

members but also with Vietnam, China, Iran, Serbia, the United Arab Emirates, Singapore, and Mongolia.

As well as political and economic integration, cultural integration is also important. Belarus and Russia are visa-free travel states for each other's citizens. People from Russia often visit Belarus (more than 355,000 citizens of Russia visited Belarus in 2024). They want to know more about the similarities and differences of our cultures, visit concerts, such as Slavianski Bazar in Vitebsk, and get sanatorium and resort treatment. Belarusian citizens visit Russia as well, visiting different cities and natural climate zones.

As a result of research into the question of integration between Belarus and Russia, we can conclude that the integration is beneficial for these states, giving their citizens wider tourism opportunities and creating conditions for successful economic growth and common defense. The integration in question is a key part and a great example of cooperation between post-Soviet states.

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PROBLEMS AND PROSPECTS FOR THE DEVELOPMENT OF THE UNION STATE

Проблемы и перспективы развития Союзного государства

The historical preconditions for the integration of the Republic of Belarus and the Russian Federation are rooted in the profound commonality of cultural, linguistic, and legal traditions dating back to the period of the unified Soviet state. Following the collapse of the USSR in 1991, both countries faced the need to rethink their foreign policy orientations. The signing of the Treaty on the Establishment of the Union State in 1999 was a logical continuation of a series of integration agreements of the 1990s, including the Treaty on the Community of Belarus and Russia (1996) and the Treaty on the Union of Belarus and Russia (1997). These acts reflected the desire to form a supranational space capable of compensating for the geopolitical fragmentation of the post-Soviet region.

The purpose of this work is to identify the main problems in the functioning of the Union State of Russia and Belarus and to analyze the factors that hinder the deepening of integration. At the same time, the goal is to determine promising areas of development, from economic and legal convergence to strengthening political cooperation and social integration.

It should be noted that, as of today, integration within the framework of the Union State demonstrates a contradictory dynamic, combining institutional achievements with systemic constraints. On the one hand, more than 28 union programs are being

implemented, signed in 2021 and covering key areas from industrial cooperation to the unification of tax and customs regulations. The package of Union programs is aimed at deepening economic integration, including the harmonization of macroeconomic policy, the formation of a common energy market and the unification of legislation. Joint bodies have been established and are functioning – the Supreme State Council, the Parliamentary Assembly, and the Standing Committee. However, despite the formal successes, the real degree of integration remains limited: there is no single currency, and differences in legal systems persist.

The development of the Union State is constrained by several factors: the absence of supranational mechanisms with binding legal force, institutional asymmetry between the parties, and limited political will to deepen integration.

The prospects for further development of the Union State largely depend on the ability of the parties to overcome accumulated institutional and legal barriers. One of the key directions may be the deepening of economic integration – through the unification of tax and customs policy, the creation of a common energy market, and the development of joint industrial cooperation. An important step is the formation of a unified legal space, which presupposes the convergence of national legislation and the establishment of supranational enforcement mechanisms, including Union courts and arbitration bodies. This would ensure legal predictability, the protection of the rights of integration participants, and the elimination of legal conflicts.

Particular importance is attached to the humanitarian dimension, which can strengthen Union identity and increase the level of public support. In addition, the Union State may enhance its role within the Eurasian architecture, acting as a connecting link between the CSTO, the EAEU, and other regional associations, which requires a coordinated foreign policy strategy and institutional flexibility.

Based on the above, it can be concluded that the joint movement of the two countries forward on the basis of equality and mutual trust is capable of turning the Union State into a stable and effective model of regional cooperation.

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SOCIAL ADVERTISING OF THE MINISTRY OF INTERNAL AFFAIRS OF THE REPUBLIC OF BELARUS AS A TOOL FOR PREVENTION

Социальная реклама МВД Беларуси как инструмент профилактики

In the context of globalization of the information space and the growth of social risks, the role of state social advertising as a tool for fostering legal awareness and preventing crime is increasing. The activities of the Ministry of Internal Affairs of the Republic of