

## THE ROLE OF NON-PROFIT ADVERTISING IN THE ORGANIZATION OF PUBLIC RELATIONS OF ORGANIZATIONS OPERATING IN THE SOCIAL SPHERE

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ABSTRACT	KEYWORDS
This scientific article analyzes the role of non-profit advertising in the organization of public relations of organizations operating in the social sphere, analyzes the practice of its application in social work.	social sphere, public, communication, organization, social thought, advertising, social advertising, non-profit advertising, social life, efficiency, quality.

Today, the importance of social advertising in the organization of public relations of organizations operating in the social sphere is increasing. In the era of modern technology, the role of social advertising in attracting social opinion of the public is considered immeasurable. At this point, organizations operating in the social sphere are the reason for the preparation of social advertising in working with the public and its scientific and practical study of it in order to belong to the entire population. We try to analyze the essence and history of the concept of social advertising and advertising by studying it.

The term “advertising” comes from the Latin word “reclamare” – “scream out loud” or “report” - so we know through historical works that in the markets and squares of Ancient Greece and Ancient Rome more than 2000 years ago they shouted loudly and praised various goods. Advertising in English is represented by the term “advertising”, originally meant “reporting” and was interpreted as focusing the consumer's attention on the product. From the point of view of economics, advertising is understood as one of the components of marketing and a mechanism of competition in a market where products are superfluous [1].

Well-known researchers of the history of advertising V. V. Uchenova and N. V. Starix speaks of advertising as a network of mass communication, within which texts are created and distributed that involve influencing people to make purchases or receive Social Service. However, the essence of advertising cannot be limited only to the informational and economic component. With the development of society, forms of advertising have undergone tremendous qualitative changes, and

advertising has emerged as a separate socio-cultural phenomenon. Today it is an important social phenomenon and, in addition to economic information, includes various cultural, moral and social ideas. Thus, there are different types of advertising, one of which is social advertising. The term "social advertising" does not have a unambiguous interpretation in the scientific, special, journalistic literature, as well as in regulatory documents. Russian researcher L. M. Dmitrieva believes that the concept of "social advertising" is used only in Russia. All over the world, it fits the concepts of "non-profit advertising" and "public advertising" [2]. Non-profit advertising is a type of advertising that does not aim to achieve economic goals and is aimed at forming public opinion, changing the model of people's behavior [3]. Public advertising conveys a message that promotes some kind of positive phenomenon. The above definitions to some extent reveal the concept of "social advertising". However, it should be interpreted more broadly and deeper [4].

In a broad sense, social advertising can be defined as a social technology aimed at harmonizing social space and social relationships, informing the population about current social problems, their prevention and solution, as well as developing new social values and socially approved behaviors [5].

Another Russian researcher is G. G. Nikolayshvili describes: "social advertising is a type of communication aimed at focusing on the most pressing problems of society and its spiritual values" [6].

The essence of social advertising is that it - focuses on the pressing problems of society;

- a means of preventing social problems;
- offers ways to solve social problems;
- forms the values, worldview and socially approved models of behavior of the audience;
- the state acts as a weapon of social and information policy.

As a technology, it is necessary to take into account the main features of social advertising:

- presence of a socially significant target image;
- use of scientific knowledge for the initial development of social advertising projects;
- the presence of a complex of operations for the implementation of activities;
- taking into account the national-cultural characteristics of the content of the social advertising message and taking into account the specifics of the industry in which the activity is carried out [7].

Summarizing the above information, we can conclude that the subject of social advertising can be state institutions, non-profit organizations, socially oriented business structures. The object of social advertising is what attracts attention, what is promoted, for example, values (cultural, religious, family, universal, etc.); socially approved behavior - for example, a healthy lifestyle, adherence to traffic rules, respect for elders [8].

As a subject of social advertising, an idea is considered that has a certain social significance and is transmitted to the target audience: the whole society and individual social groups and individuals.

In order to more accurately understand the role of social advertising in the processes of social life, we determine its purpose, objectives and functions.

The study of the goals, functions and objectives of social advertising involves the analysis of three of its most important components:

- scientific bases;
- regulatory framework;
- social and cultural foundations.

Each component provides the possibility of the existence and normal functioning of social advertising as an integral element of modern society and its information environment. The scientific and methodological development of social advertising issues began in Russia in the 2000s. The main problem in the study of social advertising is that there are many views on understanding its essence [9]. The authors of a number of studies view social advertising as a means of public administration, that is, a mechanism that helps to overcome the crisis of trust in power, to strengthen its positive image [10]. A number of works analyze social advertising as a phenomenon of cultural communication, analyze its main characteristics, models of communication in order to increase the effectiveness of influence on the population [11].

S. E. Seliverstov's book "Social Advertising: The Art of influence in words" explores the psychological foundations of the influence and influence of social advertising on the individual and society as a whole.

Each approach aimed at understanding the essence of social advertising and its place in society is modern and relevant. The study of the regulatory framework of social advertising makes it possible to understand that it is of a non-profit nature and solves important social problems, is aimed at promoting a certain lifestyle and stimulating certain actions.

Social and cultural foundations are one of the most complex issues in the theory and practice of social advertising. They are understood as values that form the basis of our socio-cultural worldview. The main problem is the identification of these values in a constantly changing society.

The main social and cultural values created since the pre-revolutionary and former Soviet times and preserved to the present day include:

- state-patriotic bloc (the history of the values of the motherland, military and other victories of peoples);
- social block (family and maternal values, a healthy lifestyle, helping others);
- cultural block (values of the culture of the nation, the desire for education and moral and spiritual self-improvement).

In the practice of modern advertising, these values acquire new forms and features. The main task is to adapt the value orientations to the current situation so that they serve as the social and cultural foundations of the social advertising system in states.

The purpose of social advertising is to briefly and clearly present an idea, values, model of behavior, information about a socially significant problem in order to change the behavioral models of society in relation to a certain ideal, which is perceived as consolidated and approved in a given culture [12]. In conclusion, it is worth mentioning that all these types of social advertising exist in modern society, perform their functions, fulfill social goals and objectives. The variety of species makes it possible to optimally use social advertising as a means of influencing public consciousness and attracting society to solve existing problems.

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