

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
BELARUSIAN STATE UNIVERSITY
FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES
Department of Social Communication

TAO HAIYAN

**THE SOCIAL ADVERTISING IN BELARUS AND CHINA: A
COMPARATIVE ANALYSIS**

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Scientific adviser:
Irina I. Kalachova
Doctor of Historical Sciences
Professor

Qualified for protection:
«____» _____ 2022
Head of chair: _____
Igor V. Pinchuk
Doctor of Philosophy in Sociology

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INTRODUCTION

According to many, the word "advertising" is associated exclusively with commercial activities. Since ancient times, political advertising has been distributed to fight competitors and increase its rating. In the Middle Ages, in connection with the development of the urban system, the guild organization of the economy, commercial advertising began to play an important role.

The growth of influence in the post-Soviet space is increasingly spreading to social advertising. "Social advertising is a type of communication aimed at drawing attention to the pressing problems of society and its moral values" [53].

The purpose of social advertising is the humanization of society, the development of moral values. The advertising campaign is aimed at changing the behavior of society, it is designed to change the model of people's behavior. Social advertising has always been and will be a reflection of the psychological processes taking place in society. But at the same time, significant changes in advertising are traditionally associated with democratic rise and fall, because, due to its characteristics, advertising is a very powerful means of communication. As a rule, these were social advertising campaigns that combined political advertising and commercial advertising. It should be added that the post-Soviet advertising and information market is characterized by the concept of "social advertising", while in other countries this type of advertising is called "non-commercial".

As in many other countries, social advertising in Belarus was formed by the mid-90s of the 20th century. If we talk about social advertising, then it goes back to the beginning of the 20th century and is associated with the beginning of the modern era. The first mention of social advertising refers to 1906. In order to protect Niagara Falls from the negative impact of energy corporations, the project aimed to protect Niagara Falls from the negative impact of energy corporations.

For social advertising of the late 80s. The twentieth century is characterized by the fact that it has become focused on the fight against AIDS and drugs. It is during this period of time, when all attention is focused on combating this shortcoming, that various advertising campaigns are carried out. All stages of the formation of social advertising are becoming increasingly important.

To date, social advertising is used by various organizations, including large trading corporations. There are even competitions aimed at determining the best social advertising projects. Currently, significant interest is the importance and place of social advertising in public life. The importance of this type of advertising and its subsequent formation increases due to the need to solve social problems. Social advertising artistically and quite concisely presents the displayed information. It helps

to make people think and pay attention to the most important facts and information about which there are problems in society. Social advertising is aimed at a variety of people. Social advertising has many prospects, the results of this type of advertising work have a chance to be useful. In connection with the above, social advertising can be used as a tool to attract society to social processes.

The object is social advertising as a type of promotional activity and communication in modern society.

The subject of the study is a comparative analysis of the main trends in the development of social advertising in Belarus and China.

The goal is to identify common and distinctive features of social advertising in Belarus and China at the present stage.

Tasks:

To study modern theoretical approaches to the development and institutionalization of social advertising.

2. Describe the history of formation and development of social advertising in Belarus and China.

3. To reveal the basics of state regulation of the process of organizing social advertising in Belarus and China.

4. Show the existing channels for the promotion of social advertising and distribution of advertising projects.

5. To study the main target groups and typical topics of social advertising in Belarus and China.

6. Identify and describe the common and distinctive characteristics of social advertising in Belarus and China at the present stage in terms of the following parameters: the history of social advertising, the mechanism of state regulation, promotion channels, in particular the possibilities of the Internet. communication. , target groups and current topics, forms (types) of social advertising (posters, videos, short films, etc.)

MASTER'S THESIS SUMMARY

Key words: ADVERTISING, ADVERTISING ACTIVITY, MEDIA SPACE, MASS MEDIA, SOCIAL ADVERTISING.

The object of the study is social advertising as a type of advertising activity and communication in modern society.

The subject is a comparative analysis of the main trends in the development of social advertising in Belarus and China.

The goal is to identify common and distinctive characteristics of social advertising in Belarus and China at the present stage.

Based on the purpose of the study, the author set the following tasks: to study modern theoretical approaches to the development and institutionalization of social advertising; to characterize the history of formation and development of social advertising in Belarus and China; reveal the basics of state regulation of the process of organizing social advertising in Belarus and China; show the existing channels for promoting social advertising and distributing advertising projects; study the main target groups and typical topics of social advertising in Belarus and China; identify and describe the common and distinctive characteristics of social advertising in Belarus and China at the present stage according to the following parameters: the history of social advertising, the mechanism of state regulation, promotion channels, in particular, the possibility of Internet communication. , target groups and current topics, forms (types) of social advertising (posters, videos, short films, etc.)

Research methods: a systematic approach as the main general scientific method, which includes methods of structural and comparative analysis, content analysis, computational and constructive methods, qualitative and quantitative methods of applied sociological research, and others.

The scientific novelty of the study lies in the fact that it examines in detail the various cultural aspects and features of the reflection of Belarusian and Chinese cultural traditions in social advertising, the classification of advertising plots is given.

The theoretical significance of the results of the study lies in the fact that the findings of the study can be used in the educational process when improving the programs of courses in disciplines, developing special practical courses.

The author of the work confirms that the calculation and analytical material presented in it correctly and objectively reflects the state of the process under study, and all theoretical, methodological and methodological provisions for the concept borrowed from literary and other sources are accompanied by references to their authors.

The volume of the master's thesis is 83 pages. The work includes 2 appendices, the volume of which occupies 6 pages, as well as 66 sources used.

ОБЩАЯ ХАРАКТЕРИСТИКА РАБОТЫ

Ключевые слова: РЕКЛАМА, РЕКЛАМНАЯ ДЕЯТЕЛЬНОСТЬ, МЕДИАПРОСТРАНСТВО, СРЕДСТВА МАССОВОЙ ИНФОРМАЦИИ, СОЦИАЛЬНАЯ РЕКЛАМА.

Объект исследования – социальная реклама как вид рекламной деятельности и коммуникации в современном обществе.

Предмет представляет собой сравнительный анализ основных тенденций развития социальной рекламы в Беларуси и Китае.

Цель – выявить общие и отличительные характеристики социальной рекламы в Беларуси и Китае на современном этапе.

Исходя из цели исследования, автором поставлены следующие задачи: изучить современные теоретические подходы к развитию и институционализации социальной рекламы; охарактеризовать историю становления и развития социальной рекламы в Беларуси и Китае; раскрыть основы государственного регулирования процесса организации социальной рекламы в Беларуси и Китае; показать действующие каналы продвижения социальной рекламы и распространения рекламных проектов; изучить основные целевые группы и типичные темы социальной рекламы в Беларуси и Китае; выявить и описать общие и отличительные характеристики социальной рекламы в Беларуси и Китае на современном этапе по следующим параметрам: история социальной рекламы, механизм государственного регулирования, каналы продвижения, в частности, возможности интернет-общения, целевые группы и актуальные темы, формы (виды) социальной рекламы (плакаты, видеоролики, короткометражные фильмы, и др.)

Методы исследования: системный подход в качестве основного общенаучного метода, в который вошли методы структурного и сравнительного анализа, контент-анализ, расчетно-конструктивные методы, качественные и количественные методы прикладных социологических исследований и другие.

Научная новизна исследования состоит в том, что в нем подробно рассматриваются различные культурные аспекты и особенности отражения белорусских и китайских культурных традиций в социальной рекламе, приведена классификация рекламных сюжетов.

Теоретическая значимость результатов исследования состоит в том, что выводы исследования могут быть использованы в учебном процессе при совершенствовании программ курсов по дисциплинам, разработке специальных практических курсов.

Автор работы подтверждает, что приведенный в ней расчетно–аналитический материал правильно и объективно отражает состояние исследуемого процесса, а все заимствованные из литературных и других источников теоретические, методологические и методические положения к концепции сопровождаются ссылками на их авторов.

Объем магистерской диссертации составляет 83 страницы. Работа включает 2 приложения, объем которых занимает 6 страниц, а также 66 использованных источника.

CHAPTER 1

MODERN THEORETICAL APPROACHES TO THE DEVELOPMENT AND INSTITUTIONALIZATION OF SOCIAL ADVERTISING

1.1 Social advertising as a type of advertising activity and a tool of mass communication in modern society

In order to be able to work with an advertising term, it is necessary to clarify the context of the term. Kotler believes that “advertising is an impersonal form of communication carried out using paid means, indicating sources of funding” [25].

Kevorkov and Leontiev, in turn, consider commercial advertising, that is, “serving the market, promoting important and useful properties of goods and services to consumers” [22].

Golubkov speaks of advertising as a paid form of impersonal presentation and promotion of service product ideas. From his point of view, “advertising is aimed at promoting individual products, but can also be aimed at promoting the organization as a whole (the so-called image or prestige advertising)” [12].

Only in the CIS countries the term social advertising is used, while in the rest of the world the definition of non-commercial advertising and public advertising is used. "Non-Commercial Advertising" means “advertising conducted by non-profit organizations to encourage the public to donate, vote for someone, or raise awareness of a company's issues” [11].

Social propaganda – legally protected rights, interests and obligations of organizations and citizens, a healthy lifestyle, sanitary and hygienic measures, public safety, social protection, crime prevention, environmental management, cultural development. and public programs in the arts, international cultural cooperation, health, education, culture and sports, or other social phenomena. “Advertising serves to protect or satisfy public or state interests; non-commercial; advertisers are government agencies” [21].

The traditional definition of social advertising in the reference book "Advertising and the Press" is as follows: "social advertising is an advertising text containing the disclosure of basic social values" [25].

Social advertising is a way of influencing a large audience in order to gain control over this audience. Given this characteristic, social advertising is very similar to mass or popular culture. This tool helps to control the social behavior of the population and change the attitude to the reality that surrounds people. We see examples of social advertising every day: informing drivers about children on the

road, the dangers of drunk driving, etc. like billboards. Given the popularity, themes, symbols and techniques of social advertising, these slogans are often used in commercial advertising.

The principle of advertising is determined by many conditions – goals, objectives, functions, mechanisms, place in the structure of the economic work of a market organization.

Promotional tasks – economic tasks – the formation of a need for a particular type of product or service; the confidence of the buyer that he is buying a genuine product; Stimulation of demand for a specific product and sales promotion; Notification of preferential transactions, sales, discounts; reducing the time required to launch a new product or service; the needs of potential buyers in visiting a store or exhibition; communication tasks – to inform consumers about new products, a new brand or company; increase the popularity of the product; impact on how the product is used. Inform customers (for example, about price changes); change the image in a certain direction (update, increase attractiveness); excited curiosity, drawing people to the store even without the desire to buy inspire the desire to imitate other people “who have already purchased the product; maintain product loyalty; improve reviews of the company and its products; differentiate your products from competitors' products” [33].

Advertising and information – tasks to develop the competence and knowledge of the customer about a new product, a specific event, a company; the use of new consumption patterns and new lifestyles (new generation products); presentation of product names and their differences;

Incentive – the consistent development of interests that correspond to the consumer's perception of the image of the company and its product; purchase guarantee; promotion of the acquisition;

Reminder – maintaining competence by keeping information about the product in the minds of consumers in between purchases; reminder and other tasks where to buy the current product;

Positioning the product or corporate communicator in the relevant market for the correct assessment of tactical plans for the market; appeal to different consumer groups; linking the scale of information about the product or result, their nature, place of sale, obtaining one or another branded or trade and economic function (stimulating the sale of products, products, equipment); educational function (implies the promotion of various kinds of “innovations in multiple volumes production and consumption, a healthy lifestyle and social function (direction to the formation of public consciousness, facilitating communication in society and increasing the level of consumption)” [30].

Principles of advertising – visibility – Requirement, according to which the recipient of information better assimilates the informational, pictorial form; style follows – a general definition that allows you to systematically, according to the plan and consistent use of graphic, color, text and other elements of the study within the totality of the study, compare the admissibility of the memorability of the advertising object and calculate its definition. Veracity of advertising reflects the perspective of advertising information reliability,

Compliance with the availability of information; responsibility to society – advertising affects society, stimulating German effects; responsibility for advertising – the legal requirement to be responsible for one's own mechanism in case of harm to society, consumers, enterprises and organizations affecting individuals in case of improper advertising; decency – which offend obey; revealing – advertising the absence of the need to lie. Using the lack of experience or knowledge of clients; detection in advertising – is a significant indicator of the quality of advertising, which is carried out on behalf of and in the detention of the advertiser in the discovery of the society; correctness – advertising must be heard and seen by the topic for “whom it is chosen, the advertising message must be developed with the expectation of the reliability of the audience” [15].

The essence of advertising is calculated in terms of turnover, which ensures receipt – economic value (realized in the fact that, by creating demand and stimulating sales, it helps to popularize goods, increase demand and, as a result, turnover, also supports and intensifies competition, contributes to the expansion of sales markets, contributes to the acceleration of the turnover of funds, which increases the efficiency of social production as a whole); social significance (consists in its impact on society, promotes high productivity, popularizes the material, social, environmental and cultural opportunities of a competitive economy, large companies, big media, non-profit companies, forms a cultural civic, interested and economic mentality of any member of society); educational value (consists in its impact on the quality of the means of acquisition, customers, buyers learn about products and discover the implementation of the restriction conditions for themselves, accelerates the adaptation of a new and untested product, as well as the process of implementing scientific and technological progress in real life, a scientific society) is not only new, but also the expected saving of resources, safety and security); psychological significance (participating in subjective assessments of the state of human health, assessment of the environment and sensibility, the nature of reactions to various stimuli); aesthetic value (represents a reflection in fashion and design, contributes to aesthetic ideas, best implements the religious interests of modern antiquity to the present day, which can rightfully be considered works of applied art); political

significance (the state of the growing role of political advertising as a means of confrontation for voters, it is the significance and importance of political advertising and image-making that increasingly affects the balance of power in the country) [42].

Advertising tasks – informational – to develop the client's competence and knowledge about a new product, a specific event, a company; the use of new consumption patterns and a new culture of life (new generation goods). Presentation and differentiation of product names. Warning: constant development of interests, corresponding to the consumer's perception of the company's image and products. Representation for making purchases; promote the purchase. Reminder: maintain competition, keep product information in the memory of consumers in between purchases; reminder where to buy the current product and other tasks. Positioning a product or corporate communicator in a relevant market for an adequate assessment of tactical plans for working on the market; attracts different groups of consumers with its unique attractiveness; retain customers who remain loyal to the advertised brand in order to create the following product benefits; assistance in predetermining consumer customs and traditions. Development of a "unique selling proposition" that “distinguishes the company from the image of its competitors” [52].

Advertising functions – an information function (includes the mass dissemination of information about a product or service, its quality, place of sale, indication of a particular brand or trademark, etc.) economic function (stimulating the sale of goods, services and investments); educational function (includes promotion of various and innovations in various areas of production and consumption, healthy lifestyles, etc.); “social function (aimed at raising public awareness, strengthening communication ties in society and improving living conditions); aesthetic function (aimed at shaping consumer tastes)” [43].

Principles of advertising – visibility – a requirement that allows the addressee to better absorb information in the form of an image; a single style – this principle allows you to use graphics, color and text very systematically, even sequentially. This happens throughout the object impact. Such an organization helps to better remember the object of advertising and the identification of the moment. Ad credibility: the accuracy of advertising information reflects the need to respect the accuracy of the information provided.

