

Review of the final qualifying work of the student of St. Petersburg State  
University

**Maslov Oleg Mikhailovich**

on the topic

**“The effect of simultaneous display of user and advertising video content  
on the effectiveness of perception of an advertising message”**

In modern scientific literature on advertising communication in the global network it is often asserted that there are certain problems with the effective functioning of the advertising product in mass perception. However, a deep systematic study of this problem has not been conducted so far - as a rule, most researchers seek to improve marketing solutions and approaches to media planning, paying little attention to the cognitive component of the media product. Therefore, the question of cognitive factors and barriers that reduce the effectiveness of advertising impact are long in need of experimental research. In the light of the above, the topic chosen by the undergraduate is quite relevant and promising.

In the first chapter of the thesis, the master justifies the concept of “intrusiveness” as a theoretical basis for the obsession phenomenon of the advertising message. To reveal this concept, the author presents a rather detailed review of the various cognitive theories described in the scientific literature. Theories of the formation of audience expectations, categorization, involuntary opposition to the audience obsessive advertising (“theory of reciprocity”), cognitive dissonance, the theory of perceived behavioral control of Eisen and Fishbein, the concept of the rhizome of Deleuze and Guattari are considered in detail.

In the process of review, the author effectively attracts an extensive definitive apparatus that confidently embeds in his concept. Having presented in the theoretical review the main approaches to cognitive factors of communication, the master comes to a conclusion about the exceptional importance of continuum perception factors that allow the viewer to retain a sense of control

over the communicative flow. Leading among them is meaningful correspondence of video advertising to thematic content, which the author designates by the term "connotative relevance".

It should be noted the clarity of the structure and logic of argumentation demonstrated by the undergraduate in the review of the scientific literature - this is not an abstract, but namely a conceptual analysis, in which the review of each point of view concludes with a clear formulation of research questions directly related to the tasks of the study. In its turn, research questions are transformed in the second chapter into hypotheses that make up the logic of the experiment. This clarity in connection with the theory and methodology can be noted as a positive side of the research. Also, the unconditional advantage of the proposed work in the theoretical point of view lies in its brightly pronounced interdisciplinary character, thanks to which organically cultural and social approaches have organically joined the cognitive solution of the problem. This formulation of the question allows us to involve not only marketers and psychologists, but also specialists in visual culture, semiotics and sociology, in the discussion of this topic. In general, the work reflects current theoretical issues of advertising communication and scientific achievements in this field.

The second chapter of the dissertation demonstrates the preparation, implementation and processing of the results of an experimental study, the methodology of which was developed by the master on the basis of the conclusions of the theoretical chapter.

The practical component of the research presented in the second chapter of the dissertation should be recognized as the most valuable component of the FQW.

Attention is drawn to the thoroughness and laboriousness of the experiment, on which the theoretical ideas of the candidate are checked. For the purpose of the experiment, the master student organized an entire scientific group, which developed a user interface for the site, where the testers watched the video content. Characterizing the result of the done work, it can be stated that the master managed to reconstruct the real conditions in which users are exposed to the advertising content. The process of data collection and statistical processing was carried out in strict accordance with the norms of empirical researches of

this kind. This allows us to recognize the results of the experiment as valid and reliable.

The proposed methodology demonstrates a sufficient degree of qualification of the undergraduate student in the field of research and development, the obtained results and their interpretation in general make it possible to recognize the completeness of the disclosure of the topic and the accuracy of achieving the objectives.

There are remarks to the proposed thesis.

At first, the theoretical base of the research could contain more modern scientific sources on key areas of the stated problems. For example, since the time of the works of Leon Festinger (1957), the theory of cognitive dissonance has, of course, advanced somewhat. This also applies to some other theories considered in the review of scientific approaches.

Secondly, it should be noted the lack of empirical research - high subjectivity of the questionnaire. In the proposed questions (How much did you like the video? How much did you like the advertisement? How much advertising annoys you?) are not visible at the relevance criteria for advertising on topical content - at least, informative. This is also important because it can generate doubts about the purity of the experimental conditions - the questions of the questionnaire are directly addressed to the results of the impact and do not provide an opportunity to track the genuine factors of the relationship to the brand. It remains behind the scenes, why this particular advertising influenced the perception of the brand in a certain way, and what role exactly the relevance of the content of the video played in this process. After all, among the questions, relevance itself is not there - it's about effects at once. It should be noted that the categories from the IAB list are too vague to identify such factors. For example, in the category "Technology" users of different ages and different spheres of interests may have rather far from each other criteria of relevance of content - from ecological architecture to microcircuits. Accordingly, the evaluation of the relevance of advertising can also be different.

The noted shortcomings do not question the value of the research work done by the author. Characterizing the style of presentation, it should be noted that the



master logically reasonably build his argumentation, and demonstrates a sufficient degree of objectivity and scientific accuracy in the generalization of observations and the formulation of regularities.

In the text there are no incorrect borrowings from other sources and violations of the citation rules.

The proposed study meets the requirements for master's theses on the profile of "Global Communications and International Journalism" and deserves a high positive evaluation.

**Reviewer:**

Candidate of Philology,  
The senior lecturer of faculty JMT (Journalism and Media Technologies)

Leybel Elena Viktorovna



*Подпись руки Лейбел Е.В. завершено Лерик Стефанова Н.В.*