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FORMATION OF REPREZENTATIONS ABOUT ADVERTISING AS A FROM OF MASS COMMUNICATION

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**Research methodology** is based on the principles of comparative socio-philosophical analysis and synthesis. The paper used systematization and classification methods, theoretical generalization and other general scientific methods.

**Results.** Synthesizing various terms and definitions, it can be generalized conclusion about advertising as a form of mass communication, whose main objective is promotion, which is realized by forming needs, aspirations, behaviors broadcast by certain values, attitudes, patterns of behavior.

**Novelty.** In forming the idea of advertising as a form of mass communication found that on the one hand advertising as a complex socio-cultural phenomenon affects the interaction of people with social reality, on the other - a society determines the nature, content and advertising, and there is no complete overlap value systems functioning in society and broadcast advertising

**The practical significance.** For a very short period in Ukraine has developed its own school for the study of mass communication and forming an idea of advertising as its shape. Based on the original local scientists developments real media practices pain becomes effective with all the features that we have in our country.