

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

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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-

ries with it. The conditions of children in such situations requires special attention from the entire world community, because a warring party is often unable to protect on its own the most vulnerable category of the population.

The purpose of the study is to characterize the urgent problems of legal insecurity of Libyan migrant children and to identify possible prospects for solving these problems.

Material and methods. The materials for the study were the law enforcement practice of States and international organizations to resolve the humanitarian crisis that has developed on the territory of Libya as a result of a long-term armed conflict. The main research methods were the methods of formal legal and concrete legal analysis.

Findings and their discussion. Since 2014, Libya has actually established dual power, represented by the General National Congress and the House of Representatives of Libya. The actions of numerous terrorist organizations on the territory of the State and the lack of control over the borders through which a large flow of refugees from other countries passes also significantly aggravate the current situation. The creation of the Government of National Accord with the support of the UN Security Council in accordance with the Libyan Political Treaty in 2015 did not help to finally end the conflict in the region.

To resolve this situation, the international community is attempting to reconcile the warring parties through international conferences. Thus, at the initiative of Italy and with the support of the United States, representatives of 17 countries gathered in Rome in 2015, urging on the belligerent forces for an immediate truce. Meetings in a similar format with the participation of about 20 States were held in subsequent years in Vienna, Paris, Palermo, Berlin.

The recent conferences on the Libyan issue 2020-2021 in Berlin are of great importance for the protection of the rights of migrant children. In addition to the agreement reached on holding parliamentary and presidential elections in Libya on December 24, 2021, attention was focused on compliance with international humanitarian law. In the final document of the 2021 Conference, it says: “We urge on the Transitional Presidential Council and the Transitional Government of National Unity and all parties in Libya to fully comply with international humanitarian law, protect civilians, infrastructure facilities, Libyans and non-Libyans by providing access to medical personnel, human rights monitors, humanitarian workers, including through UN channels” [1]. Issues related to ensuring the security of humanitarian corridors, illegal detention of people in local prisons and acts of inhumane treatment of people were also touched upon during the conferences.

However, full stabilization of the situation in Libya has not yet been achieved. During the fighting in 2020, about 30 medical facilities were damaged, 13 of them will no longer be able to provide assistance to civilians. About 200 thousand children cannot receive education due to the closure of schools destroyed by the war. According to the UN, approximately 60 thousand migrant

and refugee children are now in the most difficult situation, 15 thousand of them are unaccompanied in the country and are placed in temporary detention centers [2]. This practice of treatment of children is condemned by the entire world community [3]. By closing children in such centers, the State risks aggravating their psychological state; often in such centers there are no minimum conditions necessary for life; the realization of the basic rights of children is called into question. Moreover, a country in a state of war cannot provide worth protection of these centers from attacks by terrorist organizations. So, on July 03, 2019, more than 50 people were killed in the suburbs of Tripoli, and more than a hundred were injured as a result of an air attack on a detention center for migrants and refugees [4].

International organizations are attempting to evacuate refugees to neighboring safe States. Given the difficulty of organizing resettlement and the limited resources of the host State, only persons in extremely vulnerable situations and in urgent need of safety and protection fall under this procedure. This category also includes children deprived of parental care. For example, in September 2019, 36 children were evacuated to Rwanda [5]. Currently, the UN has resumed the evacuation of refugees to Niger, thanks to the lifting of the ban on humanitarian flights in Libya. On November 5, 2021, 172 people were evacuated there, among whom there were many street children [6]. Most of the evacuees subsequently end up in third countries using the resettlement program, which is an effective mechanism for their protection. A large part of refugees is trying to reach safe countries illegally on their own. Only in July of this year, about 60 people including children drowned off the coast of Libya [7].

In addition to the above, certain concerns are caused by the risk of the spread of Covid-19, due to the lack of vaccination in the majority of the population. The destroyed water supply, garbage collection and recycling systems throughout the country also threaten to the spread of many infectious diseases that can be fatal for children in the absence of medical care.

Conclusion. Thus, the consolidation of the efforts of the international community to resolve the Libyan conflict has certain effective results. Nevertheless, the situation of many migrant children in Libya is still on the verge of a humanitarian catastrophe. Evacuation carried out by international organizations is of particular importance for saving lives, but it is too sporadic and is not able to reach all those in need. This leads to attempts at illegal migration, often ending in the death of refugees. The creation of safe corridors for civilians inside the country and the conclusion of agreements with safe countries on the placement of migrants on their territory can serve as a positive moment in solving this problem.

It seems possible to abandon the mandatory placement of refugees in temporary accommodation centers if the State cannot provide them with full protection, food supply, medical care, organization of the educational process, etc. In turn, migrant groups should be assisted in their accommodation in migrant and refugee camps, where the necessary conditions for human life are observed.

Presentation the issue of the protection of migrant children for separate consideration in possible future conferences on the Libyan crisis can make a significant contribution to the development and implementation of effective mechanisms for the protection of the most vulnerable category of people.

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INSTRUMENTS AND MECHANISMS OF ORGANIZATIONAL AND MANAGERIAL INNOVATION IN THE AUTOMOTIVE INDUSTRY

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Today, the strategic benchmark for the development of the Russian economy is the intensification of economic growth based on an innovation model. The core of this model and, accordingly, the key aspect of the implemented state policy is technological innovation. At the same time, statistics indicate the insufficient effectiveness and efficiency of the existing approach, and the low share of non-technological (first of all, organizational and managerial innovation, in abbreviated form – OMI) innovations confirms the opinion formed in world science and practice that without an institutional basis formed by OMI, the introduction of technological innovations "slips". Thus, the relevance of the study of the features of the