Responsibility to society: advertising affects society, causing certain effects on it. Responsibility for advertising is legal in nature and occurs if harm is done to society, to a person. Both the reliability parameter and the possibility of mechanical harm from advertising are taken into account. From an ethical point of view, we understand that advertising cannot offend the public through graphics or verbal abuse.

Reliability: advertising should not lie, take advantage of the lack of experience or knowledge of customers.

To create high-quality advertising, professionalism is important, which is an important indicator of public interest. We must not forget that advertising must be holistic. It should be specific to the audience, easy to read and visible or audible to the audience [46].

The essence of advertising lies in its role – economic value (represented by the fact that, by creating demand and stimulating sales, it helps to popularize the product, increase demand and, consequently, sales, and also supports and activates competition, expanding sales markets). , the turnover of funds, which increases the efficiency of social production as a whole, contributes to its acceleration); social meaning (consists in their impact on society, helps to improve the life of citizens, announces the material, social, environmental and cultural opportunities for a competitive economy, the development of public enterprises, large media, non-profit enterprises, forms the culture of each member of society, legislative and economic mentality). Educational value (consists of its action as a means of learning, introducing customers, buyers to products and discovering ways to improve living conditions, accelerating the adaptation of new and untested goods, also consists of the process of broadcasting scientific and scientific achievements, technological progress, society in real life is not only new, but also teaches optimization, resource saving, security and protection); psychological significance (actively participates in the formation of a person's psychological attitudes, the organization of the assessment of the environment and self-esteem, the nature of reactions to various stimuli); aesthetic value (represents a mirror of fashion and design trends, promotes aesthetic ideas, the best examples of advertising messages from antiquity to the present day can rightfully be considered works of applied art); political significance (consisting in the growing role of political advertising as a means of resisting voters, it is the importance and professionalism of political advertising and image building that increasingly affects the cohesion of political forces in the country) [59]

The variety of functions and tasks of advertising necessitates a more detailed analysis of some of its varieties. When classifying ads, many criteria are used:

– by type of initiation – advertising on behalf of manufacturers and sellers; advertising on behalf of the government. Reporting on behalf of the people is, in most cases, reporting; social advertisement; political advertising;

– in relation to the target group – advertising of consumer goods (for personal use). Advertising of commercial projects (advertising equipment, services in the field of production, commercial advertising of wholesalers, advertising of doctors, teachers, agricultural workers, etc.);

- focused on a specific target audience – selectively (selectively), strictly aimed at a specific group of customers (market segment), unconditional audience;
- by the breadth of audience coverage – local (designed for consumers living in a given city or region); subjective (includes a certain part of the state); at the national level (whole country); international (performed on the territory of several states); global (sometimes all over the world);
- advertising communication (what is advertised) – promotion of goods (creation and stimulation of demand for a particular product or product line); prestigious advertising (to advertise a particular company, firm); advertising ideas; individual advertising. Advertising of the region (city, region or state as a whole etc).
- depending on the purpose – informative, who remembers;
- depending on the type of impact – visual (outdoor, transport, print advertising, etc.), audio (radio advertising, telephone advertising, etc.), aromatic audio (flavor brochure), audiovisual (television, film and video advertising) and others;
- by the nature of the impact on the audience – tough advertising; soft advertising;
- depending on the means of distribution of advertising appeals – print (press); in newspapers and magazines; advertising on radio and television; souvenirs, etc.;
- depending on the advertising position and creative approach – advertising can be direct and indirect [53]. The main task of social advertising is to change the behavior of society. For the state, social advertising is a means of communication between state or public bodies and society. We can say that the goals set by the state are transmitted to society through social advertising.

Stepanov considers social advertising in terms of language and style. Think of advertising as a means of communication for everyone in the community, there are cases of diseases that often need to be remembered. Social advertising arises at the intersection of mass culture and social problems. Therefore, it is safe to say that social advertising is not something new for society. The more the recipient contains the analysis of life, the more he exchanges information with the extended world, the better he knows the topic of messages, the more he reacts to this message. “The socially large-scale mass of culture, the mass of consciousness again expands the close connection and mutual influence” [58].

The essence of advertising lies in the role it plays: economic value (realized in the fact that, by creating demand and stimulating sales, it helps to increase product awareness, increase demand and, consequently, increase business sales, support and intensify competition, stimulate expansion markets, transfers funds that increase the efficiency of social production, helps to accelerate its speed); social significance

(consists in their impact on society, helps to improve the vital indicators of citizens, popularizes the material, social, environmental and cultural opportunities of a competitive economy, the development of public enterprises, large media, the profits of non-profit enterprises, cultural, legal and economic thinking of each member of society); Educational value (consists in its action as a learning tool, customers, buyers learn about products and discover ways to improve their living conditions, accelerate the adaptation of new and untested products, as well as the process of bringing scientific and technological progress to life, not only innovation for society, but and lesson optimization, resource conservation, safety and security); psychological significance (actively participates in the formation of a person's psychological attitudes, in organizing the assessment of the environment and self-esteem, in the nature of reactions to various stimuli); aesthetic value (reflects fashion and design trends, promotes aesthetic ideas, the best examples of advertising messages from ancient times to the present day can be considered works of applied art); “political significance (consisting of the growing role of political advertising as a means of opposing voters, the importance and professionalization of political advertising and image building, which increasingly affects the cohesion of political forces in the country)” [37].

The variety of functions and tasks of advertising makes it necessary to analyze some of its options in more detail, using many criteria to classify advertising:

- by type of initiation – advertising on behalf of manufacturers and suppliers; advertising on behalf of the government; Advertisements on behalf of individuals are in most cases advertisements; social advertisement; political advertising;

- in relation to the target audience – advertising of consumer goods (for personal use); commercial advertising project (advertising equipment, production services, commercial advertising for wholesalers, advertising for doctors, teachers, agricultural workers, etc.);

- selective (selective), addressed exclusively to a certain group of buyers (market segment), focusing on a certain part of the audience; unconditional hearing;

- in terms of the breadth of audience coverage – local (designed for consumers living in a given city); subjective (includes a certain part of the state); at the national level (whole country); international (performed on the territory of several states); global (sometimes global);

- for advertising communications (what is advertised) – product promotion (creation and stimulation of demand for a specific product or group of products); prestigious advertising (advertising of a specific business, company); advertising ideas; acquaintance of a person; Advertising of the region (city, region or state as a whole), etc.

- depending on the tasks and – informative; what do you remember;
- according to the mode of action – visual (outdoor advertising, road, print, etc.) audio (radio advertising, telephone advertising, etc.) audio–aromatic (flavor brochures) audiovisual (television, film and video advertising) and others;
- in terms of its impact on the audience – sophisticated advertising; soft advertising;
- depending on the distribution of the advertising message – printed (printing); in newspapers and magazines; advertising on radio and television; souvenirs and more;
- depending on the placement of advertising and the use of a creative approach – “advertising can be direct and indirect” [46]. The main task of social advertising is to change the behavior of society. Social advertising for the government is a communication tool of the government or social networks. It can be said that the goals set by the state are communicated to society through social advertising.

Stepanov evaluates social advertising in terms of language and style. He sees “advertising as a communication tool that uses all possible options to think, rethink and change everything for the buyer” [58].

Let's return to the topic of mass culture. As a result, conflicts arise that must be remembered. Social advertising related to mass culture and social issues. Therefore, it is safe to say that social advertising is not something new for society. The more the recipient contains the analysis of life, the more he exchanges information with the extended world, the better he knows the topic of messages, the more he reacts to this message. Socially large-scale mass of culture, mass consciousness

Social advertising is always aimed at a person, this is his main goal. This advertisement evokes the company's opinion about the negative events and problems that accumulate in it. For example, anti-war advertising, anti-discrimination advertising, drug trafficking, etc. can be mentioned. e. Such positive advertising is called productive social advertising.

Social advertising is based on the principles of respect for the interests of consumers, their health and safety. In this case, it covers the widest possible stratum of the population and has a very positive effect on social processes.

It teaches people to take care of the environment, cultural and national traditions. This is one of the most important functions of social advertising: it demonstrates the correct model of human behavior and shows the correct lifestyle in general. This type of advertising does not cause negative reactions among the population, as it shows concern for each person.

It is difficult for researchers to assess the effectiveness of social advertising, since it takes a long time to understand what impact has been made on society and what results have been achieved.

It was noted that social advertising is also beneficial for business. Any company participating in a social project not only increases its social stability, but is also fixed in people's minds as a company that cares about people.

The effectiveness of social advertising depends on the following factors:

1. This is not a monologue like traditional media or advertising, but a deconstructed channel of communication between the public and the public interest. It makes people think.

2. Positive (“for” instead of “against” drugs, war, discrimination, etc.) (“negative”, for example, without advertising).

3. This is a human face (a person, not an object in the lens).

4. It is based on norms and socially accepted behavior, values and stereotypes.

5. Different societies, ages, etc. do not cause disputes between criminal groups.

6. Social advertising connects messages, divides the majority, breaks ties between different social groups. Raises respect for national traditions, culture and natural heritage.

7. Unlike advertising in consumer advertising, consumer preferences (health, safety, etc.) can lead to rejection of something.

8. To identify the conditions and forms of direct human participation in positive social processes (from the protection of individual plant and animal species to the protection of national genetic collections). In other words, "how?" Qualification. There are also several possibilities (do it yourself, help others, tell how...).

9. Activities of sustained public interest are often long-term rather than short-term ad hoc.

Conditions for effective social advertising.

1. Positive attitude.

2. The protagonist of the story is a person with habits, problems and desires.

3. Based on social values, traditions and norms.

4. Assistance in respecting traditions and national heritage.

5. In some cases, this leads to consumer failure.

6. Raising public awareness (for example: voting in elections or helping reforestation after fires (for example: planting trees).

7. Long-term: the formation of certain patterns of behavior and social attitudes [32].

1.2 History of social advertising in Belarus

Social advertising in the Republic of Belarus is “advertising of a non-commercial nature, the main customer of which are ministries, departments, committees, local executive and administrative bodies” [24]. The concept of "social advertising" does not have “an unambiguous interpretation in scientific, journalistic and special literature. It should be noted that the term "social advertising" is used only in the post-Soviet countries” [24]. The concepts of “public advertising” and “non-commercial advertising” are identical to it. Foreign and domestic experts also single out state and actual social advertising. Authors C. L. Bove and W. F. Ahrens define non-commercial advertising as advertising sponsored by or for non-profit institutions and intended to encourage donations, to encourage voting in favor of someone, or to draw attention to public affairs. In this case, non-commercial advertising refers to any advertising appeal that does not aim at material profit. Such advertising should cover extremely diverse areas and issues: issues of politics, ideology, morality, value orientations. W. Wells, J. Burnet, S. Moriarty in the book “Advertising: principles and practice”, speaking about public (social) advertising, note that it “transmits a message that promotes some positive phenomenon. Professionals create it for free, the place and time in the media are also provided on a non-commercial basis” [21]

Non-commercial or public advertising is used to change the attitude of society towards any problem. Government advertising is ordered by government agencies (army, aviation, tax office, etc.), which through it make an attempt to promote their ideas and interests.

The development of social advertising as a tool for promoting social values has specifics that have developed in the new conditions of the late 20th and early 21st centuries. In the post-Soviet space, the term "social advertising" became widespread in the early 1990s, its author is Igor Burenkov, public relations director of the First Channel of Russian Television. It was in the new conditions of the formation of statehood in the post-Soviet countries that acute social problems emerged, such as an increase in crime, a decrease in the level of income of citizens, alcoholism among young people, demographic threats, etc.

Similar features in the development of the institution of social advertising are found in Belarus and Ukraine. As Russian researcher P. A. Kuznetsov notes, “the choice of these countries for the analysis of social advertising is due to the common language, cultural and information space with Russia, mental and ethno-psychological similarity. Social advertising of Belarus, Ukraine and Russia is similar

in compositional and stylistic terms, but different from some value and semantic points of view” [27].

A key aspect of the parallel trends in the development of social advertising in these countries is the common history of life in the Union of Soviet Socialist Republics. Social advertising in the Soviet Union and modern Russia. In the Soviet Union, social advertising was a powerful tool for the ideologization of the sphere of public relations. “Propaganda and agitation can be called functional analogues of social advertising in the Soviet era,” says E. Romat and D. Senderov in the book “Advertising: Theory and Practice”. “It was the agitation and propaganda approaches that had an impact on different groups of the population” [55].

After the collapse of the USSR, new features and directions appear in social advertising, associated with a radical break in the social structure and way of life. At the end of XX – beginning of XXI century. Russian society is experiencing a number of shocks, such as the deterioration of the economic situation, the development of corruption, the removal of the Communist Party from power, disorientation in the army (the conflict in Chechnya), the spread of criminal groups, the activity of financial pyramids, etc.

The result of all the above shocks are countless social problems associated with prostitution, drug addiction, alcoholization of the population, and smoking. Among the most acute social problems of the new Russia were "children's" problems and problems of people with disabilities.

A special body, the Advertising Council of Russia (since 1993), was in charge of supervising and regulating the process of implementing advertising campaigns. This body controls the quality of advertising messages, resolves issues of interaction between advertisers and the media, the implementation of state advertising campaigns and promotions in a particular area. The existence of this body allows you to streamline and make the most productive activities in the field of both commercial and social advertising.

Social advertising in Belarus. The first law on advertising in Belarus was adopted in 1997. It defined advertising and social advertising (v. 2). In 2007, a new law on advertising came into force, where Art. 2, updated definitions of the essence of advertising, advertising activities, objects and subjects of advertising were given.

Formation and support of the system of national identity is one of the most important directions in the development of social advertising. Belarusians are an original people with distinctive features of a national character, which is reflected in behavioral norms, attitudes towards the most important values, in the preservation and adherence to the traditions of their ancestors, honoring the merits and merits of generations – participants in the Great Patriotic War, etc.

Thus, the task of the modern Belarusian state is to support national values and national identity.

A vivid example of an advertising campaign of a social orientation is the project “We are Belarusians”. A number of advertising images developed within the framework of this project reflected the values and ideals of the Belarusian people, such as diligence, reverence for the older generation, love for the small motherland, pride in the exploits of previous generations, love for mother and children.

The theme of the formation and support of state sovereignty was reflected in the advertising campaigns “For an independent Belarus!”, “For an original Belarus!”, “For a working Belarus!” and etc.

The formation of a positive image (of Belarus) in the post-Soviet countries and in the international arena is a direction associated with increasing the prestige of the country and cities of Belarus. Analysis of promotional materials shows that this topic touches on the main milestones of the country's historical development, the most important events that reflect the history of famous Belarusian cities. Also, congratulatory social advertising can be used to support the direction dedicated to the prestige of Belarus.

As a rule, this type of advertising is popular during major public holidays (Victory Day, Independence Day).

The formation of a positive image of the Belarusian state in the world was especially relevant during the preparation and holding of the International Ice Hockey World Championship in 2014 in Minsk. The main city of the country from May 9 to 25 became the world capital of hockey, and this theme was reflected in various forms of social advertising. At the same time, the emphasis was not only on the glorification of individual teams and their best players – the media repeatedly touched upon issues of security, openness, trust, and respect.

Promoting a healthy lifestyle and preventing asocial phenomena is a priority in Belarusian social advertising. Its main ideas are strengthening heart health, physical education and sports, following the rules of taking care of your body, supporting family food traditions, etc. Social advertising of a healthy lifestyle and human health is supervised by the Ministry of Health of the Republic of Belarus.

