

Advertising is present in the life of almost every citizen of a civilized society, and the answer to the question about how it perceived and how it impact on the human psyche is interesting to many people.

In this article author tell about results of research focused on finding features of the perception of TV advertising by person.

In the research were involved 35 boys and girls aged 19 - 26 years.

So, we would like to present the results of our research below.

Based on the received responses, we can say that girls will pay attention to the advertising, which contain an interesting plot (75 %) and humour (50%). Also bright colours commercials, music, unusual ideas and characters that cause pleasant feelings can attract the girl's attention.

Young men are paying attention to the commercials, if it has an interesting plot (50 %) and automobile (50 %). Demonstration in advertising women in swimsuits attracts less attention by young men (25 %).

Commercial's elements that cause the girls pleasant feelings are: humour, celebrities, and the music, which is associated with memories, "slovenly woman for whom super abstergent cleans house."

One respondent did not identify what gives him pleasant feelings in the commercial.

However, universal element hasn't been found, which can produce every girl's pleasant feelings by demonstration it in commercial.

As well as for girls, for young men hasn't been found the universal element, which can produce positive feelings, if it be shown in commercial.

Commercial's elements that give young men pleasant feelings are: an illustration and demonstration of natural beauty, children, good ideas and unexpected finale in commercial, quality performance.

Negative girl's feelings might be produced by showing diseases in the commercial (50% of those surveyed responded).

As a single answer to the question of what causes discomfort in commercial were: the rise of the nail, an obsession, a mismatch of music, colours, story movie,

"husbands who can not do anything except using chicken cube" and the elements of feminine hygiene.

50% of youths said that they have negative feelings when they see propaganda of anti-social behaviour in the TV advertising.

At the same time, each of the respondents has his/her own stimulus which can be reason of one's negative emotion, this is plagiarism, bad plot, participation in a commercial russian actors, obsession, medicines for women's diseases and promotion of unhealthy habits.

Girls remembered different commercial and it includes advertising of cosmetic products. 50% of the boys remembered commercials touting mobile phone services, and 50% of boys remember the commercials that advertise Coca-Cola in the FIFA World Cup.

25% of boys and 15% of girls remembered Adidas Company's TV advertising. All girls said that they like happy songs in commercial.

50% of girls said that they like quiet music in commercial, also we received answers: a languishing woman's voice and gentle music.

50% of boys said they did not know what kind of sound they like in commercial. One young man said that he would like, if in a commercial were used tunes and songs from his playlist. Another young man replied that he likes dub step in a commercial.

Thus, only a happy song as background music is a universal factor causing positive emotions in commercial.

So, the creators of advertising have to discover one universal element, which will make positive feelings for everyone by showing it in TV advertising.