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TOPICAL PROBLEMS OF LEGAL REGULATION OF OUTDOOR ADVERTISING

Ekaterina Streltsova

VSU named after P.M. Masherov, Vitebsk, Belarus

Keywords: advertising, legal regulation of advertising activities, outdoor advertising, advertising activity, advertising business.

In the modern world, the legal regulation of advertising activities is relevant, as the advertising business is becoming more popular. To increase consumer interest in the goods sold, the services provided, organizations very often use advertising, since it is the optimal means of promotion. Advertisements are placed on television, radio, the Internet, and in periodicals.

This topic is relevant due to the spread of advertising. It has become an integral part of the development of many organizations. With the help of advertising, forms an opinion about a particular company.

Material and methods. Advertising is a persuasive means of information about a product or a company, a commercial propaganda of the consumer properties of a product and the merits of a company, preparing a potential buyer for a purchase. Advertising can construct and drive demand and the market [3].

Outdoor advertising is a popular form of advertising in the urban environment, which began to be in demand in the middle of the last century. There are several types of outdoor advertising. The main ones should be highlighted:

- prismatron;
- firewall;
- billboard;
- light panel;
- pillar;
- pasting of vehicles, etc.

Today advertising is one of the most effective tools in the attempts of a company to modify the behavior of buyers, to attract their attention. As the number of advertisements grows, the risk of receiving inaccurate information about the product increases. For example, some manufacturers mention the good composition of the product, its beneficial properties, etc., but, as a rule, this information is rarely verified.

First of all, it is worth noting the problem of legal regulation of outdoor advertising, which is associated with issues of inappropriate advertising. Many manufacturers try to showcase their product by comparing it with the products of another company. As a rule, such advertising carries a negative assessment of the activities of another organization.

It is also possible that the advertising is offensive. Some manufacturers use their signage to try to harm another company in some way. This technique is often used in the restaurant business.

First of all, I would like to note the chains of famous fast-food restaurants, which are most often criticized. I would like to mention the "advertising conflict" of two chains - Burger King and McDonald's. The McDonald's restaurant chain carried out a campaign, which they decided to advertise. A little later, next to the outdoor advertising of this company, another one appeared, which was ordered by representatives of the Burger King chain. Both shields were located side by side, and the second had an inscription ("These clowns rub some game on you") and a pointer to the adjacent shield. In principle, the advertising itself did not use the famous McDonald's logo, but most visitors to such establishments know that the main face of the American corporation is a clown. According to Article 26 of the Law of the Republic of Belarus on Advertising, such advertising is unfair.

Another similar case should be noted. The company "Papa Fries", which operates in the city of Vitebsk, posted an advertisement:

"Our dad is frying, not ... (and next to the image of a clown and the corporate logo of the McDonald's company).

In this case, there are three violations:

- negative assessment of a product that is sold by another organization;
- comparison of the advertised product with the product of another organization;
- insulting the activities of the organization;

According to Article 26 of the Law of the Republic of Belarus on Advertising, such advertising is classified as inappropriate. Inappropriate advertising is prohibited on the territory of the Republic of Belarus.

It is worth mentioning the time frames, which are not always respected by advertisers. For example, recently, the KFC restaurant chain held a "5 for 5" campaign, which ended on October 31, 2021, i.e. On November 1, 2021, it was no longer valid, but advertising banners were not immediately replaced with advertising for another action. In this case, the advertisement is also unreliable.

It is worth paying attention to the appearance of outdoor advertising. As a rule, huge billboards that can be seen next to the roadway are in demand now. This is a very simple and economical option. Specialists stick an image on a billboard with an advertisement for a product or service. This is where their work ends, and almost no one monitors the state of advertising. Poor quality material, weather conditions - all this can affect the appearance of advertising.

Findings and their discussion. The analysis allows us to conclude that there are a number of problems in the legal regulation of advertising activities on the territory of the Republic of Belarus. These problems are related to ad content, which is not always acceptable. As a result, disputes and conflicts can arise between organizations, as well as between representatives of the organization and their potential clients. Inaccurate advertising is a problem in modern society, as most people are susceptible to its influence.

Conclusion. Based on this, it can be concluded that it is necessary to improve the legal regulation of advertising activities. First of all, you should pay attention to the content of advertising signs. Compliance with ethical and legal norms in the field of advertising is one of the important indicators of the quality and stability of the advertising market.

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URGENT PROBLEMS OF LEGAL PROTECTION OF LIBYAN MIGRANT CHILDREN AT THE CURRENT STAGE

Aleksandra Toguleva

VSU named after P.M. Masherov, Vitebsk, Belarus

Keywords: legal protection of children, refugee children, migrant children, the humanitarian catastrophe in Libya.

A long period of instability in Libya has been going on since 2011, when the overthrow of the Gaddafi regime took place. Military operations have not stopped there for more than 10 years. This has a devastating impact on the political, economic, social and other spheres of life of the country and society. First of all, the suffering is experienced by the civilian population, who are dying not only from bullets and bombing, but also from hunger, disease, violence, which any war car-