Various sports clubs and teams contribute to the promotion of health as a social value. A vivid example of involvement in the promotion of a healthy lifestyle is the socially oriented activity of the Belarusian Football Club BATE. Being one of the most famous football clubs both in the Republic of Belarus and in the CIS countries, BATE conducts a number of socially significant events to help needy groups of the population. In this direction, traditions of club activities have developed, which

include support for orphanages, actions of attention to large families, project work, etc.

Prevention of injuries on the roads, as well as the formation of a culture of behavior on the roadway, is one of the most difficult and significant topics that are embodied in social advertising. The customers of such advertising are the Ministry of Transport and Communications of the Republic of Belarus, the Ministry of Internal Affairs of the Republic of Belarus, etc. In 2015, the state association "Belarusian Railway" in cooperation with the Promofilm agency released a social commercial "The impact of the train will not be soft." As part of the video, the social problem associated with the death of people near the railway tracks is considered. The video reflects the most common causes of accidents: distraction while crossing the railway tracks, talking on a mobile phone, being intoxicated, listening to audio recordings through headphones, etc. During the developing dynamic plot, a voice-over informs the audience that such irresponsible behavior is unacceptable, as it can lead to tragic consequences.

An important contribution of Belarus to the development of advertising and social advertising in the post-Soviet space is the International Festival of Marketing and Advertising "White Square". In 2013, according to the official rating of Russian communication agencies, White Square entered the top 8 major festivals in the world. More than a thousand entries from the CIS countries, the Baltic States, Western Europe, etc. are submitted to the festival every year. In 2012, Belarusian participants received 10 gold awards.

A new initiative that appeared today in Belarus society – the development of the festival movement dedicated to the protection of the family, motherhood and childhood. The festival of social advertising in defense of life and family "Ladoshka" has become a hallmark of the community of parents, teachers, public organizations and the Belarusian Orthodox Church.

For the first time this festival was held on November 16, 2013 in Minsk at the Center for Spiritual Education and Social Service of the Belarusian Exarchate "Joy of All Who Sorrow" and turned out to be quite small (16 entries from Belarus). The Grand Prix of the festival, a free certificate for a one-year study at Andrei Polupanov's film school, went to Anastasia Timonkina (Minsk) for the video "Everyone is always someone else's child." In 2014, the Ladoshka festival took second place at the V International Festival of Social Technologies in Defense of Life and Family Values "For Life – 2014" in Moscow.

Thus, social advertising dedicated to family problems is relevant and in demand for target groups, its meaning and mission are aimed at popularizing the

traditional values of the Belarusian people, at preventing asocial phenomena among the youth.

1.3. State regulation of social advertising

An important component of the advertising management system is state regulation. It is executed both through the creation of an appropriate legal framework, and through the functioning of the organization of municipal bodies that carry out inspection in this area. In the Republic of Belarus, the state bodies that control advertising perform the following functions: detecting crimes and sending instructions to advertisers, advertising producers and advertising distributors to stop violating the legislation of the Republic of Belarus on advertising, making decisions on the implementation of counter-advertising; sending materials on violation of the legislation of the Republic of Belarus on advertising to the court for the use of measures of administrative influence, and in case of repeated violation – to the authorities that issued the license to resolve the issue of suspension or cancellation of the license to carry out the corresponding type of work; sending materials on signs of offenses in the field of advertising to the prosecutor's office and other law enforcement agencies. The main method of state regulation and control of social advertising is its legislative base – “the Law of the Republic of Belarus of May 10, 2007 "On Advertising"; Regulations on the procedure for the production and placement (popularization) of social advertising, approved by the Resolution of the Council of Ministers of the Republic of Belarus on July 9, 2013 No. 603; Decree of the Council of Ministers of the Republic of Belarus dated March 25, 1998 No460 "On the Interdepartmental Council for Advertising" [31].

In accordance with Article 2 of the Law of the Republic of Belarus "On Advertising", social advertising indicates the rights, interests and obligations of enterprises and citizens, a healthy lifestyle, measures to protect health, public safety and social protection, crime prevention, environmental protection, rational use of natural resources, development of Belarusian culture and art, international cultural cooperation, healthcare. and promote government programs or other activities in the field of education, culture and sports.

Social advertising is a type of advertising, the main purpose of which is to disseminate and preserve the universal values of society, raise awareness of important social problems and expand opportunities for solving them.

Social announcements are published (distributed) free of charge in accordance with paragraph 1 of Article 24 of the Law. This means that the activities of an

organization or person placing (distributing) social advertising and transferring personal values to another organization or person for placing (distributing) social advertising are free. Due to the different economic criteria for the placement (promotion) of social and commercial advertising, a clear distinction is needed between social advertising and commercial advertising or other information of a social nature. Objects of public transparency, rights of enterprises or citizens, legally protected interests or direct obligations of enterprises or citizens, healthy lifestyle, measures to protect public health, measures to protect public safety, crime prevention, environmental services, optimal use of natural resources, Belarusian culture, regional programs in the field of popularization of arts and crafts, international cultural cooperation, healthcare, education, culture, sports and other events.

Social advertising does not have to be financial. This means that these ads may not refer to paid operators or individual sellers, or to specific products, products, studios or offerings produced or sold by them. This announcement may not contain any information about goods, products, works or offers that are the result of economic activities of non-profit organizations.

Only local authorities (ministries, commissions, regional authorities and administrations) can be considered social advertisers. Usually these are their missions of general interest, safety, welfare, ecology, etc. municipal organizations of special importance. Thus, information is considered social advertising if it contains relevant additional elements.

- The object of the announcement is public law, interest, direct obligation, action or phenomenon (accident), which is aimed at protecting or achieving the interests of the state and the municipality.

- It must be non-commercial.

The formation of social advertising is carried out at the expense of the advertiser's own resources (usually these are methods for implementing municipal programs in all spheres of society and the state). Like paid advertising, social advertising also includes print media, electronic media (TV, radio), outdoor advertising and gadgets, the Internet, etc. in one form or another with the support of the relevant media (for example, through leaflets and other promotional materials). Under section 24(2)(i) of the Act, advertisers such as publishers of H. World Media are required to place (distribute) all of an advertiser's advertisement within 5% of the daily advertising space (main newspaper, broadcast).

In accordance with Part 2 of Clause 2 of Article 24 of the Law, advertising distributors, which are not editions of the world media, must implement the placement (distribution) of public advertising, this by its advertisers, within 5% of the

annual price that they provide for placement (distribution) offers ads calculated on the basis of the results that precede the fiscal year.

In accordance with paragraph 3 of Article 24 of the Law, which are proposed by the advertiser of public advertising, the situations that relate to the time and method of its placement (popularization) are considered indispensable for the advertising distributor, if the advertiser applies to him no later than a month before the expected date of its placement (popularization). If the placement (distribution) of public advertising at the time suggested by the advertiser is not permitted by law, or if at this time it is planned to place (distribute) another public advertisement, the order for placement (distribution) of which has been submitted earlier, the advertising distributor is obliged to notify the advertiser about this and recommend him a different time of placement (popularization) of public advertising.

The advertising market in Belarus is well developed. Every year we see how Belarusian advertising grows and develops, and its quality remains at an excellent level, in some cases even comparable to foreign advertising in developed countries. Experts of advertising agencies note that due to the crisis in the Belarusian advertising market, a general decline has recently been observed. However, 2020 statistics show that TV ads are up 6% and outdoor ads are up 21%. Now the volume of foreign advertising in the advertising market has significantly decreased: if in 2002 the share of Russian and foreign advertising was 47 and 53 percent, now the situation has changed significantly - Russian advertising is 59 percent, foreign - 41 percent.

Unconventional solutions are often used to promote individual product lines. The Internet is very promising in this respect. In Belarus, more than 200 out of 560 companies operating under the auspices of relevant ministries and departments can be found on the Internet. It is a very profitable advertising tool for clients and very profitable for companies. Online advertising is definitely cheaper than TV advertising and is considered one of the most profitable marketing opportunities due to the recent rise in online consumption. The site is considered useful, and lists of products, prices, promotions and discounts are updated daily. Belarusian news portals provide information about the products and work of local manufacturers, as well as bonus promotions and lists.

Recently in Belarus there has been a great interest in outdoor advertising. Outdoor advertising is the most popular type of advertising along with television. There are currently over 20,000 marketing systems in the country. There is a special regional concept for this advertising platform, so each region does its best to support the development and modernization of the market in this area. Every year, a regulatory document is adopted that regulates the advertising industry, which actually

indicates its gradual development and does not lose its attractiveness. In fact, social advertising is getting a lot of attention now that it's setting a precedent.

The main goal of social advertising is to show people and instill in their consciousness the universal values of society, to increase interest in important social problems and ways to solve them. Municipalities are considered social advertisers. Advertising in the public domain is placed (distributed) by free distribution. Local governments can distribute public announcements more effectively through television, outdoor advertising and brochures. Marketing companies and TV channels across the country have the skills and creativity to create quality social media ads.

However, the mechanisms for the production and placement of social advertising are partly spontaneous and independent. The level of quality of social advertising often does not correspond to modern progressive trends and does not meet the expectations of society and the state. There is no methodological basis for creating high-quality and effective social advertising. Social advertising is much worse aesthetically and effectively than economically. There is also no mechanism for financing social advertising. It is important to effectively organize the production and distribution (distribution) of social advertising, as well as to protect the interests of state authorities and local self-government. "An obligatory criterion for the emergence of social advertising in the country is the creation of conditions for the creation of a market with the obligatory participation of all companies and individuals" [10].

In a well-developed public relations system, social advertising is becoming an increasingly important point of global perception in terms of its reach and personal impact, comparable to commercial advertising.

High-quality social advertising testifies to the high intellectual potential of the national society, the high level of cultural education and the widespread use of a constructive dialogue between state institutions and society. Get integrated access to quickly select and update social ad topics.

- "Develop an action plan for social advertising, including the topic of social advertising, taking into account the needs of society and the country to eliminate immediate shortcomings.

- Determine the organization of production and financing of social advertising and ensure a high level of quality and effectiveness of advertising.

- Involve the leading advertising agencies of the Republic of Belarus, prominent figures of sports, culture, art and science, creative youth in the creation of social advertising.

- Establishing quality standards for social advertising and evaluating its effectiveness.

- Ensuring the consideration and coordination of social advertising by the Committee on social advertising and advertising ethics of the Interdepartmental Council.

- Widely used to promote social advertising, including radio, internet and promotional events” [11].

1.4. Social advertising distribution channels in Belarus

Advertisers consider the mass media (media) as a means of delivering an advertising message to the audience. There are many classifications of advertising media.

According to the method of influence on the human senses:

– “visual (visual) advertising media – visually perceived media (printed and printed products, illuminated advertising and other outdoor advertising, shop windows, displays);

– sound (acoustic) advertising media – means of influencing hearing (radio, telephone, verbal advertising); – audiovisual means (video and audio channels) – means that combine the effects on vision and hearing (television advertising (TV), film advertising, fashion show);

– visual–tactile channels (when displaying tissue samples, product surfaces); – visual aromatic channels (taste cards, perfume samples); – visual-gustatory channels (food tasting)” [1].

Thanks to the development of advertising technologies, interactive media are becoming the main competitor of the mass media. This creates a profile of a "new consumer" who is already more literate, informed, sophisticated, organized and actively seeks promotional information. Technology is constantly changing and soon it will be possible to create an electronic ability to transmit smells using a computer. Such an invention will bring the advertising market, namely BTL advertising, to a completely new level.

The current typology of BTL tools includes:

1) direct BTL advertising, the types of which can be called POS materials (POS materials) – advertising materials used at points of sale that stimulate consumer demand.

These materials are the most diverse: mobile supports, pneumatic structures, adhesives, wobblers, displays, Light BOX, non-standard showcases; Promotional marketing is a set of promotional activities, promotions (sales promotion for the end consumer – for distributors, for a trading network – commercial promotion), including: tastings, consultations, presentations, raffles, exhibitions and other

attention to a particular product and increase sales; by word of mouth or word of mouth

- Flash mobs are short-term and spontaneous mass actions of young people, where no one hides the advertised product. This production in the form of an "urban provocation" is very original and exciting. Viral marketing: direct mail that creates "traps" because it knows the topic very well and talks convincingly about the benefits of a particular (advertised) brand of product. Event Marketing: Using a personal brand or corporate event as the main advertising campaign.

Vernissages, conferences or seminars, open events, excursions, anniversaries, fairs, festivals.

- BTL indirect advertising includes a range of activities - visual advertising - posters, banners, kiosks, brochures, business card distribution - merchandising - review, design of advertising materials and points of sale, presentation of special products, management consulting, personnel management, resource management and others.

- SMS marketing: distribution of advertising messages on the Internet, selection and subscription to segment groups. This may include direct marketing: targeted distribution of advertising information by mail and e-mail (direct mail), as well as hidden spam: sending unsolicited mail to the wrong address. Messages disguised as personal letters to the wrong recipients.

- CALL-center: indicates the active use of telephone communications as a means of prompt response to advertising messages, including on specialized advertising media. telemarketing; the residential complex is a city advertising platform.

- Images of the human body, the night sky, the monuments of the main square, etc. Direct publication of "images of the human body, the night sky, monuments of the main square, etc., which can be advertising media"; Internet marketing "electronic auctions, online advertising, conferences, polls, chats, etc."

This classification shows how closely advertising is intertwined with other advertising media, the boundary between them is conditional and does not contradict the IMC concept. The main subsection of the advertising medium is based on the technical basis of the advertising medium. With this classification, the following media are distinguished: advertising in the media: on the air (on radio and TV channels); in the press (newspapers and magazines). "Print advertising (catalogues, brochures, notebooks) other types of advertising media and events (exhibitions and fairs, promotional souvenirs, direct mail advertising, new advertising distribution media)" [21].

- TV (special programs, videos, screensavers);

- printed publications (republican, regional daily journals, technical and professional, marketing, free);
- magazines (private marketing, industry, business);
- publications for entrepreneurs;
- reference books, collections,
- information mail;
- telephone directories;
- newsletter;
- audiovisual publications (printed publications advertising magnetic recording, CDs, slides, etc.)

Outdoor advertising includes information boards (large billboards); large posters (small pages pasted or painted by artists on large panels); Banners with multi-images (three-four images on three-four prismatic surfaces, rotating simultaneously with the help of an electric motor). Also includes poles, plinths, kiosks, pavilions, ramlequins, poles, trawls, firewalls, ramlequins; posters; billboards, signs; Wheels (three-position trade counters. Folding, shelf, floor), celestial inscriptions (balloons, airships), electric (or gas) signs, stationary or moving ("fast wave") inscriptions. The systems of spatial placement of banners at different levels are very popular: neon systems, shop signs, inscriptions on fluorescent screens, box-light (illuminated advertising systems). Free-standing shelves for displaying products do not lose their popularity.



Figure 1.1 – Saving electricity

Advertising on transport has been and remains popular: advertising outside vehicles (roof, sides, doors, cabins, windows), busrams (neon signs on the roofs of buses). Any advertisement on or inside vehicles, especially print advertisements. Good results are shown by product displays at railway stations, airports and other facilities (rail stations, train stations).

A separate place is occupied by advertising on the trading floor: window dressing (inside and outside), bright floor signs, symbols and panels - packaging (boxes with the advertiser's name and trademark, wooden boxes, paper, adhesive tape, etc.). Exhibition signs, floor stickers and various attention-getters (foil, shelves, backgrounds, company price tags) are always productive. But the most unique system is word of mouth.

