

Секция  
«ИНОСТРАННЫЕ ЯЗЫКИ»

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**Public service advertising in Belarus**

Социальная реклама в Беларуси

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Every year people in Belarus are faced with an increasing amount of public service advertising (PSA). People see it in the streets, on television, in cinemas, newspapers and magazines, hear on the radio. But a question arises quite naturally whether people have ever questioned the benefits of PSA and the ways of its improvement.

Our goal is to investigate the significance of PSA in legal terms, to analyze the survey the public opinion poll (POP), and, consequently, to offer the ideas for improving its quality as an important part of moral education of a person and the nation in general. As for the practical part of our work, where different society groups in Belarus were questioned, it gave us an opportunity to examine public attitudes to PSA and to offer some practical recommendations for its improvement.

While writing this scientific research work we used the following methods: supervision and observations (search for PSA openly in city streets and beyond); POP (the study of public opinion about PSA); analysis (the study of the literature related to the topic and summarizing the results of the POP).

According to Article 2 of the Law "On Advertising" (hereinafter - Law) Public Service Advertising (PSA) is an advertising of rights, legally protected interests or obligations of the organizations or citizens, healthy life-styles, provision of health care, public safety, social protection, crime prevention, environmental protection, natural resources management, development of Belarusian culture and arts, international cultural cooperation, government programs in health, education, culture and sports or other social events (activities) which is directed to protect or meet the public or the public interest, is not commercial and the advertisers are public authorities.

According to the first part of paragraph 2 of Article 24 of the Law, advertisement distributors - editors of the media are obliged to implement the placement (distribution), PSA, provided by its advertisers, within five percent of the broadcast (the main printed area) a day set aside for advertising.

In accordance with the second part of paragraph 2 of Article 24 of the Law advertisement distributors who are not staff of media outlets are obliged to implement the placement (distribution), PSA, provided by its advertisers, within five percent of the annual value of their services on placement (distribution) advertising, which is calculated by results of the previous fiscal year.

PSA should not be a commercial nature. This means that the PSA cannot mention commercial organizations and individual entrepreneurs, as well as specific products, goods, works and services produced or sold by them. Also goods, works and services resulting from any business profit organizations should not be on such advertising.

Advertisers of the PSA may be the only public bodies (ministries, departments, committees, local executive and administrative bodies). Typically, these are public bodies whose activities are directly linked to the public interest, safety, health, environment, etc.

The information would be a PSA in the presence of all of the following attributes without fail: the objects of advertising are the rights, interests, obligations, actions, events (activities) of a social nature, to protect or meet the public and state interests; non-commercial nature; advertiser is a state agency. PSA, as well as commercial, can be placed (distributed) in any form by any means: in print and electronic media (television, radio); outdoor advertising and in vehicles; on the Internet; through the dissemination of leaflets and etc.

The main difference between PSA in Belarus and Great Britain, USA and Russia is following one: PSA in Great Britain legislatively is not regulated, in the USA the main coordinator of the market of PSA is the Advertising board – the non-governmental organization, in Russia information, aimed at achieving the charitable and other socially useful purposes, as well as the interests of the state.

The main goal of PSA is formation and maintenance in a society and people's minds some universal values, attracting attention to socially significant problems and possibilities of solving them. Advertisers of PSA are largely state structures.

Owing to the fact that placing or distribution of PSA is carried out on a free and voluntary basis in the Republic of Belarus, various informative support of such activity of the state structures is adequately provided. PSA is most actively takes place on TV, outdoor advertising billboards, by distribution of numerous leaflets.

To analyze the perception and the attitude to external PSA in Belarus which has occupied a firm place in a modern urban landscape of the country we have interviewed citizens of Belarus. PSA in Belarus should give more attention to some particular themes and topics.

Having analyzed the POP, we came to the following conclusion: PSA isn't interesting to people, they don't consider that in Belarus it is developed on a sufficient enough level, besides, some of the respondents consider that social advertising imposes false values.

Therefore, the objective of our scientific work also comprises search of alternative methods for distribution of social advertising and the creation of projects for distribution of social advertising, alongside with an attempt to encourage people to take more interest in PSA.

The first thing that we should make is to learn the basic mass media where it is possible to see PSA. After the interrogation was carried out, the basic means of distribution of PSA is considered to be TV. But as it has appeared, other mass media are too oversaturated with various kinds of PSA and people have already got tired of such its quantity. The second place is taken by the Internet, and on the third - are magazines.

We have also done the comparative characteristic of a condition of social advertising now and its purposes and the direction on the future proceeding from the point of view of expectations of citizens of Belarus.

The problem of domestic PSA lies in its immaturity. Unlike commercials which are created by teams of professionals, the majority of social rollers-commercials is made in the handicraft way. The mechanism of PSA financing is not developed yet. The effective systematic organisation of manufacture and placing of PSA will provide satisfaction to public and the required interests of the state will be met as well.

The important condition of the development of PSA in our republic is the creation of the competitive environment with the obligatory involving of various organisations and citizens in this activity.