

## **PECULIARITIES OF THE PERCEPTION OF SOCIAL ADVERTISING YOUTH**

A public service announcement (PSA) or public service ad, are messages in the public interest disseminated by the media without charge, with the objective of raising awareness, changing public attitudes and behavior towards a social issue [1].

Such topics in social advertising as violence, alcohol and smoking are relevant at all times, but each audience at different times higher priority will be a separate problem. In modern socio-cultural conditions of the society are very important for the formation of the young generation, especially among students, norms of behavior that will not harm their health or society in General. Therefore the question of what exactly a socially targeted ad will pay the greatest amount of young people?

To determine the most effective theme of social advertising of the existing today in Ukraine for youth was applied survey method in social network among the youth of different age groups [2]. The results of the study showed that a significant percentage of respondents showed interest in social advertising on the theme of «Knowing your rights and responsibilities». The vote was anonymous, so this gave maximal truthful results (table 1).

Table 1

The most interesting theme of social advertising for youth (Anonymous poll)

<b>What is the theme of social advertising are you interested in?</b>	
Unplanned pregnancy	
Violence	
Question regarding Smoking and alcoholism	
Knowing your rights and responsibilities	
Clean not there, clean, and where there is no litter	
Voted: 100 people	

In my opinion, such a sharp separation of the subject called the advent of videos that were to shoot with real events such organizations as «Stopham» and «traffic control». These organizations are struggling with the employees of law enforcement bodies of Ukraine, faulty perform their duties and act in the non-conformity of the laws.

During the growth of corruption, youth seeks to claim their rights and duties through awareness in them.

The theme concerning the knowledge of their rights and responsibilities of citizens of Ukraine can be used in social advertising as on behalf of the state and individual citizens interested in public social issues.

Social advertising can be an effective method of activation of youth to the study of the legal framework. Therefore, today, social advertising should be used to improve young people's knowledge of their rights and obligations and of citizens of Ukraine in General.

References:

1. [http://en.wikipedia.org/wiki/Public\\_service\\_announcement](http://en.wikipedia.org/wiki/Public_service_announcement)
2. [http://vk.com/li\\_katriniti?w=poll157014050\\_5298](http://vk.com/li_katriniti?w=poll157014050_5298)