

PHILOLOGY

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Specificity of social advertising in the internet space in the context of ideological positioning

The article considers the specifics of social advertising in the Internet space. Social advertising influences the audience with the aim of changing behavior, drawing attention to socially significant problems and forming public opinion. The specificity of social advertising in online format lies in its ability to convey ideological positions, as well as the ability to effectively convey the message to the audience. The article considers influence of ideological factors on the content and form of social advertising in the Internet space. It is revealed that social advertising actively uses ideological principles to attract attention and convince viewers of the need for social change. The conclusions are drawn that ideological positioning is a crucial factor in attracting the target audience and achieving the goals set in social advertising on the Internet.

Key words: Internet space, social advertising, advertising efficiency, ideological positioning, target audience.

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