

## PHILOLOGY

***Ella G. Kulikova***

*(Rostov institute (branch) All-Russian state university of law. Rostov-on-Don, Russian Federation)*

### **Advertising communication as a tool of anti-drug activity**

It is discussed one of the ways of drug abuse – social anti-drug advertising. This problem requires interdisciplinary research. In modern society drugs are a special brand, but fashion for the young people is the most significant landmark. The number of drug slang units increases in dictionaries. Preventive anti-drug work in general and advertising in particular should be aimed at the development of domestic resources and the full socialisation of the person. In the context of the modern approach to advertising, it requires honesty, authenticity, completeness in description of life. Modern social advertising should seek to avoid direct propaganda, should be a dialogue between the person and the problem, the dialogue between the individual and society. It is more important to show something to aspire to, but not something that should be avoided. Propaganda "horror" demonizing the image of the addict is much less effective than targeted education (including social advertising) of willpower, faith in their capabilities.

Key words: social advertising, prevention of drug addiction, jargon, hedonism, deviant behavior, humanism, morality

---

***July 17, 2017***