Revenko T. V.,
PhD in Public Administration, Leading specialist of Scientific Research Organization Department, KRI NAPA, Kharkiv

THE ROLE OF SOCIAL ADVERTISING IN THE SYSTEM OF NATIONAL AND PATRIOTIC EDUCATION OF YOUTH IN UKRAINE

Problem setting. During the last time the topic of national patriotic education has been widely developed by the public administration science as well as by others fields of social and humanitarian discourse. The social advertising is one of the main tools of social behavior formation. The effective advertising can help to educate, to form the right habits of not littering in public places, reading books, not beating women and children, being responsible for themselves and their actions, loving their country etc.

Recent research and publications analysis. The strengthening of the social advertising role in the informational space attracts the attention of researches and experts in the field of management and communication. However researchers have paid little attention to patriotic advertising so the purpose of defining of its essence remains still very important.

Paper objective. That why the objective of this article is to define the essence of the concept of “social patriotic advertising” and its role in the national patriotic education system in Ukraine

Paper main body. The core notion of the “social patriotic advertising” concept is “social advertising”, so it seems necessary to examine it in depth. There is no consensus about the nature of the term “social advertising” among scientists. The analysis of legislation and scientific literature allows us to distinguish six main approaches to definition of this concept, namely: communicative, functional, material, culturological, sectoral and technological. In most cases the social advertising is understood as a certain kind of information. For example, the law of Ukraine on advertising contains such a definition: “Social advertising –
information of any kind, distributed in any form, aimed at achieving of socially useful purposes, popularization of universal values and whose distribution does not aim to profit”.

In our opinion, the understanding of social advertising as a certain kind of information significantly narrows the meaning of this concept. Therefore we propose to consider the social advertising as a special form of social communication between authorities and non-profit organizations, which does not have any commercial nature, draws attention to socially significant issues, is aimed at the formation of universal values and changing of the behavioral model of society in order to promote the desired development of the social system.

Using this theoretical approach allows focus on the ability of social advertising to bring society to a certain state in accordance with changes in external conditions and to strengthen a certain strategic position of the nation on specific issues and vision of own development prospects. Such approach allows us to focus on communicative nature of social advertising, which in particular contains certain tools (technology), the general use of which creates appropriate social communication in the state in order to achieve the objectives.

By the way, until recently patriotic motives in national advertising were developed quite rarely. Patriotic advertising in Ukraine could be seen only on national holidays. The tragic events taking place in our country have given a new impetus to the social patriotic advertising.

Although the most common opinion in the society is that social advertising these are just beautiful pictures on the streets, but the results of many national and foreign studies prove that these pictures really “direct our brains”. Patriotism, the desire to defend Ukraine, responsibility and readiness for action social advertising of this particular topic we see today on the Ukrainian billboards and in media. And it's good that in the streets of cities there is just such kind of social advertisement and that Independence Day is not just “congratulations from a big board”, But an occasion to reflect on what each of us can do for our state.

There’s no doubt that the social advertising is one of the most powerful
means of influencing people’s feelings and consciousness. This type of advertising plays an extremely important role. The social advertising makes you think about simple and obvious things, remember the main. The most successful and impressive social advertising is one that hits home, moves to tears, cuts to the heart.

**Conclusions of the research.** So, we should provide a new definition of “social patriotic advertising” concept as a specific form of social communication between authorities and non-profit organizations which does not have any commercial nature, draws attention to socially significant issues, is aimed at the formation of universal values and changing of the behavioral model of society in order to promote the desired development of the social system. Thus, today the social patriotic advertising in Ukraine is a complex instrument of influence on the formation of public opinion on important public issues concerning state-building processes based on patriotic education.