

and professional self-realisation of young people. In 2022, 250 young people from Armenia, Belarus, Kazakhstan, Kyrgyzstan, the Russian Federation and Uzbekistan attended the forum.

It is therefore necessary to address the issue of introducing the term of youth entrepreneurship in the legislation of the EAEU member states, which will have a positive impact on the popularisation of this concept and simplify the possibility of holding specialised events.

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**А. Yarokova**

**А.О. Ярокова**

МИ МВД (Могилев)

*Научный руководитель С.В. Венидиктов*

## **SOCIAL ADVERTISING OF THE BELARUSIAN MILITIA**

### **Социальная реклама белорусской милиции**

Social advertising of law enforcement bodies is a type of advertising activity that is aimed at increasing public consciousness, the level of security and compliance with law and order. The purpose of our research is to determine the specifics of displaying the activities of the Belarusian police through social advertising.

Analyzing the websites of the Ministry of Internal Affairs of the Republic of Belarus, we can come to the conclusion that social advertising of the Belarusian militia may include various formats and approaches. It can be presented in the form of television and radio commercials, printed materials, posters, advertising banners, videos for social networks and the Internet, as well as through events, lectures and trainings.

The purpose of this type of advertising is to form a positive image of the militia in the eyes of the population, build trusting relationships and stimulate cooperation with the police in the suppression of crimes and offenses. Social advertising of the Belarusian militia is aimed at current issues that reflect social phenomena and cause public unrest. For example, it can warn about the consequences of drug use, drunk driving, domestic violence, cyberbullying, and also raise public awareness about safety measures [1, p. 17].

Belarusian militia advertising uses positive images and stories that attract attention and create identification among the target audience. Advertising messages can be historical, family, sports and others to evoke positive emotions and support for the police from the public. Depending on the specific objectives and goals of the advertising campaign, social advertising of the Belarusian militia may also include educational components, offering the target audience useful tips and recommendations on how to improve life safety and security.

Analysis of methods and tools for attracting public attention and creating a positive image of internal affairs bodies allows us to highlight the following areas:

1. Conducting social events and promotions with the involvement of citizens. For example, sporting competitions, concerts, exhibitions are organized, where militia take an active part, and events are also held to educate the population about safety rules and crime prevention.

2. Creation and distribution of advertising materials (these include leaflets, brochures, posters and other printed publications that contain information about militia work, safety rules, etc.).

3. Work on media platforms: television, radio, social networks and Internet portals are actively used to post materials. For example, pages and groups are created on social networks and Internet portals where information and advertising materials are published.

Thus, social advertising of the Belarusian militia is important for creating a safe and friendly environment in the country, as well as for strengthening the public's trust in law enforcement agencies. This type of advertising has a positive impact on society, helping to form correct values and norms of behavior, as well as contributing to the development of civic consciousness and strengthening the rule of law.

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