The mobiles are a system of giant boxes suspended from the ceiling above the sales floor so that customers who want to buy bottled water do not get lost among the liquor counters. Jambi are boxes (bottles and cans) with a large image of the product. They are often used in hypermarkets. They are suspended from the ceiling, placed in showcases or on shelves. Examples of jumbles include large juice bags and large inflated bottles that visually dominate both the floor and the shopper's subconscious. Shelf talkers (from the English shelf – a shelf, to talk – to speak – from a conversation): long corners that are attached to shelves to indicate, among other things, the company's product line. These corners provide inexpensive promotional material, so manufacturers often use them. Wobblers (from English to wobble – vibrate) – special devices attached to the racks. Thanks to the flexible plastic “leg”, they tend to sway and draw the attention of customers to the shelf with the goods. Advertising and information boards placed next to the goods.

Advertising with souvenirs:

- Notepads with advertising;
- Calendar with company text;
- pens with inscriptions;
- Company logos, flags, pocket calendars; advertising blocks;
- Folder with superimposed advertising. Rulers, bookmarks, thermometers, lighters, key chains, etc.

Screen advertising: cinema; slide show; split screen.

Print advertising: brochures, collections, posters, flyers; postcards, calendars, tablets, posters; brochures, folders, business cards.

Direct mail: by mail (direct mail). Direct delivery of marketing materials, newsletters; telephone advertising; advertising on the principle of "any door". Donated marketing publications, brochures, gifts.

Other methods of sales promotion are also used:

- public relations;
- organization of exhibitions, fairs;
- window dressing, product presentation;
- organization of conferences;
- hold meetings with clients;
- transfer of offers, discounts;
- presentation of prizes, gifts, souvenirs to clients;
- holding tastings;
- sampling;
- free delivery of goods;

Organization of competitions, lotteries, competitions, games; sensational performances; competitive advertising.

There are main distribution channels for advertising. Mass media

Advertising uses in its work such tools as:

- word;
- art;
- visibility;
- MEDIA;
- Audio / video equipment.

It should be noted that in fact, in the field of culture, cultural leisure and cultural educational work, serious and significant scientific, methodological and practical material has been accumulated, which has an advertising meaning and the possibility of its use, giving them fresh life and fresh sound, on the one hand, and enriching the concept and practice of marketing on the other. From the foregoing, a promising task emerges – to promote the inclusion of connoisseurs in the professional environment in the field marketing of additional cultural and leisure competence, which is so important in these criteria.

However, limiting the use of marketing in culture by the sphere of commercial offers, on the one hand, narrows the possibilities of its use, and on the other hand, does not reveal anything fresh for administrators and managers of culture, practitioners of the sphere.

Thus, we can come to the conclusion about the socio-cultural impact of advertising, both on individuals, for example, and on society as a whole. This happens due to the presence of socio-cultural functions in advertising.

1.5. Current characteristics of target groups and topics of social advertising in Belarus

Based on the analysis of social advertising in the CIS countries, it is necessary to dwell on several groups of social advertising

1. Advertising a certain way of life.

This includes ads against smoking, drug and alcohol abuse, as well as ads promoting AIDS, sports, nutrition education (such as encouraging breastfeeding), housework, and child care. In particular, the PSA "Don't let alcohol cloud your mind"



is an attempt to translate all health concerns and slogans into the mainstream of a healthy lifestyle. “Another marketing message – "Call your parents" – is also considered a public service announcement, calling not only to support your own caregivers directly, but also to worry about the older generation in general” [27].

Figure 1.2 – Healthy lifestyle

Environmental advertising for nature conservation and animal protection occupies a separate place in the flow of marketing information. According to statistics, only in the Republic of Belarus social advertising occupies the largest position, accounting for 59% of the total cost of social advertising. A typical example is a joint project of the marketing and public relations department of the Tsentralny department store. The project is called "Find a friend". As part of this project, photographs of dogs that are currently being searched for owners are placed on the walls of the stairwells. The eyes of every animal pierce the heart of every visitor to

the downtown store. It is noteworthy that almost all state structures cooperate with this project. Similar advertising can be found in transport. It is believed, in fact, that those who see these photos will not throw their own pupils, and it is quite likely that someone will get a friend for themselves. The television public marketing plan “Zakhavay buduchynia” shows the environmental difficulties of preserving rare species of birds and animals, swamps and wildlife sanctuaries on the lands of the Republic of Belarus.

2. Advertising campaigns that support the law, popularize law abidance and protect constitutional human rights and freedoms.

Examples include TV marketing spots such as "Pay your taxes and you'll sleep better", "It's going to be dark soon" and "Education will be incomplete if taxes are halved". However, these announcements almost always have some political focus. Typically, these public service ads run at tax time, the day before an election or major municipal event, or before a social bill is passed by the legislature. But lately we see her regularly. Perhaps this is due to the positive response to the constant reminder.



Figure 1.3 – Pay your taxes

3. Patriotic social advertising.

Advertising is placed in connection with holidays, anniversaries and sporting events in order to unite people. For example, in the well-known large-scale advertising campaign "I love Belarus", the campaign is placed in marketing media (boards, banners, magnets), TV and radio broadcasts.



Figure 1.4 – I love Belarus

However, statistics tell us that some patriotic PSA spending is estimated to have a very small share of total spending. That has changed somewhat since 2020. Now this type of advertising has a higher priority form. On all television channels, we can watch colorful videos about different places in Belarus, which emphasize the beauty of nature, the hard work of citizens, show that only together can we build a country.

In Belarus, social advertising is mainly a sphere of municipal interests, but both non-profit and paid organizations, for example, are actively working with social advertising. A vivid example of social advertising of non-profit organizations is the Red Cross advertisement "Life is beautiful", "I donated blood", "Donate blood to the Red Cross" and "For life". Many commercial organizations place public service announcements to make their organizations more visible and, in this way, show their loyalty to the state. Thus, tobacco factories, with the support of social advertising, are trying to justify the harm to health of cigarettes. McDonald's is trying to justify the quality of its food and service with a marketing campaign called "McDonald's for Kids". However, there are examples of some commercial organizations that also carry out public service announcements for charitable purposes, for example by organizing important events for disabled children, orphans and children without guardians as part of their PR campaigns. In addition, abroad children's advertising ranks first in terms of topics, while in the CIS social advertising has a strong political flavor. "The next places in the rating of social advertising are occupied by the topics

of the family, hunger in third world countries, the problems of refugees, animals, health care, and more precisely AIDS, etc.” [28]. Based on the foregoing, we can conclude that although it is possible to identify types of social advertising and determine their content, one should rely on the main pattern: they are all closely related to social problems that affect the collective consciousness of people.

Ways to implement social advertising are often close to outrageous. It directs concern to burning social issues, as a result of this, unlike the accompanying materials of patronage plans, it is not gracious, but deliberately defiant, provocative. Social advertising strikes at civic feelings in order to force them to think about public issues. Commercial advertising is done to encourage a person to buy a product - that is, to have some effect. The creators of social advertising do not set such a task.

The goal of social advertising is to change people's attitude to a certain issue and ultimately develop new social values. The sensitivity of the population to such problems makes it possible to quickly and tactfully include people in the system of changing social relations and ties. It can be noted, for example, that in recent years the role of social advertising in the formation of public protection has significantly increased. But here, too, there are business interests. The two types of goals often merge and overlap: altruistic or humanitarian goals, social and corporate goals, and PR goals.

There are many tools used to create social ads. For example, banners, screensavers, clips, billboards, flyers, badges and other paraphernalia, including emblems of global consumer products, graffiti that may well look like computer graphics, comics, photographs and cartoons. The work must be expressed in a literary form, such as a script, slogan, poem, story, fairy tale, fantasy, time-lapse, feuilleton or fable. Social advertising of television commercials can be divided into three groups: artistic direction, documentary (for example, confessions of real people) and informational (introduction). Let's consider the most famous methods in more detail.

1. Oral or speech advertising is transmitted by radio. Radio has been used for advertising since World War I. The radio not only transmitted news from the front line, but also formed the heroic image of the army and generalized the types of enemies. The radio was used to create incentives to help the army and the country through combat loans; radio was of great importance in the Russian Federation before and after the October Revolution. Visual images in social advertising can take any form. Now in any vehicle we can hear examples of audio advertising. Moreover, it will have a very diverse character. Such advertising has good performance due to the large flow of people in transport.

2. Photography. Photography is an important element of social advertising. This enhances the authenticity of the words. People feel complicity in the events

depicted in the photograph and empathy for the characters. After all, photography is an interpretation of the photographer's point of view, not an unbiased view of events. At the same time, both personal experience and cultural environment influence the point of view. All kinds of symbols are used in photographs, and these symbols must be well known and understood by the viewer in order for the image to be correctly interpreted in social advertising. Therefore, we often see cultural references to the history, cinema and art of the country in the examples of such advertising. The image of Superman is now especially popular on social advertising dedicated to the security problem, which is carried by the Ministry of Emergency Situations.

3. Social posters. Posters as a means of social advertising and propaganda have deep historical roots. World War I posters fall into three broad categories: first, those related to the recruitment of soldiers into the armed forces; secondly, those that are intended to raise funds for military needs; and thirdly, those that show the "face" of the enemy, both of their country and the whole world. These posters were surprisingly similar in graphic composition and social purpose in all countries. It was supposed to inform the public and contribute to the formation of a mood of desire to defeat the enemy and help his country in every possible way, creating a clear negative image of the enemy. Socialist posters were closely related to the political (historical) events of the country and contributed to the formation of attitudes, thoughts, ethical principles, beliefs and norms, but their key function was to inspire readers to action. The depth and intensity of the reaction of voters to political propaganda depends on the degree of their identification with what is considered in the propaganda. In our time, we can also often see references to the posters of the Great Patriotic War, since this cultural reference is familiar to everyone.

4. Leaflets. The genre of leaflets as propaganda preserves the old situation. During the First World War, leaflets were scattered from aircraft. Leaflets are distinguished by their functions: informing or misinforming, inciting or oppressing to action, forming or depriving of meaning. Social advertising, being a comprehensive genre of art, gives artists unlimited scope for self-expression. Indeed, social advertising is an excellent means of synthesizing advertising and art, which is difficult to achieve in commercial advertising [28]. Nowadays, such leaflets are handed out near transport hubs or delivered to mailboxes. It cannot be said that this type of advertising has a high social orientation, it is mainly commercial in nature.

CHAPTER 2

THE MAIN TRENDS IN THE DEVELOPMENT OF SOCIAL ADVERTISING IN CHINA

2.1. A Brief History of Social Advertising in China

The purpose of this chapter is to review the steps involved in creating a PSA in China and to identify very important issues related to creating a PSA in the Civil Republic of China.

As for the term “social advertising”, it should be noted that in the scientific and special (professional) world and in regulatory documents there is no single interpretation of it. It should also be noted that the term "social advertising" is used only in Russian. In the US and Europe, the term social advertising is traditionally used to refer to social advertising. "公益广告" (guni guangao) is Chinese for "public good". “In this context, we believe that "public advertising" and "non-commercial advertising" are synonymous with "social advertising" and can be used equally” [39].

From a legal point of view, social advertising is information distributed in any way, in any form and by any means, among an indefinite circle of persons and intended to provide voluntary and other socially useful purposes. and protect the interests of the state. The American Center for Public Advertising Research defines it as "a non-commercial advertisement composed of the most compelling news stories designed to raise awareness of a task, influence society, and induce the public to take a desired action" [50].

Marketing and advertising specialist E.V. Romat in a separate textbook for universities presents a more specific interpretation of social advertising: “Social advertising is a type of non-commercial advertising, the purpose of which is to capture certain psychological attitudes that help achieve socially significant goals at different levels. : from specific social groups to society as a whole”. [56, p.53.]. Sociologist L.N. Fedotova: “Social advertising is associated with the economic significance of its presence in the public consciousness: it is multiplied by communication, the consumption of which is the daily work of citizens, and therefore the key to the assimilation of texts” [10, p.173].

We emphasize that at present there are a large number of definitions of public advertising among foreign advertisers and researchers. For example, “in the online dictionary of advertising terms, social advertising is advertising in the public interest sponsored primarily by non-profit organizations, civic groups, faith-based organizations, industry associations, or political groups” [38, p. 623]. Advertiser Dejan Steinberger says: “PPE will always hit the consumer and then the heart. The

biggest drawback is forcing people to think for themselves, their goal is to raise awareness and help” [41]. Jure Apić, founder of the Golden Drum Festival and the Intercontinental Advertising Cup (ICAC), says: as there are many problems that are not visible on the surface and citizens are not aware of these tasks. convey such a message, thanks to which the recipient can take responsibility” [38].

The ambiguity of the assessment of "public advertising" can be understood from Chinese sources. For example, in the Great Dictionary of Public Propaganda Reviews, Liu Jianmin and Wang Taishuang say that social advertising refers to advertising that does not provide services for profit. They have a “social message, real incentives, and a call to action” [34]. The 1996 Chinese Dictionary of Advertising Terms states that non-commercial advertising is an integral part of a company or social group, indicating that a modern organization not only tries to profit from its work, but also cares about its users. “Contribution to the solution of the problem of social inequality” [16]. Chinese journalist Liu Xin wrote in one of his articles that “social advertising not only reflects the atmosphere and style of the city, but also demonstrates the ideals of the state” [38]. Prof. Mr. Zehong states in his 2001 monograph "Systematic Research in Public Service Advertising", "Introduction to Public Service Advertising" that PSA is advertising directed at the general public and aimed at eliminating the burdens and shortcomings of social advertising. Social advertising using light and concise forms of advertising and typical means of expression arouses the interest of the addressees, points to good deeds, shows the best way, helps to correct mistakes, creates new perspectives, influences public opinion, controls social psychology, standardizes behavior. citizens of society. Public law advertising campaigns are “also aimed at preserving morality and public order, promoting a healthy, peaceful and orderly society, and achieving a harmonious and sustainable arrangement of people and nature” [46].

Pan Ziehong's definition largely determines the characteristics, forms and functions of social advertising, taking into account the national characteristics of China and based on a comparison of domestic, foreign and Chinese definitions of the term "social advertising" based on personal experience. We think that public advertising in China makes this more relevant to our work.

There is no generally accepted starting point in the history of social advertising in China. Some analysts believe that social advertising has existed in China's recent history and currently exists in forms unknown to social advertising. Some support the opinion that PPE was announced in China in the early 1980s, others believe that the origin of the PSA in China is associated with the first broadcast of the "an 而告" (Guan er gaozhi) program on October 26, 1987. China Central Television (CCTV). He believes that the SWP originated in the Civil Republic of China in the late 1960s

and early 1970s and was dedicated to spreading the ideas of the Cultural Revolution. The green aspect of this advertisement consisted of photo posters and painted signs. The most important slogans of social advertising of that time were revolutionary in nature and sounded like this: "Destroy the world-eaters, disperse the masses", "Down the mountains, through the cities", "I belong to the people, to me, citizens". In addition to the revolutionary slogans of that time, there was a popular protest dedicated to China's demographic policy, the main slogan of which was "It's good to feed only one."

In the early 1980s, public service announcements appeared in the print media (prints, posters, leaflets) focusing on youth health, epidemiology and ethics. "After the announcement of reforms and the opening of policies in the Middle East, the social community became the "light cavalry" for building a spiritual civilization" [37].

