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SOCIAL ADVERTISEMENT IN THE MEDIA AS THE MEANS OF INFORMING SOCIETY ABOUT MODERN SOCIAL PROBLEMS

Social advertisement is aimed at changing the patterns of social behavior and drawing attention to the problems of society. It is important that its main focus is on the relevance of modern social problems of society and directing citizens to solving these problems.

The purpose of social advertisement is to change the attitude of society to a social problem.

Social advertisement is usually created as part of a project that aims to solve a specific social problem. When creating it, the problem situation should be played out and presented to the viewer as easily surmountable. The viewer must see the benefits, so that a motive appears in the mind that encourages them to achieve the goal laid down in the advertisement message.

Depending on the nature of the impact and the format of the placement, social advertisement allows you to reach the desired target groups and influence them.

The subject of social advertising is ideas that have a social value, encourage people to change their habits, can draw attention to social problems, and contribute to the formation of new moral norms. Currently, the list of topics for social advertising is quite wide. This applies to the interpersonal relations of citizens, and the problems of society.

Social advertisement should offer solutions to socially significant problems, form new types of public relations, and inform about social services. In the long term, social advertising should not only change the attitude to the problem, but also form behavioral attitudes and foster moral values.



Social advertisement highlights the existing social problems, offers certain norms of behavior in society and explains why such behavior is able to solve the social problem and how it can be implemented. Social advertisement can and should be considered as one of the methods of influence of social services on the population of the country. In the implementation of social advertisement, the same means are used as in commercial advertisement: television commercials, printed publications, street posters, advertisement in public transport, etc.



Ignoring social advertisement as one of the ways to work with public opinion, its educational and adaptive functions, impacts the effectiveness of social services. In this regard, many social service institutions are already turning to social advertising, realizing its relevance.

In modern society, there are many social problems and in order not to forget about them and pay attention to them, social advertisement is needed.

Social advertisement is implemented using various methods and performs various functions and tasks.

Following the practical recommendations for the development of social advertising will help specialists in this field to make it the most effective.

