional institution; 4. the digger in the background of the grave crosses (Brusenskaya et al., 2018: 76).

Creative linguistic and stylistic techniques embodying the advertising idea, contribute expressivity of advertising message, create a necessary emotional background and influence the subconscious mind of the recipient with the purpose to prevent impact and develop socially acceptable behavior. Unfortunately, everything happening in Russia today is quite commensurate with the narcotization twenty years ago. Moreover, there is an expansion of drug reality, there are

more and more drug threats. There is an absolute link between drug abuse and crime in its most dangerous form – organized crime. Drug-related criminal groups are enriched in a scale that allows them to have a real influence on politics, the legal system, the media, and state and public structures (Tonkov, 2015: 23).

Anti-drug advertising is an extremely important and responsible area of social advertising. It should be based on a systematic approach to the phenomenon, on interdisciplinary studies that are constantly verified. Incompetence and irresponsibility in this area can have irreversible consequences.

Advertising should be part of a meaningful, targeted system of counter-narcotics measures. However, the situation when virtually any event, any mass action can be described as anti-drug one, just to add attributes to it, fixing its status (concerts against drugs, football match against drugs, etc.), is hardly correct. Another thing, for example, the all-Russian action "Inform, where trade with death". In response to this appeal there were received 9,000 calls. Many studies of anti-drug advertising indicate that the most effective way to combat drugs is the introduction of positive images, promotion of a healthy lifestyle. Health is postulated as the main goal. Health can hardly be declared as the main goal of life. Health, of course, is an important thing (which becomes especially clear if there are health problems), but the achievement of health in itself can hardly inspire a person. Pragmatic adequacy of advertising largely depends on the target audience. Naturally, advertising designed for parents, and advertising, the target audience of which will be teenagers, will be fundamentally different. Advertising for teenagers should teach adaptive lifestyle, communication skills, the ability to make independent decisions and not to succumb to the proposals of drug abuse, while advertising for parents should appeal to a sense of parental duty, etc. Explicating a certain image, advertising involves that the target audience is close and clear that is part of its lifestyle. So, the new forms of drug situation management should carry out mild coercion to follow the social standard, they should be highly sensitive, informing, explaining.

In the context of the information society, the "drug conflict", due to the sharp accumulation of information, is becoming more public, and this has a significant impact on how it is deployed. The phrase "information society", since the 60-ies of the XX century, is used, referring to the dominance of information production over other sectors of the economy. Social advertising in general and anti-drug advertising in particular has what is called a "delayed effect": its impact may not affect immediately. But in combination with other instruments of influence, social anti-drug advertising can gradually influence the drug situation. No country there has yet managed to solve the problem of spontaneous creative advertising, but competent advertising that takes into account the pragmatics of perception can successfully work for the implementation of the state anti-drug policy. Under these conditions, the information component of anti-drug policy should become a priority, and social advertising should become a powerful influence institution that forms public opinion.

## 6. Acknowledgements

The reported study was funded by RFBR according to the research project N<sup>o</sup> 17-04-00109.

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