On July 5, 1984, the Beijing Daily, Economic Daily, Workers' Daily, Beijing Evening Newspaper, Badaling County Government and other departments launched the "Love China and Restore My China" publicity campaign. big wall. "The goal is to raise money to rebuild parts of the Great Wall of China in Badaling. In many cities, banners with the above slogan and the image of the Great Wall of China were hung out, postcards, stamps, postal envelopes were printed, and of course tens of thousands of people from 30 circles, local governments, autonomous regions of China and special administrative ones. authorities. Hong Kong and Macau. The sponsorship efforts include Pakistan, Greece, the State of the Rising Sun, the United States, England, France, Germany, the Soviet Union, Sweden and 26 other countries, as well as global companies and Chinese diasporas" [34].

In 1986, a social announcement was broadcast on television in a small Chinese city for the first time: a video about saving water was broadcast in the city of Gui Yan on the outskirts of Guizhou. It should be noted that the costs of social video are borne by the TV channel. The effect of such an announcement was unexpected: 470 thousand tons of drinking water was consumed in the environment less than in the previous year.

An unprecedented status and an important place in the history of the rise of social advertising in China was occupied by the case of October 26, 1987, when the PRC Central Television allocated airtime to Guanggao social advertising. "In 1987, CCTV spent 6.3 million yuan on PSA, and in 1996 they spent 36 million yuan just to broadcast PSA in prime time: 20:59" [34].

The former Radio of the Soviet Union and Voice of America were quick to respond to Guang Gao's performance, noting that the show was a sign that the

Chinese government was starting to take his cause of promoting the public good seriously.

Over 25 years, CCTV has released more than 800 public videos of Guang Gao's show; Most memorable: "Knowledge changes fate", "Start over", "Spend what your heart loves", "Work to create value in life", "Olympic Games", "Create new civilized customs" [34].

In 1992, the first advertisement (commercial and public) appeared in the capital's public transport building. In the same year, the Chinese Railway was also opened to the advertising market. The first news was seen when I was a passenger on the Beijing-Qingdao Express.

In April 1996, the first nationwide television planning conference was held in Beijing at the advertising department of CTB Central Television. During his tenure as deputy director of the Ministry of Radio and Television, Yang Weiguang, who later became director of CCTV, attended the presentation and gave a lecture on "Strengthening Public Television to Promote the Spirituality of Civilization" [37]. He emphasized that the telecommunications industry, which has no lesser task of promoting social progress and educating citizens, should strengthen its own research and actively deepen the educational model of social advertising. In 1996, the Ministry of Trade and Industry established "PSA Month" (September 1 – October 1). The first of them, "Monthly", was devoted to "Chinese customs and traditions", and a year later, "Self-development" became an advertisement as part of this measure. In 1997, the Business Council published the Ethical Standards for Advertising. In the same year, the Propaganda Department of the CPC Central Committee, the State Administration of Industry and Commerce, the Ministry of Radio and Television, and the Press and Press Administration jointly issued a "Declaration on the Proper Conduct of Public Marketing Campaigns." "The document states that television media must broadcast social videos from 19:00 to 19:00. m. until 20:00 m. all days. The time must be at least 3% of the total advertising time" [37].

In 1998, the harmonious development of society and further progress became one of the main topics of public advertising. Social courtship is formed in order to reduce the spiritual distance between people, establish good interpersonal relationships and create a harmonious living environment. During the period under review, many announcements were placed in various major media asking for help and support in connection with layoffs.

On October 22, 1999, the Central Committee Office for the Construction of Spiritual Civilization and the State Administration of Industry and Trade jointly issued a "Report on the Further Improvement of Public Propaganda Work." The

"message" said that all residents of the districts "should perceive public service announcements as a way to encourage the creation of a spiritual civilization" [34].

Thus, despite the breakthrough in the social advertising industry in 1987, it is easy to see that social advertising in China is in a special national situation and is limited by many factors. It can be said that in the late 1990s and 1900s, the number of social advertising increased significantly, its subject matter changed, but it was under political influence. in the new theory. In accordance with the spirit of the Notice, "in addition to determining the content of social advertising", several specific requirements are required. Since November 1, the central TV has been broadcasting scientific and ideological nature every day before the "News Broadcast" and after the "National Anthem". The main commercials of that time were "The Power of Common Meaning", "Growing Up Under the Same Value", "Loving Home", "Translating the Secret of Caring", "Loving China, Achieving Even Better Results", etc. [37].

It turns out that during the current period, non-commercial advertising has taken one of the paramount positions on Chinese television platforms, and thanks to these instructions, the measures were quickly implemented in all cities of China. It should be noted here that the development of any advertising industry is directly proportional to the indicators of economic creation. The difference in geography and economic level also limits the development of advertising. The economic prosperity of the seizure of the territory of China is associated with the fact that the level of popularization of advertising is significantly higher than in the economy of backward subjects. Public advertising was more often published in branches and peripheral capitals. In small and medium-sized cities, a large number of emissions of social advertising were revealed, but in county cities it was not in practice. and rural areas.

A striking consequence of the large scope of social advertising is the installation of the largest billboard for social advertising in the PRC in 2002 in Beijing, which entered the Guinness Book of Records. More than 120 tons, more than 1,600 concrete tons, more than 70 barrels of 50kg anti-corrosion paint, and more than 70 1KW projection lamp lamps for night lighting were used to make such a billboard, with a total consumption of 1,300,000 yuan. Against the background of the blue sky and green grass, Tiananmen Square and the great perspective of the wall, 44 red characters, each measuring 2 meters high and 2 meters wide, were enlarged, the meaning of which was to advise: The content of the idea of "triple representation" is that "Communist party" China traces the demand for the establishment of promising productive forces, represents the forward direction of the sharp formation of China's culture, and represents the determination of the interests of the majority in China"[33].

In 2002, the Central Cabinet of Culture, together with the State Committee for Industry and Trade, the Central Committee of the All-Union Leninist Young Communist League and the Central Television, launched the first competition for social video television advertising.

On April 1, 2004, the public service "Work Creates Value" was broadcast on CCTV news with real Qingdao exhibition worker Xu Zhenchao.

In July 2005, at the height of summer, the consumption of water and electricity increased sharply in many cities, at which time the central television began a series of public service announcements on the topic "Saving creates value." "Some of the figures presented in the videos not only made it possible to show the problem of energy and water overspending, but also fixed the idea of resource saving in people's minds" [37].

In 2006, the Central Cabinet of Culture, the State Administration of Industry and Commerce, the General Administration of Radio, Film and Television, and the General Administration of the People's Republic of China jointly established the "National Ideological and Ethical Propaganda Competition". "The competition attracted attention and a strong reaction from representatives of all walks of life" [37].

On October 9, 2006, "Gilvy & Mather Beijing won first prize at the New York Social Advertising Festival, and Gilvy & Mather Beijing became the first Chinese advertising organization to win first prize at international advertising competitions. The main prize went to the feature film "Between Life and Death" – an outdoor commercial filmed for the World Wildlife Fund. It was located in the Central Business District of Beijing" [8].

In 2007, at the 17th Congress of the CPC, Hu Jintao made a proposal to promote the great development and prosperity of socialist culture. In his report, he spoke about "the need to awaken the vitality of national culture, strengthen the soft power of the state, brighten public and cultural life, and expand the spiritual horizons of people. The formation of the leadership of the government and the party set a new final task for social advertising. From now on, it is necessary to serve the creation of a harmonious society" [8].

In addition to buying the last task, China's PSA becomes one of the most prominent and memorable topics of the same year. As the Beijing Olympics approached, publicity for the event began to appear everywhere in various forms. Thanks to an important and urgent matter for the whole state, the prestige of public advertising increased, but the content was monotonous and overtly political.

In 2007, CCTV began publicly broadcasting children's stories in which a boy dreams of becoming an Olympic champion. The ad also features the "One World, One Dream" slogan for the Beijing Winter Olympics.

In mid-August 2008, as part of the country's propaganda initiative for an honest and unbreakable government, the People's Republic of China Central Television aired a social video "Experiment" featuring Shanghai basketball player Yao Ming and "Honesty" with him. folk gymnast. Mechanism. The only message in both ads is to compete fairly and be a great person. The advertisement was innovative and thoughtful, and received unanimous praise.

During the next decade of the 21st century, the Chinese government is doing its best to spread the traditional culture and core values of the people of the People's Republic of China. At the end of 2012, Xi Jinping took the reins of China and initiated the so-called "reform reform". First, the goal of the "Chinese Dream" ("中国") is set, the name of which sounds like "the great dream of rejuvenating the Chinese nation." One of the most important ways to unite the government and citizens of the PRC to realize their cherished "dream" is social propaganda. As a result, China's public advertising is getting a brilliant new round of education: "People slowly started to look at the new social advertising banner" [19].

In 2013, in the cities of the Celestial Empire, social advertising that promotes traditional Chinese culture began to appear in the form of streamers on construction fences. Instead of monochromatic building screeds, banners began to appear on the scaffolding that agitate to develop excellent Chinese culture, be hardworking, conscientious, thrifty, respect traditions and pass them on from generation to generation, help others, protect the environment, build rebellious China. At the same time, there was also an advertisement of civilizational tourism. One of the well-known topics of social advertising is the "Chinese value system". Moreover, in addition to the usual way of promoting social advertising through print media and TV, it is increasingly appearing on new platforms: the Internet, mobile phones, airports, train stations, commercial centers, city squares, parks, commercial areas. Pole boards, outdoor light boxes, public notice boards, road banners and flags are becoming new platforms for placing social advertising.

But non-commercial advertisements, as before, are characterized by an imbalance in the process of formation. Creative, production and publishing methods of public advertising in economically developed areas are significantly higher than in underdeveloped ones. Social advertising is better developed in wealthy cities. To some extent, this limits the distribution of non-commercial advertising and weakens its significance among citizens.

Social advertising in China is the brainchild of the government and is a mechanism in which advertising organizations and big media, under the leadership of the government, take a passive part. Public advertising in China is managed by the Central Cultural Cabinet, the State Administration of Industry and Commerce, and the General Administration of Radio, Film and Television, but they do not act as official management departments for social advertising, which has led to a lack of oversight in this area.

In 2016, in order to resolve the issue of supervision and management of social advertising, the Chinese government introduces "Temporary Measures for the Promotion and Management of Social Advertising". The sphere of public advertising of the People's Republic of China is buying a new round of formation, but as before, there are many unresolved issues in it.

Social advertising in China at the present time is, first of all, a window of the national culture of the Celestial Empire. It personifies the system of values, morality, ethics, ethical principles, norms of behavior, life and customs, traditions, spiritual culture, and also aesthetics. The development of public advertising in the PRC, from pure political propaganda to national formation, has come a short but difficult path. Throughout the various stages of formation and formation of social advertising in China, the government paid significant attention to it and set great goals for it. In addition to the importance of public advertising within the state, it is playing an increasingly important role in the global arena. Adding traditional elements of China to the creation of public advertisements helps to spread the idea of public welfare in the state around the world.

Social advertising in China is under the leadership of the government and is a mechanism in which advertising organizations and big media, under the control of the government, take a passive part. It is designed to serve to create a harmonious society and achieve the cherished "Chinese dream". Therefore, "almost all non-commercial advertising that touches on today's problems of society is filled with the shadow of the national culture of the Celestial Empire" [19].

2.2. Legal Documents for Advertising and PSA in China

Until now, the fact that China is a powerful state is undeniable. The significance and love of the Chinese authorities in the economic, social and cultural fields is enormous. The position of the Chinese authorities and their influence on social advertising can be viewed through the prism of the law. The purpose of this section is to explore the legal framework for social advertising in China. All

documents, decrees and amendments related to PSA in China are listed in this section in chronological order.

When it comes to advertising in the territory of the Civil Republic of China, advertising activities in this country are regulated by strict government regulations. To this end, a series of regulations were passed that gave the Chinese government considerable control over the industry. The most important are the three main documents that traditionally regulate the implementation of advertising work in China:

- Advertising Law of the People's Republic of China, entered into force on February 1, 1995, amendments to the law entered into force on September 1, 2015;
- Advertising Control Regulations, as amended on November 30, 2004;
- Measures to control advertising in printed form came into force on January 1, 2005.

It is quite obvious that the most important legal act regulating advertising activities in China is the Law of the People's Republic of China "On Advertising", adopted at the 10th session of the Standing Committee of the National People's Congress of the 8th convocation on October 27, 1994. Section I "General Provisions» Article 2 of the applicable law: "For the purposes of this Law, an advertisement is a commercial advertisement consisting of a step-by-step presentation of goods or services paid for and sold by manufacturers or distributors of products or service providers" [8].

Since public advertising is not commercial, the law, which came into force on February 1, 1995, does not say anything about it. It turns out that the term "social advertising" does not exist from a legal point of view, it is essentially a dynamic format.

The first formal legal document regarding non-commercial advertising was adopted by the State Administration of Industry and Commerce as the Code of Advertising Ethics in 1997. According to the content of one of the principles of advertising ethics in the Civil Republic of China, the necessary dignity of publicity in the formation of socialist intellectual culture is a necessary reflection of the moral principles and virtues of Chinese society, and should also be enriched. It has cultural and spiritual significance. In the same year, "the General Directorate of Propaganda, the State Administration of Industry and Commerce, the Ministry of Radio and Television, and the Administration of Press and Broadcasting jointly issued a "Notice on the Placement of Public Service Advertising in Public Places." social elements of television media must be broadcast from 19:00 to 20:00 and their duration must take up at least 3% of the advertising time" [37].

In 1999, the Commission for the Development of Spiritual Culture, in close cooperation with the Center Party, put forward the thesis of launching a large-scale propaganda campaign. “And on October 22, 1999, the State Administration of Industry and Commerce issued a Notice of Upcoming Improvements in the Creation of Social Advertising. The announcement stated that since 1999, the change of national advertising companies should be made every two years” [37].

“Social advertising begins to develop rapidly, and in June 2003, the State General Administration of Commerce and Industry begins to prepare "transitional measures for the management and promotion of social advertising", and in May 2004, a special collection of opinions” [18].

In 2004, the Swedish National Radio, Film and Television Agency published a "Report on Strengthening the Production and Broadcasting of Official Radio and Television Messages", which introduced special requirements for public media advertising and adapted the reward system. for creators of public messages.

As for the details of the administrative-territorial division of the state in 2000-2010. Numerous local laws have been enacted on specific issues governing advertising campaigns. For example, in 2001, the People's Government of Dalian City issued the "Regulation and Administration of Social Advertising in Dalian", and in 2008, the Shanghai Administration of Industry and Commerce issued the "Instructions for the Promotion of Social Advertising Campaigns". Advertising and leadership development.

“April 24, 2015 at the 14th Session of the Standing Committee of the 12th National People's Congress for the State Law of the People's Republic of China in the Civil Republic of China” [9]. As of September 1, 2015, the updated law contains changes to public advertising in China. The first mention of social advertising is found in Article 22 on the prohibition of advertising of tobacco products. It states that not all tobacco advertising is permitted in the country and that no tobacco organization may use its trademark, brand, packaging, or design in public service announcements. The second word about public advertising in article 39 is longer: “The use of advertising is optional in kindergartens, primary and secondary schools. Textbooks, notebooks, paper materials, teaching aids, school uniforms, school buses and other materials for primary and secondary schools by students and children of gymnasiums cannot be used both to disclose Chapter VI "Supplementary Provisions" of the details of advertising in the public interest, and this section dedicated exclusively to the dissemination of advertising: “The state encourages and supports the development of public advertising campaigns, the purpose of which is to promote fundamental values and promote culture and morality.

In 2015, the General Administration of Commerce and Industry of China prepared the "Interim Measures for the Management and Promotion of Social Advertising" in connection with the amendments to the Advertising Law that came into force. This document ends the number of video posts placed on television at least 10 times a day, as well as the specific placement of social advertising on various sites.

