

SUMMARY

Subject matter: GENRE AND TYPOLOGICAL FEATURES OF SOCIAL ADVERTISING, DIFFICULTY OF THEIR GRAPHIC PRESENTATION.

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Topicality of the research: Lack of research of a condition and directions of development of the social advertising, inadequate scanty professional labour supply, absence of scientifically reasonable programs and recommendations for creation and placements of effective social advertising.

Objectives of the research: Identification of genre features of social advertising, the analysis of the most authentic problems of the region and their reflection in social advertising.

The tasks of the research:

- analysis of genre and typological features of social advertising
- studying of legal aspects of functioning of social advertising, regulation of its placement;
- study of outdoor social advertising and its place in the general advertising stream;
- investigation of existing social problems of the Caucasian Mineral Waters Region;
- uncovering of features of social advertising of the region ;
- development of recommendations about placement of social advertising in the urban space .

The theoretical and practical significance of the research: theoretical foundations of social advertising are shown; the nature, objectives, tasks, functions of social advertising are examined; the principles of planning, organization and placement of the advertisement are presented. It allows to increase efficiency of impact of social advertising.

The results of the research:

- social advertising is the type of communication focused on drawing attention to the most topical problems of society and its moral values;
- social advertising carries out a number of the major functions, such as realization of interrelation between members of the society and state structures, drawing attention to the most actual pressing social problems, the warning about ways of their solving and prevention;
- the genres of social advertising are very similar to the genres of commercial advertising;
- the majority of problems of The Caucasian Mineral Waters Region isn't reflected in social advertising;
- there's a need for creation of social advertising directed at young people who spend a lot of time in social networks.

Recommendations: We plan to place the advertisement in schools and universities of Pyatigorsk to make young people think about quantity of time they spend in social networks and its negative influence on their health.