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DISCRIMINATORY ADVERTISING: REGULATION EXPERIENCE IN THE EUROPEAN UNION AND UKRAINE

The advertising industry plays an important role in the media space within the process of functioning of the information society. Mass media have a significant influence on the construction or deconstruction of gender equality, reflecting everyday life and shaping gender understanding in society. Advertising is a very powerful form of social communication, offering a concentrated set of images and ideas that appeal to people's emotions and, thus, shape their values, attitude and understanding of the world. Thus, combating discrimination by gender in advertising is a central component of efforts to achieve gender equality.

The main purpose of the article is to make a comprehensive study of the characteristic features of state regulation of advertising activity in some countries of the European Union and in Ukraine, taking into account the regulatory and organizational aspects.

European Union countries have been increasingly taking measures concerning the prevention of negative social effects of discriminatory advertising and developing self-regulation tools to prevent its signs. European regulations and guidelines governing advertising practices have always recognized their social responsibility and obligation to respect and promote the principle of non-discrimination, since advertising should not harm any social group. A number of sectoral self-regulatory organizations have been also collaborating on this issue with government representatives at the national level to ensure the promotion of advertising created in accordance with the principle of social responsibility.

In Ukraine, the regulation of discriminatory advertising is conducted in accordance with the Law of Ukraine "On Advertising" and the Standard of non-discriminatory by gender advertising. The Industrial Gender Committee on Advertising monitors the advertisers' adherence to the standard for the prohibition of discriminatory by gender advertising.

The regulation of discriminatory advertising is an important component of marketing practice; it is the legislative, regulatory and legal systems that determine the scope of advertising activity in society.

Key words: discriminatory advertising, discrimination, advertising, regulation, ombudsman, stereotype, gender equality.

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