On January 15, 2016, "Transitional measures for the promotion and management of advertising on social networks" were adopted. On March 1 of the same year, the current legal document came into force and became a very important document for the promotion of social advertising in the Civil Republic of China. It is important to note that the above amendment to the Public Information Law of the People's Republic of China provides the legal basis for the implementation of the measures.

Below is a detailed analysis of the main document regulating the implementation of the work of social advertising in the Civil Republic of China.

First, it should be noted that the interim measures were jointly developed and approved by six departments of various ministries: the Executive Council of the State Administration of Industry and Commerce, the National Internet Information Bureau and the Ministry of Industry, and informatics the Ministry of Housing and Urban Development, the Ministry of Communications and the General Directorate of Radio, Film and Television.

We would like to point out that the "Interim Measures" first of all provide a legal definition of social advertising in China, and its significance is described in detail. The first article provides for the development of social advertising and the standardization of its management in a socialist economy on the basis of the "Advertising Law" of the Civil Republic of China and which are consistent with the regulations. Further, Article 2 defines PRC public service announcements as non-commercial advertisements: "The social media advertisements referred to in these measures refer to non-commercial advertisements that spread the core values of socialism, promote good faith, promote the civilization of CRN citizens, and protect the public interest, and as well as the interests of the state. Government information, "service information and other public information, including video announcements, do not act as public service announcements" [16]. One of the most important precautionary innovations is the "marketing" of social advertising. Advertising distribution and public relations are considered part of low-cost advertising. Article 7 defines the rights of companies that fund the development, production, publication or sponsorship of a non-commercial campaign. From now on, this company has the right to display the name or logo of the organization on it under certain conditions.

However, in case of inconsistency, advertising in public networks is considered commercial.

In addition to defining the function and content of China's civil service announcements, "interim measures" define who is under the control of government agencies. Article 4 deals with responsible companies that manage and coordinate advertising campaigns. Thus, the six departments involved in the development of such measures have their own individual rights and obligations related to Chinese social media advertising.

The administrative apparatus that prepares, issues and distributes social advertising is a subdivision consisting of the Executive Assembly of the State Administration of Industry and Trade, the National Internet Information Agency, the Ministry of Industry and Information, the Ministry of Housing and Communal Services. The group includes representatives of the Ministry of Communications and the Main Directorate of Radio, Film and Television. To avoid the disadvantages of multi-level management, the responsibilities of each person are predetermined.

- The Ministry of Trade and Industry is responsible for the planning and implementation of the PSA.

- Services of information, communications, Internet communications, transport and housing and communal services should create the production of social advertising and resolve issues related to their placement in their own administrative divisions.

I also want to dwell on the problem of social advertising quality standards. Art. 5 of the transitional provision, according to which: "All advertising on public networks is obliged to guarantee an appropriate level of content quality in accordance with the following provisions:

- be value-oriented, based on national laws, norms and requirements of socialist ethics;

- reflect the national and public interests of society;

- take into account the normative use of the language and its features;

- Presented in an appropriate artistic environment and with great cultural taste.

The analyzed legal document establishes the standards for the publication of social advertising. Article 9 determines the scope of social advertising and publications in the media. For example, public announcements on radio stations must be broadcast from 6:00 am to 5:00 pm and 8:00 am pm and between 11:00 am and 1:00 pm Television stations must broadcast advertisements for people aged 19 to 21 on public networks. "The actual number of broadcasts will be determined by the relevant social advertising agency and in no case can be less than the minimum" [17]. According to the same article, "major newspaper publishers who publish an average

of at least 16 pages per day should publish more than 8 full pages on public networks per month; Publishers that publish an average of less than 16 pages per day must, on average, publish at least 6 full pages of public media ads per month. The partisan press in the outskirts, autonomous cities and central cities of obedience, which publishes a newspaper with an average of more than 12 pages, is obliged to publish an average of at least 6 full pages of social advertising per month; The partisan press in the outskirts, autonomous cities and cities of central obedience, which publishes an average newspaper of less than 12 pages, is obliged to publish an average of at least 4 full pages of social advertising per month. The rest of the party press, the evening press, the city press and the print media of some sectors and companies must place an average of at least 2 full pages of social advertising per month. The political journals of the Central Committee, as well as the political journals of various types of suburbs, cities of central subordination and autonomous cities, must print in any issue, on the average, a whole page of social advertising; all other neighbors are non-commercial advertisements. The location of social advertising should be clearly visible. The number of broadcasts must also be no less than the number set by a special agency, which in turn must encourage Internet sites to combine their own special feature and social advertising, make full use of new technologies and new tools for multi-channel coverage, including texts, images, videos, games and anime, broadcast and distribute public service announcements through forums, blogs, micro-blogs, instant messaging, web pages, tablets and mobile phones.

Telephone operators in China have to set the rate of implementation regular public service announcements through mobile media applications and other mobile operations.

"Interim measures for the promotion and management of social advertising" also includes the procedure for the supervision and management of social advertising. Interim Measures Articles 12 and 13 define the accountability and annual planning framework for the implementation of public advertising campaigns. These articles state that the department, which is responsible for non-commercial advertising, is responsible for compiling and publishing an annual plan for conducting public advertising campaigns. During the first 5 days of the first month of any quarter, distributors of social advertising are obliged to submit reports to the bodies of the Industrial and Commercial Administration on the work done and the current situation in the field of public advertising. Radio broadcasting, television broadcasting, print media, periodicals, and telecom operators, Internet sites are accountable to local news and print radio and television stations, communications departments, and information network departments. The administrative department of industry and commerce is

obliged to check public advertising and publish reports on the current situation in this area.

The legal document in question also contains articles that relate to methods of encouraging the creation of social advertising. According to it, the PRC government is committed to encouraging and facilitating the implementation of public advertising campaigns, and, in turn, supports and encourages departments and certain individuals to participate in public campaigns through financial resources, technology, labor, intellectual achievements, and so on. Also, one of the methods to encourage the popularization of public advertising is the aforementioned permission to place the name of the organization and logo in advertising. In addition, the placement and publication of social advertising in a certain amount helps the organization to participate in the tender for the placement of economic advertising. Failure to comply with the rules and violation of the requirements of the legislation on social advertising entails punishment, which is determined by the relevant authorities.

Based on the analysis of legal documents that directly or separately regulate social advertising in the Civil Republic of China, we see that the state treats the field of public advertising as an independent one and needs to be regulated. The Interim Measures explicitly states that such advertisements are of a national outreach nature, thus suggesting a close relationship with the government. Indeed, it can be said that the Chinese government's investment in social advertising is the most significant in the world. It is regarded as an important part of building a spiritual civilization. But it is worth noting that the government is actively investing in the implementation of specific advertising campaigns than in the development of the social advertising market, and this leads to the fact that the formation of social advertising is a mandatory planned development and there is no place for enthusiasm and creativity in it. Some organizations believe that social advertising is a personal donation to Chinese philanthropy. They only fulfill their obligations to the government and play according to state rules, not fully realizing their obligations and the importance of fulfilling their duty to the public. Some media outlets, advertising agencies, and third-party businesses are engaged in the formation of social advertising only to be able to participate in competitions for the placement of commercial advertising. Virtually all companies produce a mandatory number of public advertisements and do not take any part in open and non-compulsory competitions. The only exception is the formation of social material dedicated to major events of a national nature, which are seen as an excellent opportunity to strengthen the reputation and "face" of an enterprise. All this helps to conclude that social advertising in China has a strong political connotation, its planning and production is largely dependent on the support and administrative requirements of the government and is coercive.

Social advertising is a product that needs continuous funding, economic returns are needed at any stage of creation, whether it be design, production or distribution. There are currently four sources of public advertising funding in China:

- Government guarantor;
- part of the profit received from commercial advertising;
- sponsorship from large companies and advertising agencies;
- public charity or material assistance.

But the needs of public advertising are so high that the above sponsors are not enough to implement all public advertising campaigns. To solve the problem of financing, the PRC government calls for participation in the development of social provinces and individual cities, which, in turn, are obliged to contribute to the implementation of public advertising campaigns in their individual areas.

2.3. Current characteristics of target groups and topics of social advertising in China

Social advertising aims to address a wide range of public weaknesses in various areas of public life. In general, the range of problems can be quite general for most countries, since modern society as a whole is going through the accompanying crises that are characteristic of our time. All such questions, of course, depend on a specific country, as well as on the general situation in a particular region. China is no exception. In a wide range of social advertising, the following categories of advertising space are traditionally used.

1. Social behavior and behavior in business
2. Attitude towards the elderly (in particular towards elderly parents)
3. Family (marriage and divorce issues)
4. Children (very complex issues related to the upbringing of children in families, the problem of orphans)
5. Promoting a love of learning, especially reading books
6. Ecology (problems of air pollution, protection and expansion of green spaces)
7. Health (the issue of smoking is especially relevant; the issue of appearance implies hygiene)
8. "Chinese dream"
9. Social advertising aimed at combating corruption.

In general, similar themes are sometimes presented in Western social advertising. However, in this case, there is still a certain Chinese identity, a Chinese

trend appears, which is definitely close to all Chinese and has the necessary influence.

As discussed in Chapter 1, the most common PSA formats are posters and videos. The first usually looks standard - a screen of a certain size containing text and images - but the other two options are classified as videos: games (with actors) and animation, reminiscent of mini-animation. Moreover, the latter is not necessarily removed for children. This form reduces the severity of the issue and at the same time provides the viewer with initial information in a familiar form.

It is interesting to look at the attitude of people to the phenomenon of social advertising and how exactly it is placed in front of the audience. One of the sentences sometimes found in movie intros is "公益广告也是一个盏灯 (gōngyì guānggào yěshì yī zhǎn dēng)", which compares public service advertisements to a source of enlightenment, light. For Western cultures, this attitude will be unusual and surprising.

In general, the question of "prosperity, culture" for China is rather complicated. First, you need to understand what the term usually means. It refers to the Western notion of what Europeans consider normal and traditional norms of behavior in society. And here we can find many global differences. For Europeans coming to China for the first time, the behavior of the Chinese is a real shock. They have no sense of distance with people on the street, and often have mixed feelings about punctuality, noise, and queue behavior. This, along with the peculiarities of their mentality, is closely related to their fundamental differences.

"In China, the basis of the spirituality of traditional society lay in the establishment of what is variously translated as "rites" (rituals, ceremonies and courtesy). It was believed that people come into this world without knowledge of unwritten rules and religious rituals. Later this concept was expanded and began to include any rituals that were obligatory at the court of the ruler. Eventually, the term "ri" came to mean all codified norms, rules and customs, especially those related to interpersonal relations "[33, p. 99].

Morals and codes of ethics are a common story that is conveyed through advertising messages: the 2008 Olympics in Beijing was truly the peak of social advertising creation, literally setting records for the number of its impressions. The main idea was that during the Games, China was in the center of attention of the whole world and had to make a positive impression on the guests of honor, athletes and many spectators watching the Games. The Chinese are reminded of a simple and clear code of conduct.

Another promotional project filmed specifically for the Beijing Olympics was "迎奥运、讲文" (yíng àoyùn jiǎng wénmíng) - "Welcome to the Olympics" - aired on

CCTV2, "Let's Be Cultural". The film has few everyday scenes and shows ordinary Chinese from different walks of life who are compassionate and ready to help strangers, passers-by, colleagues and neighbors. The ad encourages people to help with simple things without remaining indifferent, such as picking up papers scattered on the floor, helping to load boxes onto a cart, or holding the door for a woman with a pram. Its main call to action - 文明在身边 - 口口相传, 手手相传, 心心相传 - that civilization is each of us, and it is passed from mouth to mouth, from heart to heart.

Even now, years after the Olympics, videos about parenting and behavior remain relevant and continue to be shown on television. It should be noted that they are focused not only on the children's audience. One of these videos, filmed some time ago, is aimed at the younger generation in China. Wáng Xiǎocōng de shēnghuó xiǎo qiàomén - "The Smart King's Little Secret" is a commercial with a humorous and modern tone. The protagonist breaks all the rules of decency and tells shameless lies, but in the end he himself is deceived. The advertisement asks viewers 你们的诚信呢? (nǐmen de chéngxìn ne) - "What does your conscience say to that?" he asks. Also very popular is "Panda's Cultural Journey", which is currently airing, also introduces etiquette and good social habits. The titled panda dresses up as a rude tourist and acts provocatively, interrupting and pushing strangers, taking photos in inappropriate places and talking noisily. Local residents are perplexed about this behavior. Using effective implication, the producers of this program try to convince citizens to be more civilized and reasonable and follow the rules of a foreign culture, while demonstrating a negative attitude. Similarly, programs are being drawn up to improve the image of "Chinese tourists", which are already familiar in all countries.

The next big category of social advertising is the relationship between parents and children, caring for the elderly and attitudes towards old age in general. In Confucian China, caring for elderly parents is an indispensable duty of any self-respecting person. Very, if the conversation is about the son. The principle of filial



piety 孝 – xiao, among others, is somehow the most significant. In it, “Confucianism saw the subordination of the lowest to the highest, for example, subjects – the sovereign, children – parents, wives – husband. In response "you" bestowed all with its mercy and patronage. The current principle denied the individual, dissolving it in the family and society – for the sake of the sovereign in general and for the family in particular, a person was obliged to make sacrifices and carry out any orders unquestioningly” [33, p.100].

Figure 2.1 – Respect for elders

Social advertising campaigns on this topic are among the largest, smartest and most memorable. Some of them immediately proclaim that 陪伴是最好的孝心



(péibàn shì zuìhǎode xiàoxīn) – "The love of the best son is to be the helper of love." Chinese chess xiangqi was a lifelong hobby of an elderly father. It is also worth noting that the choice of Xiangqi as an example of Chinese leisure is not temporary. In China, everywhere in parks and courtyards, you can see people with moving figures, carefully watching the game. Xiangqi is considered part of the cultural heritage of China, a tradition that has been passed down from generation to generation and is designed to stimulate children's interest in it.

Figure 2.2 – Family

Social advertising urges people to take care of elderly parents, to show patience and conscientiousness towards them.

“In today's Chinese society, divorce statistics motivate considerable concern. According to the Ministry of Civil Administration of the People's Republic of China, in 2013 the number of couples who filed for divorce was 3.5 million, and this figure is increasing every year, very much in the largest metropolitan areas such as Beijing, Guangzhou, Shanghai. On average, one in five weddings in China ends in divorce. And this motivates a huge wave of indignation among the adult generation, while young people consider it quite natural and do not see anything reprehensible” [59].



Figure 2.3 – Full family

A new and yet unusual aspect in social advertising is the attitude towards the education of children with special needs and disabilities. This case can be considered an example of the influence of foreign advertising campaigns, which are more attentive and focused on the issue of socialization and positioning of disabled people in society. The advertisement encourages mothers and fathers to treat these children with patience and understanding, to pay attention to them and to take normal actions that will help these children overcome health problems in the future and find their



place in society.

Figure 2.4 – Accessible environment for the disabled

Education is a very important part of Chinese life. Children are immersed in learning from an early age and often spend most of the day at school, and sometimes live at schools, returning home only on weekends. However, modern factors also operate in this area. Young people usually forget how to write certain letters or don't know what function they serve, which reduces the quality of their writing, but with the advent of computer technology, this has become quick and easy. Another difficulty is that not all district and local schools have the appropriate pedagogical and methodological equipment. In cooperation with China Central Television, a charity event was organized, during which a well-known Chinese TV presenter visited a small rural school and personally taught children how to use the dictionary.

