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SOCIAL ADVERTISING AS AN IMPORTANT COMPONENT OF MODERN SOCIETY

Social advertising is one of the tools to improve the management of various social spheres in our society. Social advertising is an important and inalienable element of socialization.

The problem of social advertising in Ukraine is quite acute. The European agencies use new creative and effective approaches in social advertising. For example, to reduce the number of victims on the roads in the US they installed special indicator panels. They showed the quantity of days the driver could spend in the hospital. In 2016, the Traffic Safety Administration of Ukraine presented a video on adherence to the traffic rules Minus 1 [1]. The studies on the effect of low advertising were not performed but, unfortunately, the video was not often shown on television [2].

In conclusion, a well-designed social advertising is an appeal to change the social norms and standards the people think and behave. It also can influence on the positive development of different social groups, their moral and ethical values and the formation of social responsibility.

References

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