



## SOCIAL ADVERTISING – AS A TOOL FOR SOCIALIZATION OF YOUTH

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**Abstract:** This article emphasizes that one of the most important factors of socialization today is social advertising, which not only determines the "trajectory" of the behavior of an individual, but also plays an important role in determining the dynamic characteristics of the socio-cultural processes of modern society.

**Keywords:** Socialization, stratification, consciousness and values, phenomenon, dynamic phenomenon, social advertising, social, demographic.

The study of the process of socialization of the younger generation is of great importance as a period of the beginning of labor activity or as a period of professional preparation for it. It is here that self-awareness, social consciousness and concepts of values are formed, which determine the directions of personality development and improvement throughout the course of future life. In any society, the process of socialization is one of the important factors in collective life, determining the procedural aspects of social relations. As information on the history of the concept of the phenomenon of socialization shows, many attempts have been made by disciplines with specific directions to clarify its specific aspects. In this direction, significant results have been achieved in the system of knowledge, taking into account the characteristics of heuristic aspects. At the same time, the study of socialization in recent times is considered a dynamic phenomenon, which includes the specific features and forms of each particular society and certain historical periods. The relevance of studying the phenomenon under discussion is that global changes in the characteristics of civilization, including, first of all, the scale of development of mass communication media, directly have a significant impact on the socialization of the younger generation.

Nowadays, one of the most important factors of socialization is social advertising, which is considered to be of great importance not only in determining the "trajectory" of the behavior of an individual as an individual, but also in determining the dynamic characteristics of the socio-cultural processes of modern society.



The direct use of advertising for specific purposes is manifested in the form of supporting needs (commercial advertising) or promoting certain views and ideas (political, social advertising), in the case of certain requirements, but it should be noted that today advertising has a very wide socio-cultural impact on various aspects of society. As the practice of advertising activities shows, advertising can be formed not only on the basis of requirements, but also educate and form social stereotypes in society. In other words, advertising is an integral part of the socialization process of modern youth, along with traditional socialization institutions - family, peer groups, school, etc. As a promoter of social advertising, advertising ensures the adaptation of a person to a new social status and values, and also coordinates the methods of controlling the individual's behavioral characteristics in various situations in society.

Considering the characteristics of everyday human interactions and relationships, it can be said that advertisements create certain stereotyped forms that are reflected in the form of images, which are considered one of the specific mechanisms of socialization.

As part of mass culture, mainly aimed at young people, advertisements have a particularly strong impact on this group of society, which perceives this form of culture as a vital educational tool. Modern youth perceive advertisements as one of the normative elements of culture as a whole, leaving an impression as a normal element of the environment. From this point of view, advertisements take their place as a natural part of culture. For modern youth, advertisements, by their nature, are perceived as an expression of the world of ideas, views, and values, and it is observed that advertising not only provides information about goods, but also covers typical situations in social interactions and relationships. Considering the relatively low protection of the youth consciousness, that is, it can be said that it has weak immunity to the influences of mass culture, advertising in particular is a convenient and relatively inexpensive means of raising the consciousness of the youth among the population in modern society, directing their worldview in a positive direction. However, advertising, like different social groups, is perceived by young people to different degrees. In the process of implementing the stratification policy in modern countries, the younger generation is distinguished as a socio-demographic layer that is considered to have special characteristics in the stratification of various social groups.



In this view, the essence of the issue in studying advertising as one of the factors of youth socialization is that modern advertising is considered to have great power to stratify the consciousness of young people about the world and is a means of combating the views and ideas of the external environment that negatively affect the consciousness of young people. Advertising plays an important role not only in shaping the behavior of individuals in society, but also in shaping and directing the values, normative consciousness of young people. Its impact varies depending on the social status of young people in society, that is, their status.

The direct use of advertising for specific purposes can be manifested in the form of supporting needs (commercial advertising) or promoting certain views and ideas (political, social advertising), but it should be noted that today advertising has a very wide socio-cultural impact on various aspects of society. As the practice of advertising activities shows, advertising can be formed not only on the basis of requirements, but also educate and form social stereotypes in society. In other words, advertising is an integral part of the socialization of modern youth, along with traditional socialization institutions - family, peer groups, school, etc. As a promoter of social advertising, advertising ensures the adaptation of a person to a new social status and values, and also coordinates the methods of controlling the behavior of a person in various situations in society.

Considering the characteristics of people's daily interactions and relationships, it can be said that advertisements create stereotypical forms of a certain accuracy, which are reflected in the form of images, which are considered one of the specific mechanisms of socialization.

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