

**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)**

Theme: Social advertising of state corporations as a tool for forming the mentality of modern Russian society

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Keywords: social advertising, mass media, state corporation, mentality

Research relevance:

The social-economic transformations taking place in Russia in recent decades have led to a radical transformation of the social system, a sharp increase and aggravation of social problems. The state of modern Russian society testifies that it needs a speedy recovery and stabilization.

A multi-faceted public institution such as social advertising has a significant potential for solving this problem, which is a proven and effective tool for preventing and eliminating the causes of the social ill health of a society.

Social advertising as an instrument of communication between the subjects of management is most fully realized precisely in the sphere of social policy.

The role of state corporations in the formation of public consciousness is undeniably great, and it is with this that the relevance of the degree research is linked.

The aim of the study is a theoretical and practical study of the influence of social advertising on the mentality of modern Russian society.

To realize the set goal, the following complex of problems is solved in the work:

- To explore advertising as a socio-cultural phenomenon and assess its place in society;
- To characterize the subjects of the advertising market and the features of the relationship;
- To assess the social responsibility of advertising;
- To analyze the legal basis for the functioning of state corporations in the Russian Federation;
- To describe the legal nature of state corporations in the Russian Federation;
- To consider the features of social advertising in "Gazprom mezhregiongaz Stavropol" in Pyatigorsk;
- To analyze the peculiarities of forming the image of the organization in the media;
- To propose ways to solve the social problems of modern society in the aspect of the activity of the organization under study.

Theoretical and practical significance of the research consists in the analysis and systematization of information on this issue, as well as in the possibility of using research results in the work of modern state corporations at the regional and federal levels.

Results of the study:

The paper systematizes the theory of social advertising and its influence on the formation of the mentality of the modern person and society. The author analyses social advertising of the state corporation and gives practical recommendations for its further functioning.