

## PEDAGOGY

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### **Role of social advertising in the prevention of deviant behavior of youth**

The article deals with the influence of social advertising on the prevention of deviant behavior of youth. It is described the modern youth environment in which the problem of deviance plays an important role. The authors note that only advertising, showing the power of their own capabilities, socializing a person can be called social. It was analyzed the main features of social advertising that help to prevent abnormal behavior among youth. It was revealed the impact of the tools of social advertising which help to prevent deviant behavior scenarios. The lack of scientific, state and reasoned conception of social advertising, the lack of a unified authority to coordinate activities in the field of social advertising, small commercial attractiveness of the researched phenomenon and the distrust of the population to advertising in general – all this determine the unpreparedness of modern Russian social advertising to solve the problem of preventing the deviant behavior of youth.

Key words: deviant behavior, youth, social advertising, prevention, social policy.

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