Chinese parents are very interested in their children to achieve great success in life, so they put pressure on them and prescribe various additional children's circles, sections and classes. As a result, there are alarming statistics of depression, nervous breakdowns and suicides among young people. The pace of life is increasing, the



burden on young people is great: from childhood they are forced to study from dawn to dusk, then a lot of stress with gaokao (高考), lack of options for life methods, definition of work, etc. in such a series, the pressure of adults on children and youth can only affect their psyche. In this context, social videos are very relevant for the prevention of depression and suicide among young people. Sometimes foreigners do not realize that oppression is intensifying, with tragic consequences. Video statistics report that one in four school-aged children grieve due to school stress, and a large number of people decide to commit suicide.

Figure 2.5 – Gender equality

The environment and air pollution itself is a very hot topic in China. Last year, all records for the content of harmful particles in the air were broken more than once in several large cities.



Figure 2.6 – Clean air, healthy life

The next category of social advertising is healthcare. Society today faces many new and dangerous problems such as smoking and AIDS. Human societies and countries around the world take these issues seriously. One of the very effective means of informing citizens about measures to combat and prevent the spread of diseases is social advertising. Its message of eradicating AIDS is a symbol of protection, and in China, above all, the red amulet is a talisman against evil. Several cigarettes are laid out in the form of a square, on top of which a grid with the word "trap" is placed. The Yerba Mate-like posters used pencils as filter cigarettes, with the slogan "Money spent on cigarettes could be used to educate kids." The anti-smoking campaign was particularly strong in the Olympic year, and the images of Chinese athletes and fans who follow their idols to quit smoking and lead a healthy lifestyle were actively used in social advertising. "I love China! I love tobacco-free contests!" (爱中国，爱无烟运动).

As a rule, social ads with patriotic content are shown closer to the bank holidays on October 1, when China celebrates National Day. The idea is that to express "love for the motherland" it is not necessary to perform heroic deeds, this love is expressed in everyday, everyday actions of people. For example, to raise healthy children - because healthy generations form a healthy nation; use ecological fuel - to preserve the environment and the purity of nature; transfer the knowledge accumulated by our ancestors - to preserve the traditional culture; to be diligent and responsible in a personal capacity - for the prosperity of the country; be friendly and open to the world Be friendly and open to the world - show everyone examples of the greatness of the nation, etc.



Figure 2.7 – Love to motherland

The concept of the "Chinese dream" has long been born, which has been legitimized as a desire for renewal. It was necessary to convey to the citizens its essence and concept. This concept was expressed in four articles "Strong China" (in this aspect, economic, political, military and scientific issues are considered), "Advanced China" (this aspect includes a rich culture, high morality, equality and justice of the country), "Harmonious China" (based on a clear construction of social class relations) and "Beautiful China" (about a healthy environment and reducing air pollution). Social advertising has become one of the main means of promoting this national idea. As part of measures to develop the national economy, the government supports the implementation of the advertising campaign "Make your hometown a dream destination". It encourages people to change their lives in big cities to rural life, engage in agriculture, which is closely related to internal migrants, work for their native villages, and thereby together strengthen the agricultural sector of the state.

2.4. Social Advertising Distribution Channels in China

Social advertising projects are traditionally initiated by the state and political parties, broadcast by advertising companies and television companies, and may also be funded by companies. State and partial bodies and public organizations of different levels of government have the right to conduct advertising campaigns and receive public funds for campaigning. All members of this company are working with other ministries to make the campaign more visible. Institutions performing promotional tasks at the central level also include institutions responsible for the management and implementation of promotion policy, in particular, the following institutions: General Administration of the Chamber of Commerce and Industry (SAIC), Steering Committee for the Development of Spiritual Civilization. CPC (GCBSC), State Administration of Radio, Film and Television (SARFT), General Administration of Press and Publication (GAPP), Central Propaganda Administration (CPD). SAIC is the government agency responsible for licensing organizations, including advertising organizations and advertising companies, and advertising policy in general. The numbers are printed and published with SARFT and GAPP marks. Depending on the theme of the campaign, “these party and state organs may cooperate with other political and public figures, such as the General Supervisory Commission of the CCP” [59].

Of course, advertising in China is subject to some censorship. Also, TV channels and other major media have their own standards, and sometimes for some reason they refuse to show this or that advertisement. But it is not uncommon for advertising to be visible to the state rather than being censored or regulated by the media themselves.

In practice, the situation is rather complicated. Advertisements are broadcast both on video surveillance channels (where they reach a national audience) and on local channels (where they reach a subjective audience). Ads shown on the national video surveillance channel must be reviewed by Beijing and, if approved, broadcast throughout the country. In some cases, advertisements shown on local channels must be approved by the relevant local authorities. This mechanism may include approving an ad in one city and not in another. But the size of the audience in large cities makes it expedient to adapt advertising by region.

Sanctions for non-compliance with the social legislation referred to in Article 15 of the Provisional Measures: whether they are criminal under the guidelines or severe and require improvements and reforms. Ads can be condemned for a variety of

reasons, including being overly commercial, such as an ad for the Beijing Olympics that was rejected for over-marketing a game console.

It has been mentioned several times that the medium for social advertising is mainly the media. According to Liu Yuanyuan, advertising as a social mechanism is the most important aspect of communication in general. The code of societies of different civilizations acts in this process, affecting both social relations and directly the sender and recipient of the message. The message has a specific purpose, it is delivered through the chosen channel – in the case of advertising, it can be television, radio, billboard or signal – and the recipient must correctly decipher the message and respond at the appropriate level. behave well and provide some feedback accordingly.

“In China, print, television and outdoor advertising are very effective social media advertising channels” [33].

The Chinese press is unique in that, despite going through stages of reconstruction, development, and regulation, it continues to play an important role in spreading the CCP's socialist ideology and policies. Information in the press should be reliable, objective and in demand, but at the same time pointless and propagandistic. One of the most important and authoritative publications in China is the People's Daily, which has a daily circulation of 2 million copies. In addition to financial advertising, images of social advertising constantly appear on the site. Social advertising on the pages of this publication is both educational and advertising texts of various sizes, as well as images that are cartoons and caricatures that reflect topics discussed in society. They are mainly produced by order of the Chinese Communist Party, the government or non-profit organizations.

The next broadcast channel, Chinese TV advertising, was created in 1979 (21 years after TV broadcasting began in 1958) and proved to be surprisingly successful. Over time, she has become more successful and efficient than ever before. Such advertising is effective simultaneously on several fronts. This is, first of all, the image, its smoothness, richness of colors and, of course, sound. It is also characterized by excellent mass appeal. However, television advertising is characterized by such problems as high cost, overload of television advertising, fleeting nature of advertising, multi-contact and low selectivity of viewers. The attraction of social television commercials is that each of them is a sincere and sympathetic story, thanks to which the Chinese easily recognize themselves in the characters, believe and understand the thoughts and feelings of people on the screen. Given the time constraint, the visual story should be concise and clearly communicate thoughts.

It should be noted that advertising plays an important role both in the socialization of the individual and in the formation of the sociocultural model of

society, since the sociocultural environment affects the content of television and, accordingly, the advertising produced in it. The development of Chinese civilization from a cultural and historical point of view has many features, one of which is adherence to cultural traditions, which is also reflected in modern television advertising.

As a result, another form of advertising and promotion (economic and social) is outdoor advertising. These are architectural structures in the form of billboards, on which images are projected, and they are placed in cities, along roads and highways. However, there are also disadvantages: the price is rising year by year, the exposure period is still narrower than that of television advertising, and in China the density has already increased too much and the efficiency of a single site is significantly reduced. When it comes to the perception of outdoor advertising, the first thing to consider is the level of "cuteness". Brightness should deepen perception and make a memorable impression on the viewer. Design, artistic expressiveness and the degree of quality of materials also affect efficiency. Chinese outdoor advertising is distinguished by its brightness and a small number of letters, the main principle of which is to create the maximum impression with a minimum number of letters.

The pace of creation of the Chinese advertising market has been impressive in terms of pace and volume. As trade relations expanded, so did advertising spending. At present, China's advertising industry employs 1.5 million people (excluding foreigners) in more than 100,000 advertising agencies; the market grew rapidly in the year of the 2008 Olympic Games in Beijing and has not weakened since then; it reached US\$33.6 billion in 2010 and is expected to rise to US\$60 billion by 2014, with China growing at about 30 percent a year," said Zhang Mao, director general of the State Administration for Industry and Commerce. However, in his opinion, "although Chinese advertising is still relatively underdeveloped compared to American and European advertising, the administration plans to 'catch up and overtake' foreign competitors in both quantity and quality by 2020" [48].

However, more important than the numbers is the direction of the advertising business itself: the 21st century is an era in which the forces of globalization have brought powers around the world closer together. Foreign advertising agencies are encouraged to offer their services and collaborations, and China is no exception. Some Chinese advertising researchers believe that the globalization of the country's advertising industry is greatly exaggerated. Despite the strong influence of foreign attitudes and traditions, Chinese culture itself, with its motives and values, is still present in all major advertising organizations. Successful promotional products contain strong imagery based on core Chinese cultural values. In other words, Westernization, despite its strong influence and wide distribution, rests against

traditional culture, and its cultural values cannot overcome the traditional images presented in modern Chinese advertising.

According to a recent study of advertising in China, Chinese political leaders have been successful in using the image of advertising to create national value. The effectiveness of these advertising campaigns is directly related to the appeal to the most important traditions, norms and values that have existed throughout the history of China. Of course, the factors of globalization have not left this area unattended. In metropolitan advertising, images are increasingly westernized, which is not uncommon. In most cases, advertising messages are perceived positively by consumers, and it is not difficult to decipher cultural and social codes.

Researcher James Yaolong Xie examines the impact of Confucian values, a fundamental element of Chinese culture, and the role they play in Taiwanese companies. The data he cites in the article show that Confucian norms and principles have a significant impact on several key elements of strategic marketing in Taiwanese firms. Among other things, he highlights values such as flexibility and the use of "the right words and actions" to maintain social harmony.

Researchers Dennis T. Lowry and Ying Huang also discuss the importance of Confucian ideals. In their personal research, they evaluate the image of women and their position in Chinese advertising. After analyzing the data, they showed that "images of women who are career-minded, independent and goal-oriented are as common as images of men, even if these images are the same. However, men are more often portrayed as more successful, status-oriented and professional sharks." In general, advertising images of gender roles in the context of Chinese society reflect a balance between local social dynamics in China and general trends in global consumer culture" [33].

Researchers use advertising materials to analyze the changes and dynamics of cultural values. They consider advertising texts through the prism of linguistic, cultural and psychological methods. Critical cultural values and the Chinese worldview itself are reflected in both economic and social advertising. The complex but interesting combination of traditional Chinese culture and global Western culture leads researchers to agree that Chinese culture is opposed to the vast cultural stereotypes and clichés of the West. China is actively developing a new social model that seeks to harmonize traditional ideas of behavior and ethics with the new economic trends of a market economy. Social advertising reflects the painful phenomena occurring in various spheres of Chinese life. Social advertising contributes to the formation of a correct assessment of the situation at a new stage in the creation of the population and the adoption of new rules of social behavior.

From this we can conclude that in the future, advertising campaigns that touch on very sensitive topics in various areas of Chinese life and actively emphasize these facts will become popular in the social advertising market. In short, in today's Chinese society, social and economic transformations undermine the stability of the family. The improvement of the traditional concept of the family is no longer in the constant focus of public and media attention. Due to the influence of foreign values in China, the importance of national traditions has decreased, and children in general have become disrespectful to the elderly, parents and elders. Other types of social advertising are aimed at drawing attention to the environmental situation in the country. The environmental situation in China is very difficult, the phenomenon of smog is a serious threat, and although measures have been taken, the authorities have not been able to 100% control the situation and reduce the risks. It is currently one of the most talked about topics in society and there are many examples of environmental PSA.

Social advertising in China is becoming a very influential and stimulating force in society. It is gaining a position of active participation in marketing and public communication, increasing the level of investment in this area, and, importantly, shaping the advertising consciousness of Chinese society. Of course, at the moment, social advertising is not as widespread, large-scale and cost-effective as commercial, but with the help of Chinese media, it managed to find a way to create it. In recent years, social advertising has even teamed up with news broadcasts to advertise regularly to the Chinese public during peak broadcast times.

There is a debate in the media community about whether advertising can be considered art. On the one hand, this is just an economic object, a tool for increasing sales of goods and services, but on the other hand, some advertising samples today can be museum pieces. In China, modern forms of advertising have become not only a means of disseminating ideas, but also works that can be evaluated from an artistic point of view. Each year, a festival is organized that showcases outstanding examples of community service videos and presents awards in various categories.

As a result, advertising today is a powerful means of influencing the general public, various social strata and consumer groups. It is not only an integral part of the entire concept of freedom of the media, speech and press, but also reveals and helps to clarify the meaning of China's state policy to build a strong socialist country. Social advertising informs people about how a particular program is being implemented, about the problems facing society, and calls for joint action to overcome these problems. "The purpose of social advertising is to inform citizens about the need to solve specific problems, forming public opinion and drawing attention to the problem of creating behavior patterns" [53].

In over 20 years of personal history, PSA has come a long way in China. And now its goal is to draw the attention of people around China to key events and issues of the country's social and public life. Social advertising in China is turning into a factor that influences and stimulates society. Increasingly active participation in marketing communications leads to a sharp increase in investment and, importantly, to the formation of advertising consciousness in Chinese society. However, to achieve the desired results, it is necessary to include certain elements that have the greatest impact on the audience, which is a characteristic feature of Chinese social advertising in the 21st century.

CHAPTER 3

GENERAL AND DIFFERENT CHARACTERISTICS OF SOCIAL ADVERTISING IN BELARUS AND CHINA AT THE PRESENT STAGE

3.1. Comparative analysis of the main historical stages and their characteristics.

The history of the formation of social advertising in Belarus and China is quite long, but its study was not the subject of a dynamic study by researchers. The novelty and insufficient knowledge of social advertising in Belarus and China is due to the details of the formation of the Belarusian and Chinese society, as well as the concept of science, which began much later than social advertising itself. The social status of the state Social advertising, despite its relative youth as a social phenomenon in Belarus and China, has characteristic national shades, which are calculated based on the socio-cultural and historical characteristics, the value and ideological dominance of the society in which it develops. The origins of social advertising in Belarus and China are connected both with the emergence of a social society and with the liberation of citizens from civil rights and public works as part of the implementation of state policy. The main source of the emergence of social advertising is this social life, full of conflicts and conflict situations at the level of social groups and therefore in dire need of creative impulses and processes. Around the world, social advertising is important because it shapes the worldview and ethical health of society. Social advertising is difficult to divide between different types and subtypes of commercial and political advertising.

Social advertising is mainly the result of the need of power structures to communicate with the population through social information that allows them to influence the behavior of citizens. Social advertising in Belarus and China is advertising of public projects. This means that these are factors that are not designed to make a profit, but to resolve social inequalities in the interests of society as a whole. The main point in the calculation of social advertising is that it is strictly based on the satisfaction of the public interest. The goal of social advertising is to change people's attitude to possible social insults and develop new long-term social values. Therefore, it is more correct to say that the task of social advertising is the formation of socially tolerant behavior patterns among certain groups of citizens that contribute to the solution or prevention of problems through the development of these shortcomings and the formation of new values. Therefore, the mission of social advertising, which currently focuses on the fundamental value difference between

social advertising and political and financial advertising, is to change behavior patterns in the Belarusian and Chinese society.

