

**Institute of Romance and Germanic Languages of Information and Humanitarian Technologies / Department of Innovation, Marketing and Advertising: 42.03.01 .- Advertising and Public Relations (Commercial Advertising)**

**Subject matter:** The peculiarities of the advertising of cultural process in health resort

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**Topicality of the research:** The modern development of advertising activity makes it possible to involve various domains of promotion. Many years have passed since the first town playbill, but still now cultural, educational and entertaining areas draw consumers' attention both by the high quality of their products and by a competent advertisement. Cultural life is one of the most important city landmarks. A health resort must pay special attention to the development of the cultural sphere since an active leisure-time both of citizens themselves and of visitors is one of the factors assuring the contentment of recreation and stay in it.

**Objective:** to reveal the peculiarities of the advertising process in cultural and social areas by example of a health resort.

**Theoretical and practical significance of the research:** The given research develops and generalizes the main points of the examination of advertisement as a cultural product in city life. The suggested trends of perfecting the advertisement promotion of the city cultural life make it possible to implement the project of the cultural and educational center “Russian Caucasus” and to increase the importance of Russian culture in view of citizens and visitors of Pyatigorsk. The analytic reviews, results and conclusions made in the research could be useful for the city administration to perfect the advertising activity.

**Results of the research:**

1. Development of the conception of the cultural and educational center “Russian Caucasus”.

2. Visualization of a number of significant images promoting the center.
3. Creation of graphical logotypes.
4. Elaboration of slogans for the future advertising campaign of the center.

