DESCRIPTIVE AND FUNCTIONAL FEATURES OF THE SOCIAL ADVERTISING PHENOMENON

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Annotation: *This article analyzes the essence of the term "social advertising", its components and role in the life of society. The article reveals three main areas of social advertising - the social aspect in advertising, mass communication and aspects as a tool of state social policy. Also, the functions and basic principles of social advertising in forming public opinion, changing behavioral models and strengthening civil society institutions are systematized.*

Keywords: *Social advertising, socialization, mesomile, society, behavioral model, values, mass communication, social policy.*

Each advertisement can lead to a change in the buyer's attitude to certain goods or indicate directions that have a positive effect on people's feelings of loneliness in society and the loss of standard in setting their own life path. Advertisements in some cases are not aimed at a specific person, but are generally aimed at the formation and strengthening of the client's mechanisms of adaptation to the social environment.

Commercial advertisements can also raise issues of public importance in society. For example, in some European countries, commercial advertisements have been launched to change the attitude towards current fashions in response to the artificially arising indifference to clothing fashion among the female population.

According to the second definition, the word "social" expresses the meaning of "public", that is, it reflects the dialogues and relationships between

people in society who are not only in harmony with each other, but also in a way of life without conflicts.

In this case, 30-40 thousand years ago (the Upper Paleolithic era), in order not to die out, the first people adopted “normative behavioral programs”, in which situations in the form of hereditary information were put forward as a means of determining the norms of mass values, and behavioral models were transmitted from generation to generation through upbringing. This system is now called human society, which not only serves as a screen protecting humanity from the forces of nature, but also has become one of the direct attributes of society itself.

The role of social advertising as a “socialization agent” is currently being observed to increase. Once upon a time, a child’s knowledge of the rules and norms of social life was transmitted through family and neighborhood relations. By the 20th century, an alternative form of socialization had taken root, in which a person began to receive normative situations in society through the communicative means in his environment. That is why society is required to ensure the circulation of behavioral models and values in the form of a permanent social model.

“The process of socialization related to advertising can be considered as one of the mesofactors in the socialization of a person. Megafactors (“mega – large, huge”) include situations on the scale of the country, people, masses, and states. Mesofactors (“meso” – “average, intermediate”) are the conditions of socialization of large population groups in terms of their location (city, village, district), as well as in terms of their ownership of mass communication audiences, and the characteristics of a sub-human society. Microfactors (“micro” – “small”) directly affect specific groups of people, neighbors, and peers.

In this regard, social advertising can be viewed as a means of exerting social influence on social groups in order to change their socially significant

characteristics and indicators - their position in the social space (status), social role, stereotypes, and values.

And finally, from the point of view of the tool, the word "social" is considered to have the meaning of "primarily related to social circles, the social policy of the state" (social security, social encouragement, support of vulnerable groups of the population, assistance to outsiders). Social advertising includes the activities of non-profit organizations related to charity campaigns, as well as support for state-level social projects.

The principles of social advertising are that they do not reflect commercial and political goals, do not provide information about specific commercial brands, organizations and trademarks (articles, models), and do not provide information about political parties and individual politicians.

The tasks of social advertising are:

Forming public opinion;

Attracting attention to urgent issues in public life;

Revitalizing efforts to solve problems;

Forming positive attitudes towards state structures;

Demonstrating the social responsibility of entrepreneurship;

Strengthening socially significant institutions of civil society;

Forming new types of relationships in society;

Changing behavioral patterns in society.

According to its principles and functions (which are listed below), social advertising acts as an autonomous information sphere, which is aimed at informing the public about social problems.

In short, social advertising is a unique form of communication that combines human values and the needs of society. At a time when its role as an agent of socialization is increasing, considering advertising only as a commercial tool is an outdated approach. The three characteristics and more than ten functions considered in the article prove that social advertising is an

autonomous information sphere. The development of this area creates the basis for the formation of new types of cultural and social relations in society.

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