The main tasks of social propaganda in Belarus and China are: to cause public outcry and awareness of the urgent problems of public life, to propose measures to solve them, to form a positive attitude towards state structures, to demonstrate social responsibility for entrepreneurship, to increase social significance. social society, the development of new social relations, changing patterns of behavior in society. A historical review of the advertising space in Belarus and China in general and the emergence of social advertising as a subspecies of this space in particular showed that the first similarities with social advertising arose in antiquity, but are still needed today. Appearance. Although this happened only in the second half of the 20th century, it can be said that this type of advertising fulfills its task today and continues to develop dynamically and be characterized in terms of quality. Social advertising at the political and military level, little by little, covered the most diverse aspects of social life. In the entire history of education, Belarusian and Chinese social advertising has come a long way. This is also due to the fact that modern society is a playground full of risks and threats that can only be overcome with the help of social advertising. And today its goal is to draw people's attention to very important events and tasks in the social and public life of the state.

Social advertising in Belarus and China is becoming an influential and stimulating factor for society.

3.2. Fundamentals of state regulation in countries

State regulation of advertising work in Belarus and China can be diversified into regulatory and organizational. Regulatory regulation is implemented through the establishment in the acts of the competent state bodies of the norms for the implementation of advertising work and liability for violation of these norms. Organizational regulation is carried out by authorized state bodies. The regulatory framework for advertising work in Belarus is represented by the law "On Advertising". The law regulates the relations that appear in the process of production, placement and distribution of advertising on the territory of the republic. The Civil Republic of China also has an Advertising The law was adopted with the aim of standardizing advertising work, encouraging the creation of quality advertising, protecting the legitimate interests of consumers, maintaining order, and fully explaining the positive role of advertising in the socialist market economy. Like Belarusian legislation, it takes precedence over other laws when regulating

advertising relations. According to its structure, the law establishes a number of general requirements and norms, as well as specific requirements for certain types of advertising products. At the same time, there are few special rules, since many advertising entities are subject to a mandatory preliminary advertising verification procedure. The presence of state enforcement of the established norms of conduct in the field of advertising does not limit the development of self-regulation in this field and the creation by associations uniting entrepreneurs in this field of additional norms for conducting advertising business activities that relate to relations not regulated by the state, or the establishment of more stringent restrictions, than introduced by law. In the legislation on advertising of Belarus and China, there is a problem of limiting the volume of advertising distributed in radio and television programs, print periodicals, it is solved in different ways, including the quantitative indicators of restrictions on the volume (printed space, time, size, placement) advertising. In these states, there are no restrictions on the amount of advertising in print periodicals, regardless of the thematic focus of the publication. The issue of the amount of advertising in the publication can be decided by the owner of the publication, determined in the charter of the huge information medium. At the same time, the requirement is determined to inform consumers in the conditions of subscription about the number of advertisements in the total volume of the publication, if this periodical printed publication is distributed by subscription. In Belarus and China, there is a legal ban on interrupting television programs covering the functioning of public authorities with advertisements. The norms that prohibit the interruption of religious programs are also present in the legislation.

There is also a ban on advertising interrupting children's TV shows, but there are some exceptions. In China, the institution of state verification of advertisements of certain types of products has been established, such as the content of advertisements for medicines, medical equipment, agricultural chemicals (pesticides), veterinary drugs distributed through radio broadcasting, movies, television, newspapers, periodicals and other huge information media, as well as other advertising, which is required to be verified in accordance with the provisions of the law and by-laws, is subject to verification before publication in accordance with the provisions of the law and by-laws by the relevant authorized bodies. It should be noted that this institution does not exist in the Republic of Belarus, although given the complexity and inconsistency of advertising materials, from the point of view of their perception by consumers, the current institution would be very good for the advertising sector. In the legislation on advertising, and in Belarus and in China, there should not be the following manifestations: the use of the banner, the state emblem and the anthem; the use of the names of state institutions, as well as the names of

their employees: the use of formulations of state ideas, quotations, lofty, beautiful and other similar expressions; threats to public stability, personal security, damage to public interests; obstruction of public order, distortion of good public mores; ; obscenities, superstitions, content inciting terrorism, violence, glorifying the ugly side of life; discrimination based on nationality, race, religion, gender; hindering the protection of the environment and natural resources; other manifestations that interact under the prohibition of the law. As an independent object of regulation, the legislation of Belarus and China singles out social advertising, which is defined as information representing public and state interests and which is aimed at ensuring voluntary goals. China publishes Interim Measures to Manage and Promote Social Advertising as well as a number of other legal documents that regulate social advertising. There is no separate legislative document on social advertising in the Republic of Belarus. Thus, an advertising distributor, which is a huge information method, in accordance with the law “On Advertising” of Belarus, is obliged to place social advertising provided by its advertisers within 5% of the broadcast volume (main print area) per day allotted for advertising. For an advertising distributor that is not a huge information method, the laws of Belarus and China establish a responsibility to place social advertising within 5% of the annual cost of their advertising distribution services. Advertisers of social advertising can be individuals, legal entities, public authorities, other state bodies and local governments, as well as local authorities that are not part of the structure of local governments.

3.3. Main target groups and current topics, advertising projects

We draw on the analysis of social advertising in China and Belarus not only to compare the stages of formation, but also to identify key social, economic and environmental vulnerabilities of the two countries.

Like GG Nikolayshvili, “social advertising is a communicative method aimed at updating the shortcomings of society, aimed at drawing attention to the shortcomings and very sharp moral values of society. Its goal is the humanization of society and the development of its moral values” [42].

First, a little about the history of social advertising in Belarus and China. Social advertising in Belarus appeared earlier than in China, at the beginning of the 20th century, in the 1920s, and was mainly politically oriented, based on the spread of Soviet power and the idea of a bright communist future. A healthy lifestyle and sports

were also encouraged. Soviet films and songs sometimes portray the importance of social advertising. They promoted a positive image of the Soviet people.

In China, the first social advertising appeared in the late 1960s and early 1970s of the 20th century; they were created in the 1980s to promote the ideas of the Cultural Revolution. Public service spots emphasizing the need for government protection of water resources appeared on television in China quite early; from the late 1990s to the 1920s, the number of such videos increased significantly, and their subject matter became more diverse.

Currently, “social advertising has no economic or political function; It is not specified which trade names, trade names, guidelines and organizations exist” [42]. In social advertising, they try to reflect all the social problems of society. In recent years, we have been analyzing and comparing the topics of social advertising in China and Belarus.

What are the similarities and differences between social advertising in China and Belarus? Ecology, family, children, everyday life - these are the issues that citizens of the whole world are solving today. Thus, there are some significant similarities between Belarusian and Chinese social problems.

1. Harmful effects of smoking.
2. Healthy lifestyle (including AIDS prevention).
3. Compliance with the rules of the road.
4. Against domestic violence.
5. Making donations.
6. Protection.
7. Against the danger of drugs.
8. Formation of patriotism (about patriotism and patriotism).
9. Respect and care for the elderly.

Charity organisations.

However, some problems are unique to each country.

Only China.

1. Promoting water conservation (this problem is currently very serious in China).

2. Chinese advertising is a language used by people of all possible nationalities. The advertisement requires the use of pure Chinese in international communication. For example, there are currently 56 ethnic groups and 80 different languages and dialects in China. Urban people living in rural areas often do not understand each other.

3. Interethnic friendship, courtship and peaceful neighborhood: "Stop the war with children!".

4. Call for the need to preserve national monuments and historical heritage

5. Encourage children not to be alone. It focuses on giving children more attention, giving them a quality education and the opportunity to give their best in childcare.

6. This is in addition to the "drug danger" issue, which is a countermeasure against the use of heroin, the most widely used drug in China.

7. Fighting corruption in advertising (for example, one of the slogans "I earn only by hard work").

Only in Belarus.

1. Creating conditions conducive to conception (advertising a large number of children)

2. Advertising law-abiding (Pay for logs and sapi calmly!).

3. Work with alcoholism and problems specific to adolescents.

Both in Belarus and China, social advertising is becoming more and more popular, its symbols, themes and slogans are used in commercials. However, it is important to remember that social advertising cannot solve existing problems, it can only draw attention to them and offer alternatives. However, the solution of such problems is the responsibility of the government.

3.4. Promotion and distribution channels, the role of Internet communication

An analysis of the publication was made, in which the main ways of popularizing social advertising in Belarus and China were:

- advertising in the press;
- printable advertisement;
- advertising on radio and television;
- audiovisual advertising;
- outdoor advertising (including transport and street advertising);
- advertising at points of sale (sales of products);
- internal advertising;
- souvenir advertising;
- direct mail (direct mail);
- public relations;

Exhibitions and fairs; computerized advertising (including Internet advertising). The choice of advertising medium depends on many factors, including the nature of the advertised product (new or existing), the content of the

advertisement, the availability of the advertising medium, the size (capacity) of the market, and the objectives of the advertiser. Advertising. advertising medium. commercial. Advertising. commercial. (informative, persuasive or reminiscent), the scope of the advertising campaign, the range of potential consumers, the specific needs of the market, the technical perspective of advertising media and advertising channels. In today's highly saturated consumer market in developed countries, the use of one or two advertising channels or media (i.e. homogeneous advertising) is incomplete. Therefore, in practice, all producers of raw materials carry out massive promotional activities using various advertising channels and media, which are interconnected in a certain order and ranked according to the strength of the impact. Currently, companies in Belarus and China are actively promoting the existing forms and methods of advertising, so not so long ago in Belarus, such advertising methods as outdoor advertising and indoor advertising were mastered. Advantages of outdoor advertising: excellent graphics; specific psychological effect of exposure; works 24 hours. One of the main outdoor advertising tools are LED screens. Advantages of internal advertising: important technical possibilities of information dissemination (movement, text, image, sound); wide coverage of the target group (on average from 8 to 50 thousand visitors per day); strong psychological impact; On the contrary, the positive attitude of consumers to such advertising makes us wait, find out and not bother. Plasma panels and LCD screens serve as an internal advertising medium. This concept, also called in-room video advertising or in-room TV, has a big impact on the individual. This is due to the effect of the simultaneous use of its three elements: sound, image and movement. The essence of internal advertising is to promote a product (idea) in a crowded room. Mass reception of people: shopping center; food services; commercial institutions – medical institutions; cultural institutions; hotel, hotel; centers of financial projects; banks; films; airports; seasons; educational institutions; sports complex; moving objects as a result of writing the third part of this study, the following conclusions can be drawn.

The main source of the emergence of social advertising is public life, which is full of conflicts and struggle for both social groups and needs incentives and creative processes. Social advertising in Belarus and China is advertising of public projects. The history of the formation of social advertising in Belarus and China is quite long, but its study was not the subject of a dynamic study by researchers. A historical study of the emergence of advertising in Belarus and China in general and social advertising as a subspecies of this area in particular, although the first similarities with social advertising appeared in antiquity, in today's understanding, the first is necessary in the second. half of the 20th century. However, it can be said that at present the current type of advertising fulfills its purpose quite effectively, still has a

dynamic form and will develop qualitatively. State regulation of advertising activities in Belarus and China can be divided into regulatory and organizational. The regulation of advertising activities in Belarus is represented by the law "On Advertising". The law regulates relations arising in the process of production, placement and sale of advertising on the territory of the republic. The Civil Republic of China also passed an advertising law to standardize business. print area, time, size, place) advertising. As an independent subject of regulation by the legislation of Belarus and China, social advertising is defined as information representing public and state interests and aimed at: cultural and linguistic character. The subject of social advertising in China and Belarus, the main directions and the main points that are affected are analyzed. The main means of distribution of social advertising in Belarus and China are: advertising in the press; printable advertisement; television and radio advertising; audiovisual advertising; outdoor advertising (including advertising on transport and on the street); advertising at the point of sale (merchandising); internal advertising; souvenir advertising; direct mail advertising (direct mail); public relations; exhibitions and fairs; computerized advertising (including advertising on the Internet).

CONCLUSION

Social advertising has not yet taken root in modern Belarusian society, since advertising is one of the new social methods and institutions of society aimed at including the individual in the social structure and adapting it to social and economic systems. At the same time, in economically developed countries, where the market mechanism is stable and more effectively created and regulated by the state, there is an important social incentive, with the support and encouragement of the state, state authorities and local governments or commercial facilities. Social advertising is an area where a lot of money is spent in developed countries. It is a very important element in the organization of modern society. Social propaganda is a way of influencing society as a whole, on one or another of its layers, through public or state associations that perform certain spiritual, ethical and social tasks. A social advertising campaign on its own can do little to change a company's behavior if the company is not ready for it. And you need to be ready to adopt legislation that eliminates social disadvantage, and implement a comprehensive program to eliminate this disadvantage, finance its implementation, monitor and measure the effectiveness of an advertising campaign. But the main thing is that citizens themselves want to fill this gap.

Currently, there is an ambivalent attitude towards social advertising: it is too ideological or freely expresses (emphasizes) the shortcomings of society. There is an opinion that social advertising is less ideological and less politicized. But it is not always the case. Often social slogans are used as a means of promoting political, image or economic goals. But it's not always bad. But if a company, politician or public organization that uses social advertising for advertising purposes discredits it in the eyes of the public, citizens will no longer trust social advertising.

Based on the fact that the purpose of social advertising is to change the attitude of the population to all social issues and the formation of new long-term social values, social advertising is understood as a way of addressing the population. its educational aspect and its adaptive function. In addition, it should be added that the potential of social advertising in our country is very high. Finally, social advertising is a powerful tool for generating ideas. And this is very necessary for modern society in our time, because social advertising contributes to the social support of citizens, restores human relations between people, develops new economic relations on this basis and builds society.

Based on this study, some conclusions can be drawn about advertising in the sociocultural sphere.

Having studied the scientific literature, we can conclude that sociocultural advertising can be defined as follows. In sociocultural studies, advertising is an impersonal and deliberate informational impact on the public, performs the functions of ideological influence, focuses on national duties and ideals, and has as its main goal the introduction of cultural and ethical values and norms into society. get to know the human mind. Effective advertising will help to effectively convey to citizens the features of the corresponding lifestyle and worldview, as well as successfully combat negative trends in the education of young people.

After analyzing the meaning and content of advertisements, the following conclusions were drawn. Social advertising is important, but the media, reviews, stereotypes, conferences, etc. Not unusual. The problem of understanding its occurrence remains unresolved, in fact, the issue of social advertising is not considered in the scientific literature, and further scientific development and substantiation of this issue in the theory of social work is necessary. In other words, we can say that social advertising contributes to the process of personal development.

An analysis of the situation with advertising in the socio-cultural spheres of the Republic of Belarus and China led to the following conclusions. Social advertising in the countries under study is being created at a very high pace. After all, social advertising is a powerful means of forming public opinion. And in this era, society really needs social advertising to promote social support for citizens, restore human relations between people, and on this basis develop new economic relations and build a social society.

Thus, we come to the conclusion that social advertising in the China and the Republic of Belarus, although it faces a number of problems, nevertheless has a certain positive impact on sociocultural factors in society.

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Figure 1.1 – Saving electricity



Figure 1.2 – Healthy lifestyle



Figure 1.3 – Pay your taxes



Figure 1.4 – I love Belarus



Figure 2.1 – Respect for elders



Figure 2.2 – Family



Figure 2.3 – Full family



Figure 2.4 – Accessible environment for the disabled



Figure 2.5 – Gender equality



Figure 2.6 – Clean air, healthy life



Figure 2.7 – Love to motherland