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**SOCIAL AND COMMUNICATIONAL TECHNOLOGIES IN ADVERTISING CAMPAIGN AND FORMATION OF INFORMATION AND MEDIA CULTURE   
(ON THE EXAMPLE OF CLASSIC PRIVATE UNIVERSITY)**

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***Research methodology.*** *The article’s research has used the analysis of documentary source (reports from departments of Classical Private University), monitoring, survey of experts.*

***Results.*** *The article presents the features of using of social and communicational technologies in the organization of advertising campaign and the formation of information and media culture in terms of Classical Private University, which uses both traditional (advertising in media, printed advertising, outdoor advertising, domestic advertising, video and audio advertising, exhibitions and presentations), and innovative approaches (guerrilla marketing, cross-promotion, product placement, viral advertising, direct mail). The employees of all institutes and other structural departments contribute to the university advertisement by their everyday work. The advertising and career-guidance activity of the Institute of Journalism and Mass Communication is inseparably associated with the formation of information and media culture. For this purpose the Institute annually holds the competitions for school children of the city and the region, media trainings, celebration of professional holidays, in particular – the World Writers Day, the World Book and Copyright Day.*

***Novelty.*** *The University usеs almost a complete range of traditional types of communication (ATL segment), adding the non-traditional types of BTL segment. With that the University gives a financial support for innovative types of advertisement. The using of channels is determined with the consideration for the correlation of effectiveness and targeting of their impact on the certain target audience with the economic efficiency of costs.*

***The practical significance.*** *The research results can be used during the development of events of formation of information and media culture on a state and individuals level.*