

Features of managing sustainable development processes: the experience of Russian and foreign regions

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Advertising concept as a reflection of the current state of society

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Advertising has taken root in the life of society. Advertising is a type of activity for the promotion and implementation of ideas, goods and services. Advertising contributes to the development of the economy, since it encourages people to purchase a particular product and, therefore, it influences every modern person who enters into commodity-money relations. Advertising has a psychological impact on recipients, forming and fixing in the consciousness stereotypes of thinking, lifestyle, morality, ethics and attitudes to certain events or phenomena. Advertising forms public consciousness, cultivates a standardized general idea of the correct modern way of life.

Keywords: advertising, concept, society, modern world, economy

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