

**TYPES OF ADVERTISING IN THE REPUBLIC OF BELARUS
AS OBJECTS OF LEGAL RELATIONS:
STATE-MANAGEMENT ASPECT**

Lu Yi

*Belarusian State University, Leningradskaya st. 8,
220030, Minsk, Belarus, 761127323@qq.com*

Supervisor: Valiushko-Orsa N. V., Associate Professor of the Department of Public Administration, Candidate of Juridical Sciences, Associate Professor

Abstract: the article examines issues related to types of advertising in the Republic of Belarus as objects of legal relations. It is proposed to make changes and additions to the legislation of the Republic of Belarus regulating issues related to advertising. In particular, it is proposed to consolidate the concept of «Internet advertising» at the legislative level.

Keywords: advertising; types of advertising; Internet; Internet advertising; advertiser.

**ВИДЫ РЕКЛАМЫ В РЕСПУБЛИКЕ БЕЛАРУСЬ
КАК ОБЪЕКТЫ ПРАВООТНОШЕНИЙ:
ГОСУДАРСТВЕННО-УПРАВЛЕНЧЕСКИЙ АСПЕКТ**

Лу И

*Белорусский государственный университет, ул. Ленинградская 8,
220030, г. Минск, Беларусь, 761127323@qq.com*

Научный руководитель: Валюшко-Орса Н. В., доцент кафедры государственного управления, кандидат юридических наук, доцент

В статье рассматриваются вопросы, касающиеся видов рекламы в Республике Беларусь как объектов правоотношений. Предлагается внести изменения и дополнения в законодательство Республики Беларусь, регламентирующее вопросы, связанные с рекламой. В частности, предлагается закрепить на законодательном уровне понятие «Интернет-реклама».

Ключевые слова: реклама; виды рекламы; Интернет; Интернет-реклама; рекламодатель.

At the present stage, advertising plays a very important role in promoting goods, works and (or) services on the market. In addition, the formation of a market economy causes the need for a quick solution to the problem of production and sale of goods, which significantly depends on the advertising accompanying this process.

The Law of the Republic of Belarus of May 10, 2007 «On Advertising» (further – the Advertising Law) establishes many types of advertising, which allows it to be classified as follows:

1) according to the criterion of advertising compliance with the requirements of advertising legislation, we can distinguish between proper and improper advertising;

2) depending on the method of distribution (placement): advertising in the media; advertising using telecommunications; outdoor advertising; advertising on a vehicle;

3) depending on the object of advertising: advertising of medicines, methods of providing medical care, works and (or) services that constitute medical activity, medical products and medical equipment; advertising of real estate services; advertising of a cultural and entertainment event; etc. [1, p. 93–94]

It should be noted that the Advertising Law does not distinguish such a type of advertising as Internet advertising.

In general, the following types of Internet advertising are currently most widespread in practice:

- media advertising – placement of text and graphic advertising materials on websites that are advertising platforms;

- text advertising – placement of text advertising materials on websites that are advertising platforms;

- contextual advertising – placement of text and graphic advertising materials on websites that are contextual advertising platforms;

- teaser advertising – placement of text and graphic advertising materials (teasers) on websites that are advertising platforms; and some others [2, p. 37].

The emergence and rapid development of the Internet was a breakthrough in the development of information and communication technologies, marketing and, in particular, advertising communications. The Internet has become an effective business tool, a new powerful channel for distributing advertising [3, p. 43].

The rapid growth of Internet advertising is due to various factors, such as the increase in Internet users who use the Internet for various purposes (for example, for education, searching for necessary information, purchasing goods, etc.). Also, one of the factors in the growth of Internet advertising popularity is its targeting, i.e. a clear focus on the target audience [2, p. 37].

It should be noted that when promoting a new product, the advertiser faces the problem of choosing between continuous, concentrated, short-term and pulsating advertising.

Continuity is achieved by uniform placement of advertising messages over a certain period. As a rule, advertisers use continuous advertising in the case of market expansion, for everyday products and to attract certain categories of consumers. Concentrated advertising involves using the advertising budget over

a single period. This scheme is appropriate for advertising products whose shelf life is limited to one season or a certain date (usually a holiday). Short-term, or periodic, advertising means placing advertisements over a certain period, followed by a pause, and then advertising resumes. This scheme is used with a limited advertising budget, a relatively rare purchase cycle, and when advertising seasonal products. Pulsing advertising is long-term advertising with periodic alternation of low and high activity [4, p. 410].

In general, online advertising can contribute to the promotion of a company on the market. The effectiveness of online advertising is the result of the influence of a large number of factors, among which, first of all, is the degree of coverage of the target audience, the characteristics of advertising media, as well as the design, context, placement, visual and content features of advertisements [2, p. 37].

Thus, since Internet advertising is acquiring special significance and agreeing with the opinion of Yu. N. Tananan, we propose to supplement the Advertising Law with Article 16 «Internet Advertising» and state it as follows: Internet advertising is an advertisement posted on the Internet about the presentation of goods, works and (or) services, aimed at attracting special attention to a certain product, work and (or) service, addressed to the mass consumer and having a persuasive nature [2, p. 38].

In our opinion, due to the very rapid spread and development of the Internet, Internet advertising will also become more widespread and developed compared to other types of advertising. In this regard, its consolidation at the legislative level is very important.

References

1. *Safonova T. V.* Information Law: Interactive Lecture Course / T. V. Safonova. – Vitebsk : VSU named after P. M. Masharov, 2021. – 152 p.
2. *Tanana Yu. N.* Promising directions for the development of advertising activities in the Republic of Belarus / Yu. N. Tanana // Socio-economic development of society: history and modernity: materials of the international scientific and practical conference, Kingisepp, April 19, 2018 / The Twelfth Yamburg Readings. – St. Petersburg : Svoe Publishing House, 2018. – P. 36–39.
3. *Romanov A. A.* Theory and legal regulation of advertising activities: Textbook / A. A. Romanov // Moscow State University of Economics, Statistics and Informatics. – M., 2003. – 428 p.
4. *Kotler F.* Marketing management. Express press course / F. Kotler ; translated from English. edited by S. G. Bozhuk. – 2nd ed. – St. Petersburg : Piter, 2006